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# **QUALITY POLICY OF MANAGEMENT DEVELOPMENT CENTRE**

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**LOYOLA INSTITUTE OF BUSINESS ADMINISTRATION  
CHENNAI**

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## TABLE OF CONTENTS

<b>1. OBJECTIVE:</b> .....	<b>3</b>
<b>2. PROCESS:</b> .....	<b>3</b>
<b>2.1 MARKETING:</b> .....	<b>3</b>
<b>2.2 PRE PROGRAMME CHECK:</b> .....	<b>3</b>
<b>2.3 PROGRAMME DELIVERY:</b> .....	<b>3</b>
<b>2.4 PROGRAMME FEEDBACK:</b> .....	<b>3</b>
<b>2.5 POST PROGRAMME FOLLOW UP:</b> .....	<b>4</b>
<b>ANNEXURE</b> .....	<b>5</b>



## **1. Objective:**

The quality policy to ensure that MDC delivers best in class executive education, deliver promised learning objectives using current and cutting edge pedagogy leading to satisfactory participant experience, transfer of learning , meet expectation every time.

## **2. Process:**

The quality process would encompass all customer touch points starting from marketing of the programme to faculty identification, marketing collaterals, programme design, handouts, delivery, feedback analysis and actions, classroom set up, hospitality, post programme follow up.

### **2.1 Marketing:**

The programme marketing should adhere to guidelines with respect to programme deliverables claims, target participants, peer parity, collateral creation, layout, telecalling script, followup, documentation of leads, information flow , welcome letter to paid participants, payment management.

- Programme announcement would be made Head of MDC
- Faculty identified by head MDC and head f operations
- Faculty dates discussed
- Programme design to be received from faculty
- Faculty confirmation in writing
- Budget is drawn based on cost structure and fee structure.
- Break even number is communicated within MDC
- Programme manager identified
- Script for telecalling, programme details communicated by Operations head MDC
- Digital marketing vendor identified and quotation received post briefing of strategy
- Budget approvals procured from Dean
- Campaign started
- Telecalling to begin using approved script

### **2.2 Pre programme check:**

- Review of lead and conversion
- Participant profile audit
- Go/no GO discussed
- Classroom identified based on requirement and seating and blocked
- Hospitality requirements communicated to admin

### **2.3 Programme delivery:**

Programme delivery checklist adhered to.

### **2.4 Programme feedback:**

Analysis and action taken report documented



## **2.5 Post programme follow up:**

- Thank you letter
- Faculty and programme feedback sharing.



## Annexure

### MDC Programme Delivery process

**Purpose:** A robust programme delivery process is required to ensure brand promise, good customer experience and transfer of learning being effective.

#### The process:

1. The formats of programme delivered by MDC would be :
  - Open short duration programmes
  - Customised programmes
  - Long duration custom programmes
  - Long duration open programmes
  - Certificate programmes
  - Online programmes
  - Blended open programmes
  - Blended custom designed programmes
2. All customised programmes would require a lead of two weeks and clients would need to be informed as a part of the proposal.
3. All open programmes would require a lead time of 3 months as they are marketing intensive and cost lot of resources.
4. A programme manager needs to be allocated the moment a programme is announced by MDC
5. The programme manager is required to allot a competent faculty advised by head MDC/Deputy .
6. The faculty needs to be consulted by the programme manager before finalisation and confirmation in wiring should be documented.
7. The faculty logistic requirement should be in place at least two weeks before the programme and confirmed 1 week before the programme.
8. Programme design by faculty, pedagogy, duration, classroom requirements, target audience, class size should be in place by MDC before marketing the programme by MDC
9. In case of customised long duration programmes a rolling plan of 3 months in terms of dates, modules, faculty should be ready and signed off with faculty, head /deputy MDC.
10. Programme dates , support required should be communicated to LIBA administration by MDC programme managers every month in writing and confirmation in writing of the logistics support class room, food, water, handouts etc .
11. A programme readiness meeting should be held 3 days prior to programme dates initiated and facilitated by MDC programme manager between MDC, administrators to check understanding, requirements, challenges if any.
12. Faculty contracts should be submitted and signed off with faculty two weeks before the actual programme.
13. LIBA support timelines like photoprint of handouts, number of participants, participant profiles should be shared along with the contract with the faculty.



14. Monthly reviews of programme delivery, feedback, participant experience , shortfalls, positives should be reviewed by MDC head/deputy every month and minuted ,documented. etc to be captured and discussed.
15. Programme feedback should be compulsorily collected, documented, analysed after every programme either in physical format or online and shared and the form to capture source of the participant, faculty feedback on various parameters, overall experience-food, ambiance, learning.



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