

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

Chairperson: Prof. G. Revathi,
Dean – Academics

Members : Dr. P. C. Lakshmi Narayanan,
Associate Dean - Academics

Prof. Vandana Zachariah,
Chairperson – Alumni Affairs

Dr. Fatima Vasanth,
Deputy Principal, Loyola College

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

Convener : Prof. M. Victor Louis Anthuvan,
Dean – Research

Members : Prof. G. Revathi,
Dean – Academics

Fr. S. Maria Wenisch, S.J.
Dean – Administration

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



In Pursuit of Excellence and Ethics

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

(FOR PRIVATE CIRCULATION ONLY)

2018-2019

Enforcement

The Manual of Policies for One-Year Executive Diploma (2018-2019) comes into effect from July 02, 2018. The rules and policies prescribed in the Manual are applicable to all the students of One-Year Executive Diploma courses during the academic year 2018-2019, 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 2018-2019 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.

Mr. P. Janardhanan,
Media

Mr. P. Thamarai Kannan, IPS
Inspector General of Police
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 : **Dr. S. Maria Wenisch, S.J.**
Dean - Administration

Dr. P.C. Lakshmi Narayanan,
Associate Dean – Academics

Dr. Jayshree Suresh,
Professor

Dr. B. Aiswarya,
Associate Professor of Human Resources

Student Representative*

9. Special Committees at LIBA

9.1 Grievance Redressal Committee:

Chairperson: Prof. G. Revathi,
Dean - Academics

Members: Dr. P. C. Lakshmi Narayanan,
Associate Dean - Academics

Prof. I. Thiagarajan,
Chairperson - Part-time programmes

Prof. S. Chellaiah,
Professor of Systems

Dr. Shanthi Venkatesh,
Associate Professor of Marketing

9.2 Anti-Ragging Committee:

Chairperson: Dr. P. Maria Joseph Christie, S.J.
Director

Members: Prof. G. Revathi,
Dean - Academics

Prof. M. Victor Louis Anthuvan,
Dean - Research

Prof. Vandana Zacharaiah,
Chairperson - Alumni Affairs

Dr. P. Chandiran,
Associate Professor of Operations

Dr. M. Ramasubramaniam,
Associate Professor of Operations

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1. LIBA: Identity, Vision, Mission, Values and Mode of Instruction

1.1 Identity

The Loyola Institute of Business Administration, also known as 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 PGDM programme. LIBA, committed to excellence and ethics, is a Jesuit institution, managed by the Loyola College Society, Chennai.

Besides the two-year full-time and three-year part-time PGDM courses, which are recognized by All India Council for Technical Education (AICTE), LIBA also offers one-year Executive diploma courses in:

- ◆ Business Analytics (Week-end Format)
- ◆ Financial Management
- ◆ Human Resource Management
- ◆ International Business Management
- ◆ Investment Management
- ◆ Insurance Management
- ◆ Logistics and Supply Chain Management (Week-end Format)
- ◆ Marketing Management

1.2 Vision

LIBA envisions to be a premier management school focusing on excellence and ethics.

- ◆ If a student misses an 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 the student is unable to take prior permission due to unavoidable or emergency situations, he/she should contact the Dean's office as early as possible.
- ◆ 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. The weightage for the make-up examination will be the same as for the original examination, and the marks obtained by the student in this will be added to the internals. **The final grade will be reduced by one grade.**

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 supplementary examination will be for full portions and 100% weightage, and **the maximum grade obtainable will be B+.**

8.2. Lack of attendance

If a student lacks attendance, he/she will not be allowed to write the end-term examination, and will have to write the supplementary examination. Till then, his/her grade will be marked as IC (Incomplete).

- (b) Any form of malpractice during an examination, or assignment such as copying, plagiarism and the like;
- (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 Dean will be final. In matters of sufficient gravity, a student may appeal to the Director, whose decision, thereon, is final.

8. Absence from examination

- ◆ Students should not approach or negotiate with individual subject faculty or faculty coordinators for the programme, regarding absence from examinations or classes, or solutions for the same.

The faculty and faculty coordinators are required to direct the students to the Deans' office for all such administrative issues.

If a student has sufficient attendance but misses the end-term examination or any other component and if:

- ◆ Internals cross pass-mark, they will be given the corresponding grade but not higher than B.
- ◆ If internals do not cross the pass-mark, the grade will be marked as IC (Incomplete). The student will then have to write the supplementary examination in order to graduate.

