Loyola Institute of Business Administration (LIBA)

A Jesuit Business School

EXECUTIVE DIPLOMA IN MANAGEMENT

ADMISSION BULLETIN 2024-25

- Business Analytics
- Financial Management
- Healthcare Management
- Human Resource Management
- Investment Analysis and Portfolio Management
- Logistics and Supply Chain Management
- Marketing Management
- Media and Entertainment Management

LOYOLA INSTITUTE OF BUSINESS ADMINISTRATION (LIBA)

Loyola College Campus | Chennai 600 034 | TN | India

Course Overview

LIBA has designed the executive programmes for the working professionals to expand their knowledge base, or acquire new expertise, or hone their skills so that they are professionally updated and rewarded. LIBA offers diverse programmes to suit the needs of many. There are programmes for individuals and programmes for organisations. They are taught not only by academicians but also by practitioners who have solved pratical problems, faced real - world challenges, and weathered many-a-storm in the business world. The case studies, the examples, the perspectives and the statistics discussed in the classrooms mirror the world outside. The various programmes for individuals are described below.

Programmes

WEEK-DAY PROGRAMMES :

The Programmes are offered in week - day mode with evening schedules for all specialization areas, except Investment Analysis and Portfolio Management, Logistics and Supply Chain Management, Healthcare Management, Media and Entertainment Management and Business Analytics, which are offered only in the weekend mode.

In week-day mode, classes are held in the evenings between 6.45 pm and 8.30 pm from Monday to Wednesday. The courses have three different credit options. The four-credit courses have 18 sessions, three-credit courses have 14 sessions, and two-credit courses have 9 sessions. Each sessions covers one hour and 45 minutes. Due to Covid-19, Social distancing will be followed inside the campus and if required virtual online classes will be scheduled when lockdown is in force. In view of this, it is necessary that all students who enroll for the courses must have good internet connectivity at home with conected devices like laptop or smartphones.

Class Timings : Monday to Wednesday between 6.45 pm and 8.30 pm.

- Financial Management (FM)
- Human Resources Management (HRM)
- Marketing Management (MM)

WEEK-END PROGRAMMES :

In the case of Business Analytics, Investment Analysis & Portfolio Management, Logistics and Supply Chain Management, Healthcare Management, Media and Entertainment Management the Programs are offered only on weekend mode in which classes are held between 1.00 p.m and 8.30 p.m. on Saturdays and 9.00 a.m and 4.15 p.m. on sundays. Courses that have three credits are covered over 16 sessions and 1.5 credits covered 8 sessions. Each session covers one hour and 30 minutes. Due to Covid-19, social distancing will be followed inside the campus, and if required virtual online classes will be scheduled when the lockdown is in force. In view of this , it is necessary that all students who enroll for the courses must have good internet connectivity at home with connected devices like laptops or smartphones.

Class Timings : Saturdays 5 pm to 8.30 pm & Sundays 9 am to 1.30 pm.

(Except BA : Saturdays 2 pm to 8.30 pm & Sundays 9 am to 1.30 pm)

LSCM / IAPM / HCM:	SAT - 5.15 PM TO 8.30 PM
	SUN - 10.00 AM TO 1.15 PM
BA :	SAT - 2. 00 PM TO 8. 30 PM
	SUN - 9.00 AM TO 1.30 PM

- Business Analytics (BA)
- Healthcare Management (HCM)
- Investment Analysis and Portfolio Management (IAPM)
- Logistics and Supply Chain Management (LSCM)

Highlights of the Programmes

Streamlined and well - programmed to provide the best inputs in management education and application.

Designed to impart knowledge, sharpen personal and managerial skills, and widen and deepen the knowledge base in the area of specializations.

Innovative curriculam are constantly revised and updated to respond to the emerging challenges and changing needs of the corporate world.

Delivered by distinguished faculty, who are closely involved in the personal and professional development of each student.

Aimed to inculcate the positive attitude and the right values essential for creating competent executives and managers of tomorrow.

Intended to instill a deep sense of commitment to academic excellence, professional ethics, and social responsibility.

The courses have three different credit options. The four-credit courses have 18 sessions, three-credit courses have 16 sessions, and two-credit courses have 9 sessions. Each session lasts for 1 hour and 45 minutes.

