



Loyola
Institute of
Business
Administration
(LIBA)

A Jesuit Business School



APPROVED



FULL-TIME PGDM

ADMISSION BULLETIN 2023-2024

LOYOLA INSTITUTE OF BUSINESS ADMINISTRATION (LIBA)

Loyola College Campus | Chennai 600 034 | TN | India



Who we are

Loyola Institute of Business Administration (LIBA) is a premier B-school, established in 1979 within the premises of Loyola College Campus. It is managed by Jesuits well known for their outstanding contribution to education. LIBA stands for excellence with ethics, the twin hallmarks of Jesuit business education; all its programs and activities embody these two elements. It earnestly strives to inculcate the values of excellence, honesty, justice and service to society in its students.

LIBA offers two-year Full-Time PGDM course, (approved by AICTE and recognized by AIU), Weekend PGDM (approved by AICTE) and several short-term diploma and certificate programmes and many customized management development programmes for the industry.

What we do

The new curriculum is based on the principle of what we intend students to become after two years of learning, both in academic and co-academic realms. Becoming is the focus, not merely knowing ideas and concepts. To become a person, one needs to know what she/he is at present – being. Understanding of the state of being at present and desire to become something else are the two elements of learning and formation at LIBA.

First, a student is asked to identify the gap in the learning process. There is a gap between what one is and what she/he desires to become. This gap is identified by discernment in which the student becomes aware of inner motivations, movements and intentions and recognize efficiencies and deficiencies. For this, the student will be exposed to different activities and experiences to discern his/her future, what she/he wants to become and how that becoming would contribute to his/her own life and to the wellbeing of the society. Second, once she/he comes to a grip of what she/he is and what she/he intends to become, learning is structured and planned in terms of choosing an approach to learning, evolving the foundations of learning and designing a framework for Teaching-Learning-Assessment (TLA). The foundational Philosophy is to understand and learn about the 'hungers' and 'desires' of the learners and develop a curriculum for an integrated development of the person as a whole. The core of the entire management education lies in gaining a great clarity about what and how an institute like LIBA intends to help and guide the students to become different and make a difference in the lives of people in the society. All starts from what the consumers want and need that directs the kind of products and services to be produced and developed. These products and services have to be marketed and sold to satisfy the consumers (Marketing). Students have to understand the markets and develop selling skills to bring value and returns to the consumers (Finance). Supply chain and operations to reach the products and services



should be understood by the students (Operations) and they should be accompanied in their learning of the role logistics and supply chain plays in the entire process. More than ever now, technology and analytics enhances the competitiveness of the business enterprises. Today technology, particularly Artificial Intelligence (AI), Machine Learning (ML), Blockchain (BC), and other related areas must be introduced to the students.

In LIBA, students do not write conventional exams. There are no mid-term or end term exams. We assess the learning by using the strengths of the students: "Singers must be tested on singing, and dancers must be tested on dancing." Instead, there is a Formative Assessment in which every session ends with an assessment of learning. At the end of term, there is Summative Assessment in which each student is asked to satisfy examiners with their knowledge of basic concepts and application of the concepts in real time situations. If a student's core competence and skill is oral communication, he or she is tested predominantly on oral tests. Similarly, every student chooses his/her way by which learning is demonstrated and assessed by examiners. Case study method forms the core of the ecosystem of learning and assessment in LIBA. There are field courses in which the students are able to apply their knowledge.

A student needs to acquire a minimum of 120 credits to qualify for PGDM

- Total no. of credits in the first year: 62 credits (4 + 17 + 17 + 18 + 6) – CORE
- The student will have to do another 13 credits (CORE) across the three terms including a field course in Second year (3 + 3 + 3 + 4)
- The total Core component in the Programme: 75 Credits (4 + 17 + 17 + 18 + 6 + 9 + 4)
- Out of 120 credits; Electives comprises of 45 credits i.e., 120 - 75
- There are five specializations: Marketing, Finance, Human Resource, Technology & Operations, and Business Analytics
- The students are strongly advised to go for Dual Specialization
- Minimum required credits to specialize in an area are 15 credits
- Generally, students should do electives comprising of 15 credits in a term
- Additionally, one paid credit course is allowed per term (Rs. 2,000/-)

Final Placement

LIBA makes every effort to place all its students. The best companies choose LIBA for the quality and the acumen of its graduates.

Programme Highlights

- Innovative Teaching-Learning-Assessment (TLA)
- Candidates have been successfully placed in blue-chip companies since the inception of the full-time programme.
- Course content constantly revised and updated with an input from the experts to respond to the challenges and needs of the rapidly changing corporate world.
- Distinguished faculty with high academic credentials and corporate experience closely involved in the personal and professional development of each student.
- Dual specialization in the functional areas of Marketing, Finance, Human Resource Management, Systems, International Business, Operations and Business Analytics.
- Focus on the development of skills, traits and capabilities required for the leaders of today.
- Additional emphasis on strengthening the oral and written communication skills of students through specially designed modules.
- Inculcation of the right attitude and values essential for creating competent corporate managers.
- International collaboration with universities in the USA, Mexico, France, Germany, Italy, Belgium, China, Australia, Kenya, Peru, Malaysia, Thailand and Indonesia.
- Motivation for commitment to excellence, social responsibility (individual/corporate), ethics, sustainability and corporate social responsibility.
- Recognised by the Association of Indian Universities (AIU) and approved by AICTE. Accredited by National Board of Accreditation (NBA).
- Internationally accredited by AMDISA with SAQS.



