

**MANUAL OF POLICIES  
FOR THE STUDENTS  
Executive Diploma Programmes  
(Week-Day & Week-End Format)**

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

**Business Analytics**

**Financial Management**

**Healthcare Management**

**Human Resource Management**

**International Business Management**

**Investment Analysis and Portfolio Management**

**Logistics and Supply Chain Management**

**Marketing Management**

**Media and Entertainment Management**



**LOYOLA INSTITUTE OF BUSINESS ADMINISTRATION (LIBA)**

**LOYOLA COLLEGE CAMPUS, CHENNAI - 600034.**

**(FOR PRIVATE CIRCULATION ONLY)**

**2021-2022**

**Enforcement**

The Manual of Policies for One-Year Executive Diploma (2021-2022) comes into effect from September **20, 2021**. The rules and policies prescribed in the Manual are applicable to all the students of One-Year Executive Diploma courses during the academic year 2021-2022, 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 2021-2022 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.



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

Its management, while maintaining these values, will constantly strive to uphold respect for 2 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 Academic Calendar**

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

**Semester I : September to December 2021**

**Semester II : January 2022 to May 2022**

- **Due to Covid 19, Pandemic, Current academic year  
Expected to get over by June 2022.**

### **3. Payment of Fees**

Last date for payment of fees in each Semester is given in the Academic Calendar.

- 3.1.** Students are required to pay the fees in person for each term on or before the Day indicated in the in the Academic Calendar. Fees are to be paid by NEFT in favour of LIBA, Chennai. Fees paid will not be refunded, once the classes commences. 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 4 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 assessments, 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**
- 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** <sup>5</sup>



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 organizations. 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.

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, Investment Analysis and Portfolio Management, Logistics and Supply Chain Management and Business Analytics, which are offered only in the week-end mode. 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 forty

five minutes. Special classes may be scheduled on Thursday if required.

**Class Timings:**

a) **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)**

b) **Tuesday to Thursday between 9.00 am and 10.45 am.\*\***

- **MEDIA AND ENTERTAINMENT MANAGEMENT (MEM)**

**Week-End Programmes:**

In the case of **Artificial Intelligence, Machine Learning & Deep Learning (AIMLDDL, Business Analytics, Healthcare Management, Investment Analysis and Portfolio Management 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 7.45 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. **For all courses classes may be scheduled during Sunday afternoons if required.**

**Class Timings:** Saturdays 5 pm to 8.30 pm & Sundays 9 am

to 12.15 pm.

**(Except BA: Saturdays 1.00 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)**
- **INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT (IAPM)**
- **LOGISTICS AND SUPPLY CHAIN MANAGEMENT (LSCM)**

#### **4.1. Executive Diploma in Financial Management**

Finance remains the bottom-line of every decision in the corporate sector. Given its centrality, efficient financial management within the contours of accounting procedures and compliance requirements determines not just the success a corporate entity but also the economic development in general. In today's business environment, effective financial management goes far beyond the knowledge of accountancy. It demands a clear understanding of financial markets, portfolio management, and taxation processes and other statutory and corporate requirements.

The Programme leading to <sup>9</sup> Executive Diploma in Financial Management aims to equip financial managers, business

executives, and other aspirants with financial orientation with all the nuances associated with the techniques and procedures of financial management.

<b>First Semester</b>	<b>Credits</b>
Basic Financial Accountancy	4
Financial Management	4
Financial Markets	4
<b>Second Semester</b>	<b>Credits</b>
Direct Tax Management	4
Security Analysis and Portfolio Management	4
Cost and Management Accounting	4

## **4.2 Executive Diploma in Human Resource Management**

Recent changes in the organizational environment of business point to the vital role of people in determining the overall economic and functional performance of enterprises. Experiences in structural adjustments made by several business organizations have shown that technological changes, process reforms, product improvements, and business strategies can be effective only when they are complemented with better people management.

This means that the quality and commitment of Human Resource constitutes the most crucial <sup>10</sup> vice of competitive advantage for organizations.