WEEK-DAY COURSE

FINANCIAL MANAGEMENT

Finance remaines the bottom-line of every decision in the corporate sector. Given its centrality, efficient financial management within the contours of accounting procedures and compliance requirements determines not just the success a corporate entity but also the economic development in general. In today's business environment, effective financial mangement goes far beyond the knowledge of accountancy. It demands a clear understanding of financial markets, portfolio management, and taxation processes and other statutory and corporate requirements.

The Programme leading to the Executive Diploma in Financial Management aims to equip financial managers, business executives, and other aspirants with financial orientation with all the nuances associated with the techniques and procedures of financial management.

FIRST SEMESTER	
Course Title	**Credits**
Basic Financial Accountancy	4
Financial Management	4
Financial Markets	4

SECOND SEMESTER	
Course Title	**Credits**
Direct Tax Management	4
Security Analysis and Portfolio Management	4
Cost and Management Accounting	4

HUMAN RESOURCE MANAGEMENT

Recent changes in the organizational environment of business point to the vital role of people in determining the overall economic and functional performance of enterprises. Experiences in structural adjustments made by several business organizations have shown that technological changes, process reforms, product improvements, and business strategies can be effective only when they are complemented with better people management. This means that the quality and commitment of Human Resource constitutes the most crucial source of competitive advantage for organizations.

This Programme leading to the Executive Diploma in Human Resource Management emphasizes the importance of applying both a system and process perspective in understanding Human Resource functions and implementing Human Resource Strategies. It aims to equip the working executives and aspiring Human Resource managers with theoretical and practical knowledge through a combination of theory-based learning modules on recent developments in labour laws and industrial relation and best - practices - based learning modules on recent experience in HR systems across corporate segments both within.

FIRST SEMESTER	
Course Title	**Credits**
Intra and Interpersonal Dynamics	4
Strategic Human Resource Management	3
Industrial Relations	2
Counselling Skills	3

SECOND SEMESTER	
Course Title	**Credits**
Performance and Reward Management	4
HR Analytics	3
Labour Laws	2
Training and Development	3

MARKETING MANAGEMENT

Marketing is the prime mover of any corporate enterprise or business organization. In most contexts, market is critical not only as a determinant of the type, scale, and location of production but also as a driver of process and technology innovations. With increasing competition, these roles of market are also undergoing rapid and transformation. Globalization process and technological changes have widened the traditional scope of marketing with newer concepts such as: Customer Relationship Management, Rural Marketing, Retail Marketing, Services Marketing, Niche Marketing, and E-marketing. These changes have made marketing as a very rich and more complex segment of business today.

The Programme leading to the Executive Diploma in Marketing Management aims to the meet the evolving functional requirements of working executives in marketing spheres as well as those opting for marketing as a career. The Programme will help to master the emerging concepts and contemporary practices in marketing management.

FIRST SEMESTER

Course Title	Credits
Fundamentals of Marketing	2
Sales Management	2
Services Marketing	2
Marketing Strategy	2
Consumer Behaviour	2
Customer Realationship Marketing	2

SECOND SEMESTER

Course Title	Credits
Sales & Marketing Analytics	2
Marketing Research	2
Product Management	2
Retail Management	2
Social Media Marketing	2
Brand Management	2

BUSINESS ANALYTICS (BA)

The Programme leading to the Executive Diploma in Business Analytics is designed as a structured learning system in analytics domain focused to give a thorough understanding of the domain and application of its tools and techniques in selective functional areas. With its in-house expertise, LIBA will be able to add value to the students.

We expect students with a background in IT, programming, and data mining who are working in IT and ITES sector and also in other user industries like banking, insurance, financial services, healthcare, pharmaceuticals, consumer product groups, automotive including components and parts manufacturing, retail and entertainment and so on would especially benefit from the course.

Although it is intended essentially for working professionals, the Programme can also help fresh graduates with better prospects in analytics-based management decisions and with technology and user firms. However, students are expected to have strong interests and competency in mathematics, statistics, and data tools.

The Programme is designed with learning modules based on analytical approaches and software applications to achieve the objective of providing knowledge and skill essential for successful management professionals in business analytics.

