

MANUAL OF POLICIES

EXECUTIVE DIPLOMA

in

Business Analytics (In Collaboration with TCS)

Financial Management

Human Resource Management

International Business Management

Investment Management

Insurance Management (In Collaboration with III)

Logistics and Supply Chain Management

Marketing Management



2019-2020

**LOYOLA INSTITUTE OF BUSINESS ADMINISTRATION
LOYOLA CAMPUS, CHENNAI - 600 034.**

Enforcement

The Manual of Policies for One-Year Executive Diploma (2019-2020) comes into effect from July 15, 2019. The rules and policies prescribed in the Manual are applicable to all the students of One-Year Executive Diploma courses during the academic year 2019-2020, without prejudice to any special rules framed or to be framed in regard to the library, computer centre, etc.

Every student must secure a copy of the Manual of Policies for 2019-2020 and carefully go through the prescribed rules and policies. Onus of ignorance will be on the student and will not be the ground for any consideration.

“Keep the joy of loving God in your heart and share this joy with all you meet especially your family. Like Jesus we belong to the world living not for ourselves but for others. The joy of the Lord is our strength. Keep close to Him.”

- Mother Teresa

CONTENTS

“Human beings, by changing the inner attitudes of their minds, can change the outer aspects of their lives.”

- William James

No.	Title	Page
1.	LIBA : Identity, Vision, Mission, Values and PEO's	1
2.	The Course Content	
	2.1 Executive Diploma in Business Analytics	4
	2.2 Executive Diploma in Financial Management	5
	2.3 Executive Diploma in Human Resource Management	5
	2.4 Executive Diploma in International Business	6
	2.5 Executive Diploma in Investment Management	6
	2.6 Executive Diploma in Insurance Management	7
	2.7 Executive Diploma in Logistics and Supply Chain Management	7
	2.8 Executive Diploma in Marketing Management	8
3.	Attendance	9
	3.1 Schedule of Classes	9
4.	Evaluation Procedures	11
5.	Examinations	12
6.	Qualifying Standards	13
7.	Discipline	13
8.	Absence from Examination	14
	8.1 Supplementary Examination	14
9.	Special Committees at LIBA	15
	9.1 Grievance Redressal Committee	15
	9.2 Anti-ragging Committee at LIBA	15
	9.3 Anti-ragging Squad at LIBA	16
	9.4 Committee for Preventing Sexual Harassment of Women at Workplace: Internal Complaints Committee (ICC)	17
	9.5 Committee for SC/ST (Prevention of Atrocities) Act 1989	17

1. LIBA: Identity, Mission, PEOs and Values

1.1 Identity

Loyola Institute of Business Administration (LIBA) had a humble beginning in 1979 with a three-year part-time PGDBA programme, mainly to assist those already employed to develop their managerial competency and enhance their knowledge and skills. In 1995, responding to the acute need for top class management professionals in the globalised economy, LIBA started offering a two-year full-time PGDBA programme (currently PGDM). LIBA, committed to excellence and ethics, is a Jesuit minority institution, owned by the Loyola College Society, Chennai.

1.2 Vision

To be a premier management school focusing on excellence and ethics.

1.3 Mission

LIBA is a Jesuit institution committed to working with relentless desire to excel (Magis) with its roots in ethics. LIBA aims to cultivate men and women who are committed to national development by preparing world class leaders who are professionally competent, intellectually sharp, ethically sensitive, reaching out to the weak and the less privileged and caring for the well-being of our planet.

“Students, in the course of their formation, must let the gritty reality of this world into their lives, so they can learn to feel it, think about it critically, respond to its suffering and engage with it constructively. They should learn to perceive, think, judge, choose and act for the rights of others, especially the disadvantaged and the oppressed.”

- Fr. Peter Hans Kolvenbach, S.J.
Former Superior General of the Society of Jesus

9.4 Committee for Preventing Sexual Harassment of Women at Workplace: Internal Complaints Committee (ICC)

Chairperson: **Dr. Vandana Zachariah,**
Chairperson - Alumni Relations.