This Programme leading to the Executive Diploma in Human Resource Management emphasizes the importance of applying both a system and process perspective in understanding Human Resource functions and implementing Human Resource Strategies. It aims to equip the working executives and aspiring Human Resource managers with theoretical and practical knowledge through a combination of theory-based learning modules on recent developments in labour laws and industrial relation and best-practices-based learning modules on recent experience in HR systems across corporate segments both within India.

<b>First Semester</b>	<b>Credits</b>
Intra and Interpersonal Dynamics	4
Strategic Human Resource Management	3
Labour Laws	2
Counselling Skills	3
<b>Second Semester</b>	<b>Credits</b>
Performance and Reward Management	4
HR Analytics	3
Industrial Relations	2
Training and Development	3

### **4.3. Executive Diploma in International Business Management**

The expanding world market led by the process of globalization is causing dramatic changes in international trade and business with major implications for employment both within and across borders. Markets, which were stable earlier, have now become aggressively competitive with firms intensely fighting for market share against their foreign and domestic counterparts. Almost all business organizations today have recognized the inevitability of developing strategies for initiating and expanding their international operations. These strategies are driven obviously by many cultural, human, legal, monetary, economic, and geo-political factors.

The Programme leading to the Executive Diploma in International Business is designed to equip business professionals and aspiring graduates with the knowledge and skills essential for understanding the key dimensions of international business such as international trade and finance, trade regulating institutions, Human Resource Management, and cultural and geo-political aspects.

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

#### **4.4. Executive Diploma in Marketing Management**

Marketing is the prime mover of any corporate enterprise or business organization. In most contexts, market is critical not only as a determinant of the type, scale, and location of production but also as a driver of process and technology innovations. With increasing competition, these roles of market are also undergoing rapid and transformation. Globalization process and technological changes have widened the traditional scope of marketing with newer concepts such as: Customer Relationship Management, Rural Marketing, Retail Marketing, Services Marketing, Niche Marketing, and E-marketing. These changes have made marketing as a very rich and more complex segment of business today.



The Programme leading to the Executive Diploma in Marketing Management aims to meet the evolving functional requirements of working executives in marketing spheres as well as those opting for marketing as a career. The Programme will help to master the emerging concepts and contemporary practices in marketing management.

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

## **4.5 Executive Diploma in Media and Entertainment Management**

Media management has become constituent element of any business enterprise, and most sought-after jobs are available in all the companies. Companies design their media and communication strategies to reach their target segments, connect with them and build a sustainable relationship in this vibrant social media and digital era. International and nationwide marketing, customer orientation, a cross-media approach, and cutting edge PR matter most to stand unique and different. This demands qualified and competent leaders/managers who have creative, strategic and operational skills in media management.

Executive Diploma Programme in Media and Entertainment Management is application-oriented and hands on experience course, specially designed to create strong CEOs, Client Servicing experts and Senior Creative Selling experts with deep understanding of the media and entertainment industry. The courses focus on how to build, market and sell a media & entertainment product. Students who are enrolled into this course will gain better understanding of communication strategies and nuances of media industry. The students will be introduced to top media and entertainment houses as interns which will give them a great exposure in the industry. As a part of the regular inputs on

media management theories and models, top notch industry experts will be part of teaching faculty to offer practical insights into media management.

Anyone with passion to build a successful media or entertainment business with a UG degree certificate in any discipline from recognized university/college is eligible to take this course.

After following fundamental units on the subject one could be guided to choose any of the following specializations:

**Film Line Production Management / Celebrity Management / Television Management / Wedding Event management**

**First Semester Credits**

Introduction to Management & Marketing	3
Introduction to Media & Entertainment	3
Media Ethics and Law	3

**Second Semester Credits**

Media Economics and Financial Management	3
Specialization Course	4

(\* the concerned specialization course would be offered only if a minimum strength of 10 students opt and qualify for it)

Film Line Production Management

Celebrity Management

Television Management

Wedding Event management

Internship (1 month)	8
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#### **4.6. Executive Diploma in Artificial Intelligence, Machine Learning & Deep Learning (AI, ML & DL)**

