

# MANUAL OF POLICIES

## FOR THE STUDENTS

**PGDM (Part–Time)**  
(Week-end mode)



In Pursuit of Excellence and Ethics

**“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**

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

**(FOR PRIVATE CIRCULATION ONLY)**

**2019 - 2020**

## **Enforcement**

The Manual of Policies for PGDM students 2019-20 comes into effect from June 22nd, 2019. The rules/policies prescribed in the Manual are applicable to the students of current batch (P2019 batch) during the academic years 2019-22, without prejudice to any special rules framed or to be framed in regard to library, computer centre, etc.

Every student must secure a copy of the Manual of Policies 2019-22 and carefully go through the prescribed rules and policies. Onus of ignorance will be on the student and will not be a ground for consideration.

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

**- William James**

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**“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**

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

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

**Members:** **Dr. P. C. Lakshminarayanan,**  
Dean - Academics.  
**Dr. B. Aiswarya,**  
Associate Dean - Student Affairs.  
**Dr. Fatima Vasanth,**  
Deputy Principal, Loyola College.

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

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

**Members:** **Dr. P. C. Lakshminarayanan,**  
Dean - Academics.  
**Fr G. Victor Roch, SJ**  
Dean - Administration.

**Dr. M. Ramasubramaniam,**  
 Controller of Examination.  
**Mr. P. Janardhanan,**  
 Media.  
**Mr. P. Thamarai Kannan, IPS**  
 ADGP, Welfare, Tamilnadu.  
 Representative of Police Dept. & Parents  
**Ms. Beena Priscilla (N.G.O)**  
**Mr. R. Michael Sundar,**  
 Administrator, LIBA.  
**Non-Teaching Staff**  
**Mr. Hitesh Jagdish Singh (2nd Year Student)**  
**First Year Student Representative\***

### 30.3 Anti-ragging Squad at LIBA

**Members:** **Fr G. Victor Roch, SJ**  
 Dean - Administration.  
**Dr. P. C. Lakshminarayanan,**  
 Dean - Academics.  
**Dr. Jayshree Suresh,**  
 Associate Dean - Research.  
**Dr. B. Aiswarya,**  
 Associate Dean - Student Affairs.

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

### 1.1 Identity

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

### 1.2 Vision

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

### 1.3 Mission

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

\* will be selected after the commencement of the programme

## 1.4 Values

LIBA would remain rooted in the following core values:

Excellence  
Honesty  
Inclusiveness  
Integrity  
Justice

## 1.5 PEOs statements

### **PEO 1: Professional competency**

To achieve excellence through the development of managerial competency.

### **PEO 2: World Class Leaders**

To equip with relevant knowledge in the business domain

### **PEO 3: Ethically Sensitive**

To impart ethically sensitive leadership practices

### **PEO 4: Socially Conscious**

To transform into global principled leaders who are socially conscious

## 30. Special Committees at LIBA

### 30.1 Grievance Redressal Committee

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

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

### 30.2 Anti-ragging Committee at LIBA

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

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

19.4 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.

## 20. Award of Diploma

20.1 The Postgraduate Diploma in Management will be awarded after the completion of the programme to the student who, in the judgment 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 Convocation, which is normally held within a reasonable time after the completion of the postgraduate programme. All students who qualify for the Diploma are expected to attend the Convocation.

## 21. Award of Medals

21.1 Medals are awarded at the Annual Convocation as per the citation given by the donor to the students who, in the judgement of the faculty, have satisfactorily fulfilled all the conditions and requirements for the award. In case of serious violation of discipline, a student can forfeit a medal.

There is also a special prize for academic excellence instituted by a donor in memory of late Prof. P. Lakshmanan, former Dean for the Part-Time programme. This prize is presented to the first rank holder.

## 2. The Academic Calendar

The academic year consists of three terms, each of approximately three months duration. The term structure will be as follows:

TERMS I, IV & VII : June to September  
TERMS II, V & VIII : September to January  
TERMS III, VI & IX : January to April

## 3. Payment of fees

Last date for payment of fees in each Term 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 Academic Calendar. Fees are to be paid by DD/NEFT in favour of LIBA, Chennai. Fees paid will not be refunded, once the classes commences. If anyone withdraws before the program starts, Rs. 1,000/- will be deducted from the refund.