Members: **Dr. P. C. Lakshminarayanan,**
Dean - Academics.

Dr. B. Aiswarya,
Associate Dean - Student Affairs.

Dr. Fatima Vasanth,
Deputy Principal, Loyola College.

9.5 Committee for SC/ST (Prevention of Atrocities) Act 1989

Chairperson: **Dr. M. Victor Louis Anthuvan,**
Dean - Research.

Members: **Dr. P. C. Lakshminarayanan,**
Dean - Academics.

Fr G . Victor Roch, SJ
Dean - Administration.

1.4 Values

LIBA would remain rooted in the following core values:

Excellence
Honesty
Inclusiveness
Integrity
Justice

1.5 PEOs statements

PEO 1: Professional competency

To achieve excellence through the development of managerial competency.

PEO 2: World Class Leaders

To equip with relevant knowledge in the business domain

PEO 3: Ethically Sensitive

To impart ethically sensitive leadership practices

PEO 4: Socially Conscious

To transform into global principled leaders who are socially conscious

Its management, while maintaining these values, will constantly strive to uphold respect for individuals without compromising on core values. It will conduct itself as a trustee of the faith and direction of Jesuit Values.

Its faculty is committed to acquiring and imparting to students, the best and latest knowledge and skills in management principles and practices. While dealing with the students fairly and justly, the faculty will foster in the minds of the students the spirit of inquiry, innovation and scientific temper.

Its students are expected to be committed to learn, in a spirit of inquiry and humility, the latest managerial knowledge, develop highest levels of professional skills and develop attitude of positive thinking, leading to *Magis* (excellence in everything), high ethical values and service to society.

1.6 Mode of Instruction

The institute has a flexible approach towards methods of instruction. Though the case study method is used extensively, lectures are also given, especially on theoretical subjects. Other modes of instruction include group discussions, case studies, role plays, simulations, seminars, guest lectures, business games, audio-visual instructions and research assignments.

2. The Course Content

4-credit courses will have 18 sessions of one hour forty five minutes each, 3-credit courses will have 16 sessions of one hour thirty minutes each, and 2-credit courses will have 9 sessions of one hour forty five minutes each.

Dr. M. Ramasubramaniam,
Controller of Examination.

Mr. P. Janardhanan,
Media.

Mr. P. Thamarai Kannan, IPS
ADGP, Welfare, Tamilnadu.
Representative of Police Dept. & Parents

Ms. Beena Priscilla (N.G.O)

Mr. R. Michael Sundar,
Administrator, LIBA.

Non-Teaching Staff

9.3 Anti-ragging Squad at LIBA

Members: Fr G . Victor Roch, SJ
Dean - Administration.

Dr. P. C. Lakshminarayanan,
Dean - Academics.

Dr. Jayshree Suresh,
Associate Dean - Research.

Dr. B. Aiswarya,
Associate Dean - Student Affairs.

9. Special Committees at LIBA

9.1 Grievance Redressal Committee

Chairperson: Dr. P. C. Lakshminarayanan,
Dean - Academics.

Members: Dr. Jayashree Suresh,
Associate Dean - Research.
Dr. I. Thiagarajan,
Chairperson - Part-Time and Diploma
Programmes
Dr. S. Chellaiah,
Professor of Systems.
Dr. Shanthi Venkatesh,
Associate Dean - Academics.

9.2 Anti-ragging Committee at LIBA

Chairperson: Fr. Joe Arun, S.J.
Director.

Members: Dr. P. C. Lakshminarayanan,
Dean - Academics.
Dr. M. Victor Louis Anthuvan,
Dean - Research.
Dr. Vandana Zachariah,
Chairperson - Alumni Relations.
Dr. P. Chandiran,
Associate Dean - Part-Time and
Diploma Programmes.