Artificial Intelligence and Machine Learning techniques are major band wagons of data science that drive disruptive innovation in business today. More than 2.5 million jobs are posted under the category of Data Science and Analytics in the United States alone. Requirements for analytics jobs in India stands at 100,000 and the revenue from Indian analytics industry is expected to reach \$16 billion by 2025, growing at a CAGR of 26% (Nasscom). One Year Executive Diploma Program in Artificial Intelligence, Machine Learning, and Deep Learning (AI/ML/DL) is a hop-on hop-off program for graduates, structured into three modules. The completion of each module successfully, will entitle a candidate for certificate in the respective topic. The completion of all the three modules will lead to the award of ‘One Year Executive Diploma Program in Artificial Intelligence, Machine Learning, and Deep Learning (AI/ML/DL)’. The guidance counsellor will closely work with the students to help them select a capstone project that is closer to their interest area, while being relevant in the industry. Bridge courses are offered to up-skill the hop-on / hop-off candidates prior to each module.

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

<b>First Term</b>	<b>Credits</b>
Foundations of Business Analytics	1
Over view of BA	3
Statistical methods, Data Mining an Big Data	2
Python for Business Analytics	3
Data Visualization with TABLEAU	2

## **MODULE II - MACHINE LEARNING\*\***

<b>Second Term</b>	<b>Credits</b>
Data Pre-processing	1
Machine Learning Models	1
Supervised Learning	2
Unsupervised Learning	1
Large Scale Machine Learning	1

## **MODULE III - DEEP LEARNING\*\*\***

<b>Third Term</b>	<b>Credits</b>
Artificial Neural Network & Tuning	1
Image Classification using MLP	1
Applications of Convolutional Neural Networks (CNNs)	1
Recurrent Neural Networks and Applications (RNNs)	1
Long-Short-Term Memory Networks (LSTMs)	1
Reinforcement Learning	1
Generative Adversarial Networks (GAN)	1

## **Pre-Requisites:**

### **\* Module – I:**

Pre-requisites: An optional 6-hour bridge course will be provided in Python programming for those who would like to strengthen their basic skills, prior to the start of this module.

### **\*\* Module – II:**

Pre-requisites: It is expected that the candidate has completed the certification course, “Fundamentals of Business Analytics” or an equivalent online / offline course, successfully. Those who does not satisfy this requirement can take up 12 hour bridge course offered by LIBA.

### **\*\*\* Module – III:**

It is expected that the candidate has completed the certification course, “Fundamentals of Business Analytics” or “Machine Learning” or an equivalent online / offline course, successfully. Otherwise, she / he will be required to complete 9-hour bridge course on the above, offered by LIBA.

## **Eligibility:**

Graduation in Science, Mathematics or Engineering stream.  
Preferred: Aptitude for Programming and one-year experience in industry.

## **4.7 Executive Diploma in Business Analytics (Week-end)**

The Programme leading to the Executive Diploma in Business Analytics is designed as a structured learning system in analytics domain focused to give a thorough understanding of the domain and application of its tools and techniques in selective functional areas. With its in-house expertise, LIBA will be able to add value to the students.

We expect students with a background in IT, programming, and data mining who are working IT and ITES sector and also in other user industries like banking, insurance, financial services, healthcare, pharmaceuticals, consumer product groups, auto motive including components and parts manufacturing, retail and entertainment and so on would especially benefit from the course.

Although it is intended essentially for the working professionals, the Programme can also help fresh graduates with better prospects in analytics based management decisions and with technology and user firms. However, students are expected to have strong interests and competency in mathematics, statistics and data tools.

The Programme is designed with learning modules based on analytical approaches and software applications to achieve the objective of providing knowledge and skill essential for successful management professionals in business analytics.