3.2 For the first term, 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 term 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.2,000/- each time of late registration. The late registration fee is payable irrespective of the reason of delay.

#### 4. Course Design

- 4.1 The Faculty's main objective is to assist the student to develop those qualities and to internalise 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 classroom 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.

meet the qualifying standards in section 17, and is required to withdraw from Institute.

#### 19. Discipline

- 19.1 The Institute attaches utmost importance to integrity, honesty and discipline. A sense of responsibility and a high degree of maturity are expected of all students inside and outside the campus, as befit 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.
- 19.2 The following breaches of discipline are considered serious and will attract the penalty of immediate **expulsion** from the Institute:
- 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, etc.
  - Any form of malpractice during an examination, or assignment such as copying, plagiarism and the like
  - Proven cases of reporting of fictitious data in an empirical study
  - Proven cases of ragging.
- 19.3 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.



## 17. Qualifying Standards

- 17.1 The minimum qualifying GPA and CGPA required for continuing in the programme and for being awarded the PGDM are:

| Terms         | GPA for each term | CGPA at the end of year |
|---------------|-------------------|-------------------------|
| I, II, III    | 3.5               | 4.0                     |
| IV, V, VI     | 3.5               | 4.0                     |
| VII, VIII, IX | 4.0               | 4.5                     |

A student is required to achieve the minimum GPA and CGPA at each level to be allowed to continue in the programme.

- 17.2 During the first year, if the student accumulates less than 'C' grade in more than three subjects, he/she is automatically disqualified from continuing in the programme.
- 17.3 Further, the student must also meet the following requirements. Throughout the duration of the programme, he or she should not obtain less than C Grade in any of the subjects for a pass. In case a student obtains less than C Grade in any paper he/she may, at the discretion of the Dean/Director, retake that course during the next year or whenever that subject is offered, or redo assignments, case analysis, or retake the final exam, etc. A student is allowed to have a total of 6 such subjects as arrears during the 3 year duration.
- 17.4 A student should complete the PGDM within 5 years from the time of joining the course.

## 18. Disqualification

- 18.1 A student is automatically disqualified from continuing in the programme or from being awarded the diploma if he or she fails to

- 4.2 The PGDM programme consists of 34 courses including 28 core (compulsory) courses of 3 credits each, and 6 electives of 3 credits each totalling 102 credits.

- 4.3 A student is required to do a total of 6 electives of 3 credits each. In order to specialise in an Area, a student is required to take electives of a minimum of 12 credits in that Area.

## 5. The First Year

Courses offered in the first and second years give a comprehensive view of the management discipline. A broad perspective of the industrial environment is presented and a sound foundation is laid for preparing students for advanced learning in the subsequent years. The courses in the first and second years are introductory and core courses, and every student is required to take them.

### TERM I

Business Communication  
Financial Analysis and Reporting  
Managerial Economics  
Marketing Management-I

### TERM II

Computer Applications  
Financial Management-I  
Organisational Dynamics  
Quantitative Techniques-I

### TERM III

Financial Management-II  
Human Resource Management  
Marketing Management-II  
Quantitative Techniques-II

## 6. The Second Year

The second year of the course also continues to give the students a comprehensive view of the management discipline. The courses are a little more advanced in nature. Every student is required to take all of them.

### TERM IV

Economic Environment of Business  
Organisational Behaviour-I  
Research Methodology  
Social Environment of Business

### TERM V

International Business  
Business and Corporate Laws  
Managing Operations  
Organisational Behaviour-II

### TERM VI

Business Ethics  
Cost and Management Accounting  
Management of Information Systems  
Six Sigma

*Special Note: Depending on the availability of faculty and also for certain Administrative reasons, the subjects mentioned above under different terms may be changed. The students will be informed about the same.*

## 7. The Third Year

There will be two core courses in Term 7 & 8, which all the students are required to take irrespective of the area of their

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

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

## 16. Examinations

16.1 Usage of Mobile Phones are strictly prohibited in the class as well as in the Examination Hall. Violators of this rule will be severely punished resulting in the confiscation of their mobile phones and imposition of heavy fines.