2.1 Executive Diploma in Business Analytics

First Semester

Mathematics	3 Credits
Fundamental of Statistics	3 Credits
Database Technology	3 Credits
Advanced Statistical Methods I	3 Credits
Data Mining for Business Intelligence	2 Credits
Introduction to package: 'R' and Python	3 Credits
Management Science and Optimization	3 Credits

Second Semester

Advanced Statistical Methods II	3 Credits
Advanced Analytics Using 'R'	2 Credits
Machine Learning Concepts using 'R' and Python	3 Credits
Big Data & Hadoop	3 Credits
Business Data Visualization	2 Credits
Elective	
1. Sales & Marketing Analytics	2 Credits
2. Digital Marketing - Web Analytics	2 Credits
3. Credit Risk Analytics: Measurement Techniques and Applications	2 Credits
4. Retail Analytics	2 Credits
Note: Students can choose two from about list of electives	

2.2 Executive Diploma in Financial Management

First Semester

Basic Financial Accounting	4 Credits
Financial Management	4 Credits
Financial Markets	4 Credits

Second Semester

Direct Tax Management	4 Credits
Cost and Management Accounting	4 Credits
Security Analysis and Portfolio Management	4 Credits

2.3 Executive Diploma in Human Resource Management

First Semester

Intra and Interpersonal Dynamics	4 Credits
Human Resource Management	3 Credits
Industrial Relations	2 Credits
Counseling Skills	3 Credits

Second Semester

Performance and Reward Management	4 Credits
Strategic HRM	3 Credits
Labour Laws	2 Credits
Training and Development	3 Credits

(c) Proven cases of reporting of fictitious data in an empirical study.

7.3 Unless otherwise specified by the instructor, collaboration in any way with others in the writing of home assignments is treated as a malpractice. In other words, the answers as presented to the instructor should be the independent work of each student. Students are advised that they should not, in their own interest, communicate their written analysis or answers in a take-home assignment to other students.

7.4 In matters of academic discipline, the decision of the Academic Committee will be final. In matters of sufficient gravity, a student may appeal to the Director, whose decision, thereon, is final.

8. Absence from examination:

- If a student misses a mid-sem examination due to unavoidable reasons, he/she should approach the Dean's office for redressal. It is strongly advised that prior intimation is conveyed or permission is taken well before the date of examination.
- If convinced that the reason for missing the examination was genuine and unavoidable, the Dean may permit the student to sit for a make-up examination. Please refer 4.10 for further details.

8.1 Supplementary examinations:

- If a student fails in any course, he/she will obtain a grade of 'F' and will have to pass the supplementary examination in order to graduate.
- The fees for supplementary examination will be Rs. 1500 Plus GST per subject and it is payable before the examination.
- The supplementary examination will be for full portions and 100% weightage, and the maximum grade obtainable will be B+.
- In the case of Supplementary exams, the grades are given as follows:
40 - 49 - C 50 - 59 - C+ 60 & Above - B

5.4 No examinee will be permitted to leave the examination hall without submitting the answer paper to the invigilator.

5.5 Anyone violating the above rules will be asked to leave the examination hall. In a proven case of malpractice, the student is liable to expulsion from the Institute.

6. Qualifying Standards

6.1 Students who fail in 3 papers out of 6 will not be eligible for the Diploma.

6.2 Students obtaining a grade less than C are required to take the exam as an arrear when it is offered in Supplementary Schedule.

6.3 Students must complete the Diploma within two years from the time of joining the course.

7. Discipline

7.1 The Institute attaches utmost importance to integrity, honesty and discipline. A sense of responsibility and a high degree of maturity is expected of all students inside and outside the campus, as befitting managers. The Institute strives to achieve this standard in every phase of campus life. A proven case of grave violation of such behavioural norms can expose the student to deprivation of a place in merit list, award of medal, and such other penalties.

7.2 The following breaches of discipline are considered serious and will attract the penalty of immediate expulsion from the Institute:

(a) A proven case of gross misconduct such as violence, riotous or disorderly behaviour, fraud, misappropriation of funds, moral turpitude directed on a fellow-student or a faculty or any other employee of the Institute.