<b>First Semester</b>	<b>Credits</b>
Mathematics	3
Database Technology	3
Statistical Methods	3
Data Mining for Business Intelligence	3
Introduction to BA Software	3
<b>Second Semester</b>	<b>Credits</b>
Machine Learning or Deep Learning for Business (1 Elective Compulsory)	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>



## **4.8 Executive Diploma in Healthcare Management (HCM)**

India is expected to rank among the top three healthcare markets globally in terms of incremental growth by 2022. The ongoing pandemic has sent a wake-up call to all on the much-neglected aspect of our lives- healthcare and health systems. The health systems in India are under severe stress from not only the demographic and epidemiological shifts in the population but also the growing expectations from consumers of healthcare services. Managing a healthcare environment requires more than just clinical skills, which is missed out in regular medical curriculum. This course enables students to acquire the new-age knowledge and problem solving skills to become an efficient and ethical healthcare manager. It combines the best of management concepts and principles with specific relevance to the healthcare industry and equips students to excel in diverse healthcare settings, whether it be a corporate hospital, a clinic, or a health insurance company. This course will be offered on weekends, from 5 pm to 8.30 pm on Saturdays and 9 am to 1.30 pm on Sundays.

The EDHCM program is supported by an eminent Advisory Board consisting of industry and academic leaders from renowned corporate hospitals, charity hospitals, health insurance companies, dental and nursing professionals.

**Pedagogy:**

Class-room, Online, Case discussions, Research Project.

<b>Term – I</b>	<b>Credits</b>
Fundamentals of Management	2
Research Methodology	2
Behaviour & Management in Organizations	2

<b>Term - II</b>	<b>Credits</b>
e-Skills in Healthcare	2
Public Health - COVID 19 & beyond	2
Person, Society & Diseases	2
Financial Management	2

<b>Term – III</b>	<b>Credits</b>
Benchmarks in Healthcare Industry	2
Contemporary Ethical & Legal Issues in Healthcare	2
Healthcare Marketing	2
Capstone Research Project	4

**Eligibility:**

Graduates - especially from Allopathic, AYUSH, Dental, Nursing, Pharmacology, Pure Sciences, Allied Healthcare, Social Work, Psychology, Counselling, etc.

### **Value Additions:**

Guest lectures from industry experts, Visits to large corporate hospitals

## **4.9 Executive Diploma in Investment Analysis and Portfolio Management**

The Advent of Globalisation removed the barriers of Investment Markets among the member countries via TRIMs (WTO) which resorted the significant presence of Foreign Portfolio Investors (FPIs). The performance fluctuations of Stock as well as Commodities market are regularly navigated by both Domestic & Global Market influences and change in the preferences of Investors across market boundaries. The Knowledge on Market micro structure and Investment analytical skills are inevitable for every market aspirant to become successful investor to devise optimal Portfolio design successfully with respect to set investment objective of Risk and Return. This One year Executive Diploma Programme in Investment Management has been catered to meet the fundamental requirements of every individual market aspirant.

### **Who can participate:**

Investors, Young Market Professionals, Students, Investment Planners etc.

**Value Inputs:** Live Market Data Analysis using Refinitiv Reuters, Spider (Technical-EOD) and Traderscockpit.com (Derivatives).

**Pedagogy:** Experiential learning through live case discussion and analysis with respect to divergent scenarios of both Stock and Commodity Markets.

<b>First Semester</b>	<b>Credits</b>
Financial Analysis for Market Research	4
Financial Markets	2
Market Regulatory Compliance (MRC)	2
Modelling for Investment Markets and Research – Lab Practical	4

  

<b>Second Semester</b>	<b>Credits</b>
Investment Analysis (I) - Fundamental	2
Investment Analysis (II) - Technical - Practical (EoD)	2
Value Investing Strategies & Portfolio Management	4
Trading Strategies (Futures & Options)	4

## **4.10 Executive Diploma in Logistics and Supply Chain Management**

### **(Week-end)**

The programme leading to the Executive Diploma in Logistics and Supply Chain Management is designed as a structured learning system in Logistics and Supply Chain management domain from managerial, analytical and applied practice perspectives. Although it is intended essentially for the working professionals, the program can also provide fresh graduates with 7 better prospects by inculcating strong foundation in terms of knowledge and skills in SCM arena. This course provides strong employment opportunities at managerial level in organizations. This course enhances opportunities for candidates who want to do higher education like M.S., in foreign universities in the area of Logistics and SCM.