ELIGIBILITY:

Persons satisfying the following criteria are eligible to apply:

- Graduate of Science (Physics, Chemistry, and Mathematics) or any Engineering discipline from a recognized University or hold a professional qualification recognized as equivalent to a bachelor's degree and should have secured a minimum of 50% marks in the aggregate.

- Work experience preferred.

FIRST SEMESTER	
Course Title	**Credits**
Introduction to BA Software	3
Applied Statistics	2
Business Data Visualization	3
Management Science	3
Data Engineering	2
Data Science for Business	2

SECOND SEMESTER	
Course Title	**Credits**
Machine Learning for Managers	2
Deep Learning for Business	2
Big Data Analytics	2
Introduction to MLOps and DevOps	2
Electives (Two will be offered)	
Marketing Analytics	2
Agile Methodologies	2
Financial Analytics	2
HR Analytics	2

Fee Structure

Given below is the Fee Structure (inclusive of GST) for the Diploma Programme in Business Analytics during 2024-25.

SI.NO	Particulars	SEMESTER I	SEMESTER II
1	Admission Fee	4,200	-
2	Tuition Fee	78,850	78,850
3	Establishment Charges	12,100	12,100
4	Library Fee	3,600	3,600
5	Computer Services	11,000	11,000
6	Convocation Fee	-	2,400
7	Alumni Membership Fee	-	2,400
	Total	**109,750**	**110,350**
	CGST 9%	9,878	9,932
	SGST 9%	9,878	9,932
	Total with GST (18%)	**129,506**	**130,214**
	Library Deposit (Refundable)	5,000	-
	Grand Total	**134,506**	**130,214**

HEALTHCARE MANAGEMENT

India is expected to rank among the top three healthcare markets globally in terms of incremental growth by 2022. The ongoing pandemic has sent a wake-up call to all on the much-neglected aspect of our lives- healthcare and health systems. The health systems in India are under severe stress from not only the demographic and epidemiological shifts in the population but also the growing expectations from consumers of healthcare services. Managing a healthcare environment requires more than just clinical skills, which is missed out in the regular medical curriculum. This course enables students to acquire the new-age knowledge and problem-solving skills to become an efficient and ethical healthcare manager. It combines the best of management concepts and principles with specific relevance to the healthcare industry and equips students to excel in diverse healthcare settings, whether it be a corporate hospital, a clinic, or a health insurance company. This course will be offered on weekends, from

5.15 pm to 8.30 pm on Saturdays and 10.00 am to 1.15 pm on Sundays.

The EDHCM program is supported by an eminent Advisory Board consisting of industry and academic leaders from renowned corporate hospitals, charity hospitals, health insurance companies, dental and nursing professionals.

Pedagogy:

Class-room, Online, Case discussions, Research Project.

TERM I	
Course Title	**Credits**
Foundation and Principles of Management	2
Organizational Behaviour and Managing Human Resources	2
Research Methods for Healthcare Professionals (Theory & Fieldwork)	2
Financial Management	2
TERM II	
Hospital Architecture, Planning, and Maintenance	2
Healthcare Marketplace & Patient Care Management	2
Hospital Operations Management	2
Healthcare Quality and Accreditation	2
TERM III	
Healthcare Laws and Ethics	2
Hospital Information Systems and AI Implementation	2
Public Health Systems and Outreach Programmes (Theory & Fieldwork)	2
Capstone Research Project	2

Value Additions:

Guest lectures from industry experts, Visits to large corporate hospitals.

Eligibility:

Graduates - especially from Allopathic, AYUSH, Dental, Nursing, Pharmacology, Pure Sciences, Allied Healthcare, Social Work, Psychology, Counselling, etc.

Fee Structure:

Given below is the Fee Structure (Inclusive of GST) for the Diploma Programme in Healthcare Management 2024 -25.