1.3 Mission

- ◆ LIBA aims to provide quality and ethical management education, consultancy and research services to promote holistic formation, forming men and women for others.
- ◆ LIBA works systematically to build world class resources (men, materials and facilities) to enable its students and research scholars to excel in their areas of work.
- ◆ LIBA builds its international linkages with institutions of academic and moral excellence, to form world class leaders.
- ◆ LIBA, keeping the Jesuit spirit of service to society, provides access to managerial knowledge and skills to all sections of the learning community through tailor-made programmes, thus meeting the social need for access to learning for all.
- ◆ LIBA recognises those who contribute to the cause of managerial excellence, corporate social responsibility, sustainable development and ethics, through nationally/internationally acclaimed awards, thereby inspiring others in the corporate world to achieve excellence ethically.
- ◆ LIBA strives to promote social and business entrepreneurship with a spirit of innovation and inquiry in close interface with industry.

1.4 Values

LIBA, as a Jesuit institution managed by the Loyola College Society, is committed to the core values of honesty, integrity, excellence and service to society.

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.

1.5 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.

5.6 Absence from final examination will invite an “F” grade for the course, unless the student, due to unavoidable circumstances, has been granted a prior written permission by the Dean.

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 next, provided he/she has minimum attendance.

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.

4.11 If a student has missed a mid-semester or end-semester 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 and to notify the Dean - Academics accordingly. He/she must also ensure that the Instructor submits the grade to the Dean's office within 15 days from the date of examination, and until this is done, the student's transcript will carry the 'I' grade.

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.

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.

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'	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'	3 Credits
Big Data & Hadoop	3 Credits
Business Data Visualization	2 Credits

Electives

Sales & Marketing Analytics	2 Credits
Digital Marketing - Web Analytics	2 Credits
Credit Risk Analytics: Measurement Techniques and Applications	2 Credits
Retail Analytics	2 Credits
Note: Students shall choose any two courses from above electives	

2.2 Executive Diploma in Financial Management

First Semester

Basic Financial Accounting	4 Credits
Financial Management	4 Credits
Security Analysis and Portfolio Management	4 Credits

Second Semester

Direct Tax Management	4 Credits
Cost and Management Accounting	4 Credits
Financial Markets	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

4.3 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.

4.4 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.

4.5 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

4.6 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.

4.7 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.

4.8 There is no provision for improvement in the test/examination already taken and passed.

4.9 Request for re-evaluation of a test or term paper is normally not entertained.

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

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% he/she will lose one grade point. 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. Duration of the course is one year and the classes are held from 6.45 p.m. onwards for about two hours per day for three days a week (Monday, Tuesday and Wednesday). The Week-end Programmes will be on Saturdays and Sundays.

4. Evaluation Procedures

- 4.1 Exams will be conducted on the dates specified at the beginning of each semester. No special tests/exams will be held for students who happen to miss them for one reason or other. Examination in the arrear papers can only be taken when the subject is offered again by the Institute.
- 4.2 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.

2.4 Executive Diploma in International Business Management

First Semester

International Business	2 Credits
Cross-cultural Perspectives in International Management	2 Credits
International Marketing	4 Credits
Foreign Trade & International Finance	4 Credits

Second Semester

International Dimensions of HRD	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
Quantitative Techniques in Supply Chain Mgt.	1.5 Credits
International Trade and Logistics	1.5 Credits
Warehouse Management	3 Credits
SC Inventory Analysis	3 Credits

Second Semester

Sourcing and Supply Management	3 Credits
Transportation Management & Infrastructure	3 Credits
Contemporary Practices in Supply Chain Mgt.	1.5 Credits
Service Logistics and Operations	1.5 Credits
Information Technology and SCM	1.5 Credits
Supply Chain Risk Management	1.5 Credits

2.8 Executive Diploma in Marketing Management

First Semester

Marketing Management	4 Credits
Salesmanship	2 Credits
Marketing Ethics	2 Credits
Advertising Strategy	2 Credits
Marketing Research	2 Credits

Second Semester

Retailing	2 Credits
Digital & Social Media Marketing	2 Credits
Brand Management	2 Credits
Customer Relationship Marketing	2 Credits
Services Marketing	2 Credits
International Marketing	2 Credits