The programme is designed with learning modules based on analytical approaches and software applications with all-round development in terms of knowledge, skills and attitude. This course is highly relevant for industry like Automobile, Retail, E-commerce, 3PL, Shipping, Manufacturing and related service sectors also. This course trains you on eleven subjects which are offered in two semesters.

**Schedule:**

The programme would be taught during Saturday and Sunday at LIBA campus, Chennai. Typically in a week-end students would have to spend about three hours on Saturday and three hours on Sunday.

**Pedagogy:**

Classes would be through class room sessions, lab work and analytical problem solving and case discussions. There would be some virtual support that would be available. Wherever there is scope for providing supplementary learning in these subjects, the same would be supported by faculty.

<b>First Semester</b>	<b>Credits</b>
Operations & Supply Chain Management	3
Warehouse Management	3
Supply Chain Financing	1.5
Quantitative Techniques in SCM	1.5
Sourcing and Supply Management	3
<b>Second Semester</b>	<b>Credits</b>
SC Inventory Analysis	1.5
Transportation Management	3
E-Commerce & New Logistics Models	1.5
Digital Transformation in SCM	3
Supply Chain Risk Management	1.5
International Trade and Logistics	1.5

## Eligibility

- Persons satisfying the following criteria are eligible to apply:
- Graduate of any discipline including Engineering from a recognized University or hold a professional qualification recognized as equivalent to a bachelor's degree and should have secured a minimum of 50% marks in the aggregate.
- Work experience though not essential will receive preference.

## 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 Final Assessment. 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.

### 5.1. Schedule of Classes

#### Week-Day Courses:

(a) DFM, (2) EDHR, (3) EDIBM, (4) EDMM

Days	Subject	No. of Sessions & Timings	Class Duration	Attendance	Late Comers
Monday	Sub 1	6.45 - 8.30 pm	1 Hr. 45 Minutes	5 Minutes in to class	Absent
Tuesday	Sub 2	do -			
Wednesday	Sub 3	do -			

**Note:** Compensatory classes will be conducted on Thursday from 6.45 pm to 8.30 p.m.

**(b) EDMEM**

Days	Subject	No. of Sessions & Timings	Class Duration	Attendance	Late Comers
Tuesday	Sub 1	9.00 – 10.45 am	1 Hr. 45 Minutes	5 Minutes in to class	Absent
Wednesday	Sub 2	do -			
Thursday	Sub 3	do -			

**Note: Compensatory classes will be conducted on Friday from 9.00 - 10.45 a.m.**

**Week-End Courses:****(a) EDLSCM\* (2) EDHCM\* (3) EDIAPM\*\* – (1. Hour 45 minutes)**

Days	Subject	No. of Sessions & Timings *	Class Duration	No. of Sessions & Timings (IAPM)**	Attendance	Late Comers
Saturday	Sub 1	5.15 - 6.45 pm	1 Hr. 30 Minutes	5.00 - 6.45 pm	5 Minutes in to class	Absent
		7.00 - 8.30 pm		7.00 - 8.45 pm		
Sunday	Sub 2	10.00 -11.30 am		9.00 -10.45 am		
		11.45 -1.15 pm		11.00 -12.45 pm		

**Note: Compensatory classes will be conducted on Sunday from 2.00 pm to 5.15 p.m.**

**(b) EDAIMLDL & EDDBA**

Days	Subject		Class Duration	Attendance	Late Comers
	No. of Sessions & Timings				
Saturday	Sub 1	Sub 2	1 Hour 30 Minutes	5 Minutes in to class	Absent
	1.00 - 2.30 pm	4.30 - 6.00 pm			
	2.45 - 4.15 pm	6.15 - 7.45 pm			
Sunday	Sub 3	Compensatory class			
	9.00 -10.30 am	1.00- 2.30 pm			
	10.45- 12.15 pm	2.45- 4.15 pm			

**Note : Compensatory classes will be conducted on Sunday from 1.00 p.m.- 4.15 p.m.**



## **Week-Day & Week-End Programs**

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.