SI.NO	DETAILS	SEM I	SEM II	SEM III
1	Admission Fee	3,600		
2	Tuition Fee	23,400	23,400	23,400
3	Establishment Charges	3,900	3,900	3,900
4	Library Fee	2,400	2,400	2,400
5	Computer Services	2,400	2,400	2,400
6	Diploma & Convocation fee	-	-	2,400
7	Alumni Membership Fee	-	-	2,400
	Total	**35,700**	**32,100**	**36,900**
	Library Deposit (Refundable)	5,000		
	CGST 9%	3,213	2,889	3,321
	SGST 9%	3,213	2,889	3,321
	Total Fee	**47,126**	**37,878**	**43,542**

INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT

The Advent of Globalisation removed the barriers to Investment Markets among the member countries via TRIMs (WTO) which resorted in the significant presence of Foreign Portfolio Investors (FPIs). The performance fluctuations of Stock as well as the Commodities market are regularly navigated by both Domestic & Global Market influences and change in the preferences of Investors across market boundaries. Knowledge of the Market microstructure and Investment analytical skills are inevitable for every market aspirant to become a successful investor to devise an Optimal Portfolio design successfully with respect to set investment objectives of Risk and Return. This One - year Executive Diploma Programme in Investment Management has been catered to meet the fundamental requirements of every individual market aspirant.

Who can participate:

Investors, Young Market Professionals, Students, Investment Planners, etc.

Value Inputs:

Live Market Data Analysis using Refinitiv Reuters, Spider (Technical – EOD), and Traderscockpit.com (Derivatives).

Pedagogy:

Experiential learning through live case discussion and analysis with respect to divergent scenarios of both Stock and Commodity Markets.

FIRST SEMESTER	
Course Title	**Credits**
Financial Analysis for Market Research	4
Financial Markets	2
Market Regulatory Compliance (MRC)	2
Modeling for Investment Markets and Research - Lab Practical	4

SECOND SEMESTER	
Course Title	**Credits**
Investment Analysis (I) - Fundamental	2
Investment Analysis (II) - Technical – Practical (EoD)	2
Value Investing Strategies & Portfolio Management	3
Trading Strategies (Futures & Options)	3
Research Assignment / Internship on Investment Market Research	2

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

The programme leading to the Executive Diploma in Logistics and Supply Chain Management is designed as a structured learning system in Logistics and Supply Chain management domain from managerial, analytical and applied practice perspectives Although it is intended essentially for the working professionals, the program can also provide fresh graduates with better prospects by inculcating string foundation in terms of knowledge and skills in SCM arena. This course provides strong employment opportunities at managerial level in organizations. This course enhances opportunities for candidates who want to do higher education like M.S., in Foreign universities in the area of Logistics and SCM.

The programme is designed with learning modules based on analytical approaches and software applications with all-round development in terms of knowledge, skills and attitude. This course is highly relevant for industry like Automobile, Retail, E-commerce, 3PL, Shipping, Manufacturing and related service sectors also. This course trains you on eleven subjects which are offered in two semesters.

Schedule:

The programme would be taught during Saturdays and Sundays at LIBA campus, Chennai. Typically in a week- end students would have to spend about three hours on Saturday and three hours on Sunday.

Pedagogy:

Classes would be through classroom sessions, lab work and analytical problem solving and case discussions. There would be some virtual support that would be available. Wherever there is scope for providing supplementary learning in these subjects, the same would be supported by faculty.

FIRST SEMESTER	
Course Title	**Credits**
Operations & Supply Chain Management	3
Warehouse Management	3
Supply Chain Financing	1.5
Quantitative Techniques in Supply Chain Management	1.5
Sourcing and Supply Management	3

SECOND SEMESTER	
Course Title	**Credits**
SC Inventory Analysis	1.5
Transportation Management	3
E-Commerce and New Logistics Models	1.5
IT in Supply Chain Management	1.5
Lean & Six Sigma	3
International Trade and Documentation	1.5

MEDIA AND ENTERTAINMENT MANAGEMENT

Media management has become a constituent element of any business enterprise and most sought-after jobs with varied media profiles are available in all the companies. Media industry has become a key industry that powers all the other industries. Companies design their media and communication strategies to reach their target segments, connect with them and build a sustainable relationship in this vibrant social media and digital era. The Executive Diploma programme in Media and Entertainment Management offered by one of India's top rated business schools – LIBA and Color Carpenter, a media company, combines the best of management concepts, tools and techniques with specific relevance to and well-built network of media & entertainment business concerns. The programme focuses on how to build, market, manage and sell a media & entertainment product. The programme would equip students to Excel with Ethics with diverse interests in innovative communication strategies and gain an understanding the nuances of media industry

