QUALITY POLICY OF
MANAGEMENT DEVELOPMENT CENTRE

**LOYOLA INSTITUTE OF BUSINESS ADMINISTRATION
CHENNAI**

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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.
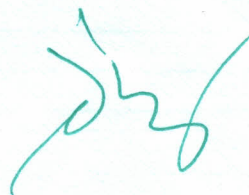
- Programme announcement would be made Chair of MDC
- Faculty identified by Chair MDC and head of operations
- Faculty dates discussed
- Programme design to be received from faculty
- Faculty confirmation in writing
- Budget is drawn based on cost structure and fee structure.
- Break even number is communicated within MDC
- Programme manager identified
- Script for telecalling, programme details communicated by Operations Chair 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
- Booking of suitable Classroom identified based on the seating requirements
- Hospitality requirements communicated to   administrator

2.3 Programme delivery:
Programme delivery checklist adhered to.

	CHECK LIST FOR MDC PROGRAMMES		
	Before Starting the Campaign		
S.No	Work	Time Period	Yes/No
1	Course Content & Total No of Hours	2 Months before Launch	
2	Faculty Finalization	2 Months before Launch	
3	Target Audience	2 Months before Launch	
4	Budget	55 days before Launch	
5	Finalize the Digital Marketer	1 Week, 50 Days befor Launch	
6	Fr. Dean Approval	1-2 Days (Availability), 48 days before Launch	
7	Fr. Director Approval	1-2 Days (Availability), 46 days before Launch	
8	Website	1 Week time, 40 days before Launch	
9	Payment Link Activation	Before starting the campaign	
10	Marketing Period	40 Days	
11	Fr. Finance Controller Approval for internal marketing expenses	During campaign	
12	Admissions team to be informed about the programme	Before starting the campaign	

	After Starting the Campaign	Yes/No
S.No	Work	
1	Leads on Social Media/Admissions	
2	First Call	
3	Whats app Connect	
4	Call Back to check if they have visited the website	
5	Handhold them to payment portal	
6	Thank you message	

	Before Course Commencement		Yes/No
1	Finalize the participants list (Name & Email ID)	2 Days before launch	
2	Creating Moodle Account for Participants & Faculty	1 day before launch	
3	Final list of participants to be shared wit Finance	1 day before launch	

	During Course	Yes/No
1	Uploading Pre Reading & Study Materials on Moodle	
2	Assignments & Caselets Uploading on Moodle	
3	Keep track of assignment submission list	
4	Evaluation of Assignments and Caselets by Faculty	
5	Final Exam on Moodle	
6	Sharing results with the participants & Faculty	

	After Completion of Course		Yes/No
1	Feedback Form	Same Day on course completion	
2	Certificate Name Confirmation from Participants	3 Days after completion	
3	Evaluated List (Course Completion & Participation)	1 Week after final exam	
4	Certificate Quotation	1 Week after final exam	
5	Certificate Design	10 days from final exam	
6	Faculty Payment	15 days from final exam	
7	Certificate Printing	1 Week after certificate design	

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 customized programmes
    - Long duration open programmes
    - Certificate programmes
    - Online programmes
    - Blended open programmes
    - Blended customized 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 mgr needs to be allocated as soon as 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, and 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. The form should capture source of the participant, faculty feedback on various parameters, overall experience-food, ambiance, learning amongst other things.

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