(b) Any form of malpractice during an examination, or assignment such as copying, plagiarism and the like;

2.4 Executive Diploma in International Business Management

First Semester

Cross-cultural Perspectives in International Management	2 Credits
International Dimensions of HRD	2 Credits
International Marketing	4 Credits
Foreign Trade & International Finance	4 Credits

Second Semester

International Business	2 Credits
International Negotiation	2 Credits
Import and Export Management	4 Credits
International Economics and Geopolitical Environment	4 Credits

2.5 Executive Diploma in Investment Management

First Semester

Financial Statement Analysis	4 Credits
Financial Markets	4 Credits
Financial Modeling	4 Credits

Second Semester

Security Analysis	4 Credits
Portfolio Management	4 Credits
Introduction to Derivatives	4 Credits

2.6 Executive Diploma in Insurance Management

First Semester

IC 01: Principles of Insurance	3 Credits
Part A: IC 02 Practice of Life Insurance Part B: IC 11 Practice of General Insurance	3 Credits
IC 14: Regulations of Insurance Business	3 Credits
IC 23: Applications of Life Insurance	3 Credits
IC 24: Legal Aspects of Life Insurance	3 Credits

Second Semester

IC 57: Fire & Consequential Loss Insurance	3 Credits
IC 78: Miscellaneous Insurance	3 Credits
IC 27: Health Insurance	3 Credits
IC 72: Motor Insurance	3 Credits
IC 88: Marketing & Public Relations	3 Credits

2.7 Executive Diploma in Logistics and Supply Chain Management

First Semester

Operations & Supply Chain Management	3 Credits
Warehouse Management	3 Credits
Supply Chain Financing	1.5 Credits
Sourcing and Supply Management	3 Credits
Quantitative Techniques in Supply Chain	1.5 Credits

4.9 The Diploma shall be awarded only if the candidate has passed in all the offered courses.

4.10 If a student has missed a mid-semester or test on account of absence with prior permission, it will be his/her responsibility to arrange with the Instructor concerned for a make-up test with permission from the Dean - Academics accordingly. He/she must also ensure that the Instructor submits the marks to the Dean's office within 15 days from the date of examination, for re-test / makeup test 10% marks will be deducted from original score. Makeup test will be conducted only for students who got prior permission. Others who missed the mid-sem exam, will lose mid-sem marks.

4.11 If student missed Final examination, no re-examination will be conducted. If he/she has sufficient attendance and his internals without final examination. clears the pass mark, he/she will be given the corresponding grade but not higher than B. Otherwise he/she need to attend Supplementary exam.

4.12 The end-semester grades earned by the students will be communicated to them by the Dean's office within a reasonable time.

5. Examinations

5.1 Mobile Phones are strictly prohibited in the class as well as in the Exam Hall. Violation of this rule will result in the confiscation of mobile phones and heavy fine.

5.2 Students are allowed to bring into the examination hall only pen, pencil, ruler, calculator, and other equipment permitted by the instructor. Papers, books or notes are not allowed into the examination hall, except when the test is declared as "open book".

5.3 Any form of communication with another student in the examination hall, through exchange of notes, remarks or gestures, or glances at another student's answer paper, will be considered as an attempt to cheat and will be treated as malpractice.

4. Evaluation procedures

- 4.1 The major objective of the Institute’s evaluation system is to motivate all students to excel. We seek to achieve this objective by keeping all the students continually informed of their performance in relation to the required and expected standards. Apart from the end-semester examination, a student’s performance is also continually assessed on the basis of class participation, semester papers, assignments, group presentations, mid-semester test and surprise quizzes. The grading synthesizes this continuous assessment, on a nine-point scale.
- 4.2 Each instructor evolves his or her criteria for grading student performance, which is appropriate for the course he or she teaches. The criteria will be announced to the students at the beginning of the course to enable them to plan their work accordingly.
- 4.3 In general, the grade represents the student’s combined performance in quizzes, assignments, reports, projects, fieldwork, class participation and mid-semester and end-semester tests.
- 4.4 The grading follows a system of nine points. The point value of the grades and their significance is as follows:

