

# **MANUAL OF POLICIES (2020-2021)**

## **Executive Diploma Programmes**

**Artificial Intelligence, Machine Learning and Deep Learning**

**Business Analytics**

**Financial Management**

**Healthcare Management**

**Human Resource Management**

**International Business Management**

**Logistics and Supply Chain Management**

**Marketing Management**

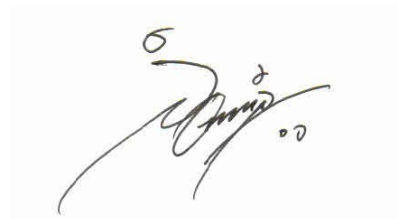


**LOYOLA INSTITUTE OF BUSINESS ADMINISTRATION  
LOYOLA COLLEGE CAMPUS, CHENNAI - 600034.**

## **Enforcement**

The Manual of Policies for One-Year Executive Diploma (2020-2021) comes into effect from **October 10 2020**. The rules and policies prescribed in the Manual are applicable to all the students of One-Year Executive Diploma courses during the academic year 2020-2021, without prejudice to any special rules framed or to be framed in regard to the library, computer center, etc.

Every student must secure a copy of Manual of Policies for 2020-2021 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.

A handwritten signature in black ink, appearing to be 'S. S. S.', is written over a light gray rectangular background.

Director

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# **1. LIBA: Identity, Vision, Mission, Values, and PEO's**

## **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 desire of top management professionals in the globalised economy, LIBA started offering a two-year full-time PGDBA programme (currently PGDM). LIBA, committed to Excellence with Ethics, is a Jesuit minority institution. It is owned by the Loyola College Society, Chennai.

## **1.2 Vision**

To be a premier management school focusing on excellence with 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.

## **1.4 Values**

LIBA would remain rooted in the following core values:

Excellence  
Honesty  
Inclusiveness  
Integrity  
Justice

## **1.5 Programme Educational Objectives (PEOs)**

### **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

**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. Laboratories Class.

**2. The Academic Calendar**

The academic year consists of two terms, each of approximately five months' duration. The semester\* will be as follows:

SEMESTER I : July to November

SEMESTER II : November to April

\* Due to Covid 19, Pandemic, Current academic year expected to get over by July 2021.

**3. Payment of fees**

**3.1** Students are required to pay the fees in person for each term on or before the Day indicated in the announcement. Fees are to be paid by NEFT in favour of LIBA, Chennai. Fees paid will not be refunded, once the classes commence. If anyone withdraws before the program starts, Rs. 1000/- will be deducted from the refund.

**3.2** For the first semester, the student must submit the following:

- ✓ Mark sheets to establish a minimum of 50% in the aggregate
- ✓ Attested copy of the Degree Certificate
- ✓ Two passport size colour photographs
- ✓ Proof of work experience

**3.3** Those who fail to pay the fees each semester after joining the programme on the specified date as per the calendar will be deemed to have left the Institute unless prior permission is obtained from the Dean. If the Dean permits, a student can register by paying a late registration fee of Rs. 100/- per day after the due date subject to a maximum of Rs. 2000/- each time of late registration. The late registration fee is payable irrespective of the reason of delay.

### **3.4 Default in Payment of Fees**

- a) A student will not be allowed to take the end-semester / term exams, if the student has not paid the Institute's fees and the mess dues payable at that time; or if taken, the results will not be released until all the dues are fully paid.
- b) A student will not be awarded the Diploma, if all dues and fines are not cleared, even if all academic requirements are fulfilled.

### **3.5 Non-refund of Fees**

- a) No fees paid to the Institute, other than caution deposit, is refundable. This applies in case of dismissal from the Institute, as well as to any kind of withdrawal (voluntary or otherwise) from the Institute's rolls.
- b) Caution Deposit will be refunded during Graduation.

## **4. The Course Content**

The Faculty's main objective is to assist the student to develop those qualities and to internalize those values that make for effective leadership in organisations. Since this involves more than the knowledge of specific theories and models, different learning methods are used, appropriate to the skills to be developed, like problem solving, case analysis, simulation games, small group seminars, and 'laboratory' exercise.

Hence, the student's attendance and participation in EVERY class is essential. While classrooms interaction aims at developing a wide knowledge base, the student is encouraged to analyse, anticipate, innovate and otherwise prepare himself/herself for a challenging professional career.