### **6. Evaluation Procedures**

- 6.1 Assessment will be conducted on the dates specified at the beginning of each semester. Special assessment will be held for students who happen to miss them for one reason or other. Assessment in the arrear papers can only be taken when the subject is offered again by the Institute.
- 6.2 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 assessment, a student's performance is also continually assessed on the basis of class participation, semester papers, assignments, group presentations, mid-semester assessment and surprise quizzes. The grading synthesizes this continuous assessment, on a nine-point scale.

6.3 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. Some faculty may follow Teaching, Learning Assessment (TLA) similar to our Full-Time programs (For TLA, please refer LIBA website).

<b>GRADE</b>	<b>POINTS</b>	<b>SIGNIFICANCE</b>
O	9	Outstanding
A+	8	Very good
A	7	
B+	6	Good
B	5	
C+	4	Average
C	3	Below Average
F	0	Fail
IC	-1	Incomplete
LA	-2	Lack of Attendance

6.4 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.

6.5 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.

- 6.6 There is no provision for improvement in the assessment already taken and passed.
- 6.7 Request for re-evaluation of a assessment or term paper is normally not entertained.
- 6.8 The Diploma shall be awarded only if the candidate has passed in all the offered courses.
- 6.9 If a student has missed a mid-semester or end-semester assessment on account of absence with prior permission, it will be his/her responsibility to arrange with the Instructor concerned for a make-up assessment 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 assessment, and until this is done, the student's transcript will carry the 'I' grade.
- 6.10 The end-semester grades earned by the students will be communicated to them by the Dean's office within a reasonable time.

## **7. Assessment**

- 7.1 Mobile Phones are strictly prohibited in the class as well as during assessment. Violation of this rule will result in the confiscation of mobile phones and heavy fine.

- 7.2 Students are allowed to bring into the assessment hall only pen, pencil, ruler, calculator, and other equipment permitted by the instructor. Papers, books or notes are not allowed into the assessment hall, except when the test is declared as “open book”.
- 7.3 Any form of communication with another student in the assessment 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 assessment will be permitted to leave the assessment hall without submitting the answer paper to the invigilator.
- 7.5 Anyone violating the above rules will be asked to leave the assessment hall. In a proven case of malpractice, the student is liable to expulsion from the Institute.
- 7.6 Absence from final assessment if any 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 assessment as an arrear 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.

## **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 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 assessment, or assignment such as copying, plagiarism sign communications etc.
- (c) Proven cases of reporting of fictitious data in an empirical study.

- 9.3 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.
- 9.4 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.
- 9.5. Bring Calculators for assessment for all quantitative related subjects like Finance, Operations and use of mobile phone for calculation is banned.

## **9.6 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.

## 10. Absence From Assessment:

- Students should not approach or negotiate with individual subject faculty or faculty coordinators for the programme, regarding absence from assessment 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 assessment 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 assessment in order to graduate.
- If a student misses an assessment 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 assessment. 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 assessment was genuine and unavoidable, the Dean may permit the student to sit for a make-up assessment. The weightage for the make-up assessment will be the same as for the original assessment, 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 Evaluation:**

- If a student fails in any course, he/she will obtain a grade of 'F' and will have to pass the supplementary evaluation in order to graduate.
- The fees for supplementary evaluation will be Rs. 1500 Plus GST per subject and it is payable before the evaluation.
- The supplementary evaluation 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 evaluation, and will have to write the supplementary evaluation. 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. Repetition of Courses and Fees Structure**

If a candidate retakes a course or a group of courses either due to lack of attendance or due to break in the course of study, the tuition fees per course has been revised as follows:

1. Regular tuition fees / course + 20% additional Administrative Charges if retake is after one year.
2. Regular tuition fees / course + 40% additional Administrative Charges if retake is after two years.
3. Regular tuition fees / course + 60% additional Administrative Charges if retake is after two years.
4. These charges are applicable for each course taken by the student of your batch (2021-2022)