A Partial List of **RECRUITERS**

Automobile

Daimler
Renault Nissan
Fiat-Chrysler
Tata Motors

BFSI

RBI
JPMC
HDFC Bank
CITI Corp
Crisil
First Source
ICICI Bank Ltd
IDFC
CAGL
SBI Life
Equitas
JSFB
CAMS

Consultancy

KPMG
Deloitte
EY
Morgan Stanley
Aspire Systems
LYNK Global
Cerebrus
Diamond Pick
Career Litmus
Mavdero
Poornatha
RR Donnelly
Kelsa Solutions

Education

Byju's
Planetspark
Talent Mojo
Digigrad
Outlook
Mindstream

FMCG

Asian Paints
Britannia
Unilever
Dabur
Duroflex

HealthCare

Nephroplus
ZoomRx
Indegene
Astrazaneca

IT

CTS
Infosys
HP
Wipro Ltd
Augray
IVY Mobility
Tech Mahindra
Propel
Zoho Corp
Chargebee
Hexaware

ITES

Freshworks
Latentview
Mindtree
Inker Robotics
RCDevs
GNR Power
Tiger Analytics

Manufacturing

TATA Groups
Philips
Dell India
TVS-Electronics
Marmag
PVH Aravind

Logistics

YCH

Real Estate

JLL
Akshaya Homes
Savills
TVS Emerald
Colliers International
Srinidhi

Retail

Telecom

Telecom

Airtel India
Jio
On Mobile

Eligibility

CAT 2022 or XAT 2023 is a prerequisite to apply for LIBA's PGDM programme. However, the student should fulfil the below eligibility criteria.

- The candidate should be a graduate in any discipline from a recognised university (AIU) under regular mode ONLY.
- The candidate should have consistently high academic performance at first class level (minimum 60% marks) in STD X, STD XII & Graduation.
- The candidates who have cleared all the subjects in their first attempt will be preferred. Candidates with a history of more than two arrears are asked **NOT** to apply.

Selection Process

Candidates who have applied to LIBA will be shortlisted based on their **CAT 2022 / XAT 2023** scores only. Short-listed candidates will be called for a Group Discussion(GD) and a Personal Interview for final selection.

How to apply

Confirm all the details and submit the application form. Make an online payment of Rs. 2000/- through Credit Card / Debit Card / Net Banking / UPI. Application fees once paid will not be refunded under any circumstance.

Before you apply, make sure you have the following documents :

- Scanned passport size photograph, Scanned academic certificates, Scanned work experience certificates.
- Log on to <http://admissions.liba.edu>
- Click on the Register Now link on the home page to create a login account. The details of the login ID and password will be sent to your registered email ID. If you forgot your password please click the reset link on the login page.
- After logging into your account using your user name and password, enter your CAT ID / XAT ID, personal details and upload your passport size photograph.
- Enter your academic details and upload the support documents.
- Enter your work experience details and upload the support documents. Provide your reference information.
- Confirm all the details and submit the application form. Make an online payment of Rs. 2000/- through Credit Card / Debit Card / Net Banking / UPI. Application fees once paid will not be refunded under any circumstance.
- Download the completed application in PDF and email it to admissions@liba.edu;
- Contact Number: 044 2817 7116/7117/7118
+91 9444028418/+91 7604850008.





Fee Structure

Given below is the Fee Structure for the Full-Time PGDM Programme 2023-2025:

DETAILS	TERMS						
	I	II	III	IV	V	VI	Total
Admission Fee	35,000	-	-	-	-	-	35,000
Tuition Fees	2,42,000	2,31,000	2,31,000	2,53,000	2,44,200	2,22,000	14,23,200
Establishment Fee	23,100	23,100	23,100	23,100	23,100	23,100	1,38,600
Library Fee	15,400	15,400	15,400	15,400	15,400	15,400	92,400
Computer Fee	15,400	15,400	15,400	15,400	15,400	15,400	92,400
Insurance	700	-	-	-	700	-	1,400
Alumni	-	-	-	-	-	8,000	8,000
Foundation Course	36,000	-	-	-	-	-	36,000
Student Activities	7,000	-	-	-	7,000	-	14,000
NPTEL Courses Fee	5,000	-	-	5,000	-	-	10,000
Hybrid Learning Platform Fee	20,000	-	-	-	-	-	20,000
Total	3,99,600	2,84,900	2,84,900	3,11,900	3,05,800	2,83,900	18,71,000
Library Deposit (<i>refundable</i>)	10,000	-	-	-	-	-	-
Retention Deposit (<i>refundable</i>)	10,000	-	-	-	-	-	-

Hostel

Separate hostel facilities available for Men & Women within the Campus.

Important Dates to Remember:

- 27 November 2022 : CAT Admissions Test
 30 November 2022 : XAT Online Registration closes
 08 January 2023 : XAT Admissions Test

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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