Schedule:

Choose a batch /slot based on comfort:
1.Monday, Wednesday & Friday - 6:45 pm to 8:30 pm
2.Tuesday, Thursday, & Saturday - 6:45 pm to 8:30 pm
3.Only Saturday – 9.00 am to 3.00 pm
(Tea break at 10:45 am - 11.00 am and lunch break at 12:45 pm -1:15 pm)
(Note: Guest lectures/sessions by special invitees are common for all batches on specific days with prior notice)

Pedagogy:

Lectures, Case discussions, Seminars, Guest lectures, Research Project, and Internship.

FIRST SEMESTER	
Course Title	**Credits**
Introduction to Management & Marketing	3
Introduction to Media & Entertainment	3
Media Ethics and Law	3

SECOND SEMESTER	
Course Title	**Credits**
Media Economics and Financial Management	3
Specialization Course*: Film Line Production Management Celebrity Management Television Management Wedding Event management (*the concerned specialisation course would be offered only if a minimum strength of 10 students opts and qualify for it)	4
Internship (1 month)	8

Value Additions:

- Guest lectures from industry experts
- Practical exposure through Internship
- Industry connects and network with media corporates and entertainment business concerns.
- Exclusive privilege to enroll in LIBA's one-year international MBA.

Eligibility

Persons satisfying the following criteria are eligible to apply:

•Graduation in any discipline from a recognized university or a professional qualification recognized as equivalent to a bachelor's degree with a minimum of 50% marks aggregate

•Final year degree students yet to write their semester examinations due to COVID-19 are also eligible to apply.

•Work experience preferred.

Selection Process

•Candidates should apply online at https://admissions.liba.edu

•Application Fee: Rs. 944/- (including GST). Application fees once paid will not be refunded under any circumstance.

•The Selection Committee will make a preliminary screening of the applications and the short-listed candidates will be called for a personal interview. The call letter will have the exact date and timing.

Admission Requirements

Candidates, who are provisionally selected, based on the interview must produce the following at the time of paying the fees:

•Degree Certificate in Original/Provisional along with an Attested Copy

•Mark Sheet in Original along with an Attested copy

•Two Passport-sized Colour Photographs

•Candidates awaiting results should produce the Degree Certificate (final/provisional) before 30th June 2024. Failure to do so will result in the removal of the candidate's name from the rolls of the Institute and forfeiture of fees paid.

Fee Payment

•Fees will be payable at the beginning of each semester. Fees, once paid, will not be refunded.

Fee Structure

Given below is the Fee Structure (Inclusive of GST) for the Executive Diploma in Logistics and Supply Chain Management, Financial Management, Human Resource Management, Investment Analysis & Portfolio Management, Marketing Management and Media and Entertainment Management Programmes during 2024-25.

NO.	DETAILS	SEMESTER I	SEMESTER II
1	Admission Fee	4,200	-
2	Tuition Fee	34,400	34,400
3	Establishment Charges	6,000	6,000
4	Library Fee	3,700	3,700
5	Computer Services	3,700	3,700
6	Diploma & Convocation fee	-	2,400
7	Alumni Membership Fee	-	2,400
	TOTAL	**52,000**	**52,600**
	Library Deposit (Refundable)	5,000	
	CGST 9%	4,680	4,734
	SGST 9%	4,680	4,734
	GRAND TOTAL	**66,360**	**62,068**

Refundable Caution Deposits

Library Deposit Rs. 5,000
This refundable deposit will be payable along with the First Term Fees. The same will be refunded to the student by NEFT when the student graduates or leaves the Institute, after verifying that there are no outstanding dues.

We are a RAGGING FREE — CAMPUS

IMPORTANT DATES TO REMEMBER:

May 2024	:	Online application process begins
July 2024	:	Last date for application submission
July 2024	:	Tentative dates for interview
August 2024	:	Commencement of classes

RIGHTS RESERVED :

LIBA reserves the right to change the requirements for admission or graduation, course content, fee structure, and regulations affecting students or to make any other suitable modifications, should these be deemed necessary in the interest of students, Institute, or the profession.

THE ADMISSIONS OFFICE

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