## **13. Statutory Committees at LIBA**

### **13.1 Grievance Redressal Committee**

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

**Members:**         **Prof. P. Chandiran**  
Associate Dean - Part Time &  
Executive Diploma Programmes

**Dr. B. Aiswarya**  
Associate Dean - Student Relations &  
Alumni Relations

**Dr. Deepa Ittimani Tholath**  
Associate Dean – Research

**Dr. D. Madhava Priya**  
Assistant Dean – Academics

### **13.2 Anti-ragging Committee at LIBA**

**Chairperson :**     **Fr. Joe Arun, SJ**  
Director

**Members:**       **Fr. Louie Albert, SJ**  
Dean – Administration

**Prof. P. C. Lakshmi Narayanan**  
Dean – Academics

**Prof. Shanthi Venkatesh**  
Area Chair – Marketing

**Prof. P. Chandiran,**  
Associate Dean - Part Time &  
Executive Diploma Programme

**Dr. A. Siluvai Raja**  
Chair, C.K. Prahalad Centre (CKPC)

**Dr. M. Ramasubramaniam**  
Controller of Examinations

**Mr. Janardhanan Menon**  
Administrator

**Mr. P. Thamarai Kannan, IPS**  
ADGP, Law and Order, Tamil Nadu  
Representative of Police Dept.

**Mr. Devaneyan**  
Thozhmai N.G.O.

**Ms. Surya H Chandvarkar**  
Librarian, LIBA

**Student representative of respected  
course**

\* will be selected after the commencement of the programme

### **13.3 Anti-ragging Squad at LIBA**

**Members :**                   **Fr. Louie Albert, SJ**  
Dean - Administration

**Dr. B. Aiswarya**  
Associate Dean - Student Relations and  
Alumni Relations

**Dr. M. Ramasubramaniam**

Controller of Examination

**Dr. Aravindh Kumaran**

Chair, Placements

**Dr. M. P. Pandikumar**

Area Chair - Finance

**Dr. Deepak Mathivathanan**

Assistant Professor - Logistics and  
Supply Chain Management

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

**Chairperson :** **Dr. B. Aiswarya**  
Associate Dean - Student Relations &  
Alumni Relations

**Members :** **Prof. P. Chandiran**  
Associate Dean - Part Time &  
Executive Diploma Programme

**Prof. Shanthi Venkatesh**  
Area Chair – Marketing

**Prof. Melchias Gabriel**  
Deputy Principal, Loyola College

#### **Non-Teaching Staff**

**Mr. T. Tamilarasu**  
Asst. Coordinator of Learning - Exe. Diploma

**Ms. Abirami Thirumaninathan**  
Asst. Coordinator of Learning - Exe. Diploma

**Student representative of respected course**

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

**Chairperson :**           **Prof. M. J. Xavier**  
Chair, Centre for Technology and  
Innovation (CTI)

**Members :**           **Fr. Louie Albert, SJ**  
Dean – Administration

**Dr. Deepa Ittimani Tholath**  
Associate Dean – Research

**Dr. A. Siluvai Raja**  
Chair, 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)

**“In Jesuit education, the depth of learning and imagination encompasses and integrates intellectual rigor with reflection on the experience of reality together with the creative imagination to work toward constructing a more humane, just, sustainable, and faith-filled world. The experience of reality includes the broken world, especially the world of the poor, waiting for healing. With this depth, we are also able to recognize God as already at work in our world.”**

**- Rev. Fr. Adolfo Nicholas, S.J.,  
Superior General of the Society of Jesus**

**“Every Catholic University, as a university, is an academic community which, in a rigorous and critical fashion, assists in the protection and advancement of human dignity and of a cultural heritage through research, teaching, and various services offered to the local, national and international communities”**

**-Pope John Paul II,  
Ex Corde Ecclesiac**

**“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**



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

**- Williams James**

**“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**

## **RESERVATION OF RIGHTS**

The administration of the Loyola Institute of Business Administration reserves the right to make changes in the requirements for admission, for continuing in the course and for graduation, in the content of the courses, in the fees charged, in the regulations affecting students, or to make any suitable modifications in any provision of the Manual of Policies for the Students in any matter incidental or ancillary thereto, should these be deemed necessary in the interest of the students, the Institute or the profession.