The courses are designed taking into account the requirements of employers and the abilities of the students to reach the highest standards. At the beginning of a course, the instructor will give the students in writing the course outline, information about the learning objectives to be achieved and how student performance will be evaluated and graded.

## **Course Overview**

LIBA has designed the executive programmes for the working professionals to expand their knowledge base, or acquire new expertise, or hone their skills so that they are professionally updated and rewarded. LIBA offers diverse programmes to suit the needs of many. There are programmes for individuals and programmes for organisations. They are taught not only by academicians but also by practitioners who have solved practical problems, faced real-world challenges, and weathered many-a-storm in the business world. The case studies, the examples, the perspectives and the statistics discussed in the classrooms mirror the world outside. The various programmes for individuals are described below.

## **Programmes**

### **WEEK-DAY PROGRAMMES**

The Programmes are offered in week-day mode with evening schedules for all specialization areas, mentioned below. In week-day mode, classes are held in the evenings between 6.45 pm and 8.30 pm from Monday to Wednesday. Courses have three different credit options. The four-credit courses have 18 sessions, three-credit courses have 14 sessions, and two-credit courses have 9 sessions. Each session lasts for one hour and 45 minutes.

**Class Timings:** Monday to Wednesday between 6.45 pm and 8.30 pm.

- **FINANCIAL MANAGEMENT (FM)**
- **HUMAN RESOURCE MANAGEMENT (HRM)**
- **INTERNATIONAL BUSINESS MANAGEMENT (IBM)**
- **MARKETING MANAGEMENT (MM)**

### **WEEK-END PROGRAMMES**

In the case of Business Analytics, Healthcare Management, Artificial Intelligence and Machine Learning and Logistics and Supply Chain Management, the Programs are offered only in week-end mode in which classes are held between 1.00 p.m. and 8.30 p.m. on Saturdays and between 9.00 a.m. and 4.15 p.m. on Sundays. Courses have three credits covered over 16 sessions and 1.5 credits covered 8 sessions. Each session lasts for one hour and 30 minutes.

**Class Timings:** Saturdays 5 pm to 8.30 pm & Sundays 9 am to 1.30 pm.  
(Except BA: Saturdays 2 pm to 8.30 pm & Sundays 9 am to 1.30 pm)

- **ARTIFICIAL INTELLIGENCE, MACHINE LEARNING & DEEP LEARNING (AI, ML & DL)**
- **BUSINESS ANALYTICS (BA)**
- **HEALTHCARE MANAGEMENT (HCM)**
- **LOGISTICS AND SUPPLY CHAIN MANAGEMENT (LSCM)**

#### **4.1 ARTIFICIAL INTELLIGENCE, MACHINE LEARNING & DEEP LEARNING (AI, ML & DL)**

##### **MODULE I – FOUNDATIONS OF BUSINESS ANALYTICS\***

Python for Business Analytics  
Foundations of Business Analytics

## **MODULE II – MACHINE LEARNING\*\***

Data Pre-processing  
Machine Learning Models  
Supervised Learning  
Unsupervised Learning  
Large Scale Machine Learning

## **MODULE I II – DEEP LEARNING\*\*\***

Artificial Neural Network & Tuning  
Image Classification using MLP  
Applications of Convolutional Neural Networks (CNNs)  
Recurrent Neural Networks and Applications (RNNs)  
Long-Short-Term Memory Networks (LSTMs)  
Reinforcement Learning  
Generative Adversarial Networks (GAN)

### **4.2 Executive Diploma in Business Analytics**

<b>Course Name</b>	<b>Credits</b>
Mathematics	3
Database Technology	3
Statistical Methods	3
Data Mining for Business Intelligence	3
Introduction to BA Software *	3
<b>Machine Learning or Deep Learning for Business (1 Elective Compulsory) *</b>	3
Big data Analytics *	3
Management Science and optimization	3
Business Data visualization	2
<b>Other Electives (2 To Choose)</b>	
Marketing analytics *	2
Digital marketing – Web analytics	2
Credit Risk Analytics: Measurement Techniques and Applications	2
Advanced Analytics *	2
<b>WORKSHOPS PROPOSED</b>	
RESPONSIBLE AI WORKSHOP	No Credits
EMERGING TECHNOLOGIES (CORE) WORKSHOP *	No Credits
<b>TOTAL CREDITS</b>	<b>30</b>