Rating	Outstanding	Very Good		Good		Average	Below	Fail
Grade	O	A+	A	B+	B	C+	C	F
Points	9	8	7	6	5	4	3	0

- 4.5 The decision of the instructor about the final grade or any segment of evaluation will stand. In an exceptional case, the Dean -Academics jointly with the Instructor may review it. Their decision will be final.
- 4.6 A student wanting clarification on the grade awarded to him or her for any segment of evaluation or for the entire course should meet the instructor concerned within a week of receiving the grade.
- 4.7 There is no provision for improvement in the test/examination already taken and passed.
- 4.8 Request for re-evaluation of a test or term paper is normally not entertained.

Second Semester

SC Inventory Analysis	3 Credits
Transportation Management & Infrastructure	3 Credits
Contemporary Practices in Supply Chain	1.5 Credits
Information Technology and SCM	1.5 Credits
Supply Chain Risk Management	1.5 Credits
International Trade and Logistics	1.5 Credits

2.8 Executive Diploma in Marketing Management

First Semester

Retailing	2 Credits
International Marketing	2 Credits
Marketing Research	2 Credits
Advertising Strategy	2 Credits
Marketing Management	4 Credits

Second Semester

Salesmanship	2 Credits
Marketing Ethics	2 Credits
Digital & Social Media Marketing	2 Credits
Brand Management	2 Credits
Customer Relationship Marketing	2 Credits
Services Marketing	2 Credits

3. Attendance

The administration attaches great importance to regular and punctual attendance at classes. Prior permission from the Dean is necessary for absence. Attendance is compulsory in each course. Students with less than 50% attendance in a course will not be permitted to sit for the terminal examination. Grade points will be linked with the attendance. If a student gets less than 60% and above 50% he/she will lose one grade point. If a student gets less than 50% he / she will not be allowed to write the end-term examination and will have to write the Supplementary examination irrespective of internal marks. Till then, his / her grade will be marked as IC (Incomplete) The Attendance Register will be removed after 5 minutes from the commencement of the class. Continuous absence will result in the removal of the name from the rolls.

3.1 Schedule of Classes

Week-Day Courses :

(1) HRM, (2) MM, (3) IBM & (4) FM

Days	Subject	No. of Sessions & Timings	Class Duration	Attendance	Late comers
Monday	Sub 1	6.45 - 8.30 p.m.	1 Hr. 45 Minutes	5 minutes in to class	Absent
Tuesday	Sub 2	- do -			
Wednesday	Sub 3	- do -			
Thursday	Note: compensatory classes will be conducted on Thursday from 6.45 p.m. to 8.30 p.m.				

Week-End Courses :

Executive Diploma in Logistics and Supply Chain Management

Days	Subject		Class Duration	Attendance availed upto	Late comers
	No. of Sessins & Timings		1 Hour 30 minutes	5 minutes	Absent into class
	Sub 1				
Saturday	(5.15 to 6.45 pm)	(7.00 to 8.30 pm)			
	Sub 2				
Sunday	(10.00 to 11.30 am)	(11.45 to 1.15 pm)			

Note: Compensatory classes will be conducted on Sunday's afternoon 2.00 p.m. to 5.15 p.m.

Executive Diploma in Business Analytics

Days	Subject				Class Duration	Attendance availed upto	Late comers
	No. of Sessins & Timings				1 Hour 30 minutes	5 minutes into class	Absent
	Sub 1		Sub 2				
Saturday	(1.00 to 2.30)	(2.45 to 4.15)	(4.30 to 6.00)	(6.15 to 7.45)			
	Sub 3						
Sunday	(9.00 to 10.30 am)		(10.45 to 12.15 pm)				

Note: Compensatory classes will be conducted on Sunday's afternoon 1.00 p.m. to 4.15 p.m.