### 4.3 Executive Diploma in Financial Management

First Semester		Second Semester	
<i>Course Title</i>	<i>Credit</i>	<i>Course Title</i>	<i>Credit</i>
Basic Financial Accountancy	4	Direct Tax Management	4
Financial Management	4	Security Analysis and Portfolio Management	4
Financial Markets	4	Cost and Management Accounting	4

### 4.4 Executive Diploma in Healthcare Management

<i>First Term</i>		<i>Second Term</i>		<i>Third Term</i>	
<i>Course Title</i>	<i>Credit</i>	<i>Course Title</i>	<i>Credit</i>	<i>Course Title</i>	<i>Credit</i>
Fundamentals of Management	2	e-Skills in Healthcare	2	Benchmarks in Healthcare Industry	2
Research Methodology	2	Public Health - COVID 19 & beyond	2	Contemporary Ethical & Legal Issues in Healthcare	2
Behaviour & Management in Organizations	2	Person, Society & Diseases	2	Healthcare Marketing	2
		Financial Management	2	Research Project	2
<b>TOTAL CREDITS</b>	<b>6</b>		<b>8</b>		<b>8</b>

### 4.5 Executive Diploma in Human Resource Management

First Semester		Second Semester	
<i>Course Title</i>	<i>Credit</i>	<i>Course Title</i>	<i>Credit</i>
Intra and Interpersonal Dynamics	4	Performance and Reward Mgt.	4
Strategic Human Resource Mgt.	3	HR Analytics	3
Industrial Relations	2	Labour Laws	2
Counselling Skills	3	Training and Development	3

#### 4.6 Executive Diploma in International Business Management

First Semester		Second Semester	
<i>Course Title</i>	<i>Credit</i>	<i>Course Title</i>	<i>Credit</i>
International Business	4	International Dimensions of HRD	2
International Economics and Geo-political Environment	4	Cross-cultural Perspectives in Management	2
Foreign Trade and International Finance	4	International Marketing	4
		Import and Export Management	4

#### 4.7 Executive Diploma in Logistics and Supply Chain Management

First Semester		Second Semester	
<i>Course Title</i>	<i>Credit</i>	<i>Course Title</i>	<i>Credit</i>
Operations & Supply Chain Management	3	SC Inventory Analysis	3
Warehouse Management	3	Transportation Management &	3
Supply Chain Financing	1.5	Contemporary Practices in	1.5
Quantitative Techniques in	1.5	Information Technology and	1.5
Sourcing and Supply Management	3	Supply Chain Risk Management	1.5
		International Trade and	1.5

#### 4.8. Executive Diploma in Marketing Management

First Semester		Second Semester	
<i>Course Title</i>	<i>Credit</i>	<i>Course Title</i>	<i>Credit</i>
Marketing Management	4	Services Marketing	2
Salesmanship	2	Brand Management	2
Advertising Strategy	2	International Marketing	2
Retailing	2	Marketing Research	2
Digital & Social Media Marketing	2	Marketing Ethics	2
		Customer Relationship Marketing	2

## 5. 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.

### COVID PROTOCOL AND REQUIREMENT

Due to Covid-19, social distancing will be followed inside the campus and if required virtual online classes will be scheduled when lockdown is in force. In view of this, it is necessary that all students who enrolled for the courses must have good internet connectivity at home with connected devices like laptop or smart phones.

The campus is well-sanitized regularly, facilitated with Hand-Sanitizer, temperature monitors and well-ventilated class rooms.

## 6. Evaluation Procedures

- 6.1 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.
- 6.2 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.
- 6.3 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.
- 6.4 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

- 6.5 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.
- 6.6 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.
- 6.7 There is no provision for improvement in the test/examination already taken and passed.
- 6.8 Request for re-evaluation of a test or term paper is normally not entertained.
- 6.9 The Diploma shall be awarded only if the candidate has passed in all the offered courses.
- 6.10 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.
- 6.11 The end-semester grades earned by the students will be communicated to them by the Dean's office within a reasonable time.

## **7. Examinations**

- 7.1 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.
- 7.2 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".
- 7.3 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.
- 7.4 No examinee will be permitted to leave the examination hall without submitting the answer paper to the invigilator.
- 7.5 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.
- 7.6 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.

## **8. Qualifying Standards**

- 8.1 Students who fail in 3 papers out of 6 will not be eligible for the Diploma.
- 8.2 Students obtaining a grade less than C are required to take the exam as a supplementary when it is offered next, provided he/she has minimum attendance.
- 8.3 Students must complete the Diploma within two years from the time of joining the course.

### **Class room behaviour**

1. Use of Mobile phones are strictly prohibited in the class room. For calculations, bring calculators and use it. If faculty allows use of mobile phone for academic purpose, you can use it.
2. Taking Videos or photograph inside the class room without the permission of others is strictly prohibited.
3. Please maintain discipline during class hours.
4. Class participation is welcome during class hours.

## **9. Discipline**

- 9.1 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.
- 9.2 Smoking and drinking alcohol is prohibited inside the campus. If somebody involves in these activities, he/she will be dismissed from the Institute.
- 9.3 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 sign communications etc.
  - (c) Proven cases of reporting of fictitious data in an empirical study.
- 9.4 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.

- 9.5 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.
- 9.6 Bring Calculators for assess for all quantitative elated subjects like Finance, Operations and use of mobile phone for calculation is banned.

## 10. 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:
  - a) Internal components cross pass-mark, they will be given the corresponding grade **but not higher than B.**
  - 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
- 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.**

### 10.1 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+.**

## 10.2 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).

## 11. Award of Diploma

The Executive Diploma in Management will be awarded after the completion of the programme to the student who, in the judgement of the faculty, has satisfactorily fulfilled all the conditions and requirements for the award and has paid all the dues. The Diploma is conferred at the Institute's Annual Graduation, which is normally held within a reasonable time after the completion of the Executive Diploma Programme. All students who qualify for the Diploma are expected to attend the Graduation.

## 12. Statutory Committees at LIBA

### 12.1 Grievance Redressal Committee

**Chairperson:** Prof. P. C. Lakshmi Narayanan  
*Dean - Academics*

**Members:** Prof. Shanthi Venkatesh  
*Associate Dean - Academics*  
Prof. P. Chandiran  
*Associate Dean – Part Time & Executive Diploma Programmes*  
Dr. B. Aiswarya  
*Associate Dean – Student Relations*  
Dr. Deepa Ittimani Tholath  
*Associate Dean - Research*

### 12.2 Anti-ragging Committee at LIBA

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

**Members:** Prof. P. C. Lakshmi Narayanan  
*Dean - Academics.*  
Prof. Shanthi Venkatesh  
*Associate Dean - Academics*  
Prof. P. Chandiran  
*Associate Dean – Part Time & Executive Diploma Programme*  
Dr. A. Siluvai Raja  
*Chair, Admissions and C.K. Prahalad Centre (CKPC)*  
Dr. M. Ramasubramaniam  
*Controller of Exams.*  
Mr. Janardhanan Menon  
*Flames Advertising Media*  
Mr. P. Thamarai Kannan, IPS  
*ADGP, Welfare, Tamilnadu.*  
*Representative of Police Dept.*

**Mr. Devaneyan**  
*Thozhamai N.G.O*  
**Ms. Surya H Chandvarkar**  
*Librarian, LIBA.*  
Non-Teaching Staff  
**Student Representative**

### 12.3 Anti-ragging Squad at LIBA

**Members:** **Dr. S. Srikrishnan**  
*Senior Professor of Systems*  
**Dr. S. Sunil Vakayil**  
*Chair, Management Development Centre*  
**Dr. Aravindh Kumaran**  
*Chair, Placements.*  
**Dr. B. Aiswarya**  
*Associate Dean - Student Relations*

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

**Chairperson:** **Prof. Shanthi Venkatesh**  
*Associate Dean - Academics*  
**Members:** **Prof. P. C. Lakshmi Narayanan**  
*Dean - Academics.*  
**Dr. B. Aiswarya**  
*Associate Dean - Student Relations*  
**Prof. Melchias Gabriel**  
*Deputy Principal, Loyola College.*  
**Non – Teaching Staff**  
**Mr. P. Sudhakar**  
*Coordinator of Learning – Full Time Students*

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

**Chairperson:** **Prof. M. J. Xavier**  
*Chair, Centre for Technology and Innovation (CTI)*  
**Members:** **Prof. P. C. Lakshmi Narayanan**  
*Dean - Academics.*  
**Dr. A. Siluvai Raja**  
*Chair, Admissions and C.K. Prahalad Centre (CKPC)*  
**Non – Teaching Staff**  
**Mr. A. Joel**  
*Library Assistant*  
**Mr. Vijay Kennedy**  
*Office Assistant*  
**Ms. Jennifer**  
*Executive Assistant to the Director (Documentation & Ranking/Accreditation)*



## **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.