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

16.3 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.

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

16.5 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.

16.6 Absence from the final examination will invite an "F" grade for the course, unless the student, due to unavoidable circumstances, has been granted prior permission in writing by the Dean.

15.5 A student's performance in a term is indicated by the Grade Point Average (GPA), which is derived by averaging the grade points earned by the student in all courses of that term. The cumulative performance of the student in all the terms he or she has completed is shown as Cumulative Grade Point Average (CGPA).

15.6 The Institute insists on submission ON TIME of all written reports, projects and other assignments. Late submission is penalised by reduction of grades for that segment as follows:

Delay upto one week

Reduction of one grade point. E.g., from B+ to B

Delay of more than a week but less than two weeks

Reduction of two grade points. E.g., B+ to C+

Delay of more than two weeks and up to 3 weeks

Reduction of three grade points. E.g., from B+ to C

If the delay is more than 3 weeks, the Instructor will refuse to accept the assignment, and the student will be awarded the 'I' grade (Incomplete) for that course.

15.7 Instructor will give the students periodic feedback on their performance through comments on the answer papers and through individual meetings.

15.8 The decision of the Instructor about the final grade or any segment of evaluation will stand. In an exceptional case the Dean jointly with the Instructor may review it. Their decision will be final.

15.9 A student wanting clarification on the grade awarded to him or her for any segment of evaluation or for the course should meet the Instructor concerned within a week of receiving the grade.

specialization. In addition, students are required to choose two electives each term in their area of interest.

#### **TERM VII**

Business Analytics

Entrepreneurship

Elective-1

Elective-2

#### **TERM VIII**

Strategic Management

Supply Chain Management

Elective-3

Elective-4

#### **TERM IX**

Elective-5

Elective-6

### **8. Dissertation**

8.1 Dissertation is optional. A student can opt for a dissertation in lieu of one 3 credits elective course in Term IX. However, only those students who secure a minimum CGPA of 6.00 up to Term VII will be eligible to opt for dissertation on a topic of their choice in a related field as applicable. Having secured CGPA of 6.00 and thus becoming eligible to do Dissertation, if a student wishes to opt for an elective in place of Dissertation, he/she can do so.

- 8.2 The dissertation is taken into account for the computation of GPA like any other full credit course and shall be added to the courses scheduled in Term-IX.
- 8.3 Students may directly contact any of the faculty for guidance in the dissertation.
- 8.4 If the dissertation topic involves study covering more than one discipline, the student may, with the approval of the primary guide, opt for a co-guide from the relevant discipline. The dissertation will, however, be evaluated by the primary guide in consultation with the joint guide.
- 8.5 Those who do not opt for the dissertation have to do one elective course of 3 credits.

**9. Area(s) of Specialization**

- 9.1 Students are allowed to choose their area(s) of specialization from the following functional areas.
  - ◆ Marketing
  - ◆ Finance
  - ◆ Operations

**10. Choice of Electives**

- 10.1 A student is required to complete eighteen credits as electives, out of which at least twelve credits should be from the chosen area of specialization. The other courses should be from other areas selected in a way that ensures a wider perspective of management.

**15. The Evaluation System**

- 15.1 The major objective of the Institute’s evaluation system is to motivate all students to excellence. 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-term examination, a student’s performance is continually assessed on the basis of class participation, assignments, projects, mid-term test, surprise quizzes as applicable. The grading synthesizes on a nine-point scale in the continuous process of assessment.
- 15.2 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.
- 15.3 In general, the grade represents the student’s combined performance in quizzes, assignments, reports, projects, fieldwork, class participation, mid-term and end-term examinations.
- 15.4 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 Average | Fail |
|--------|-------------|-----------|---|------|---|---------|---------------|------|
| Grade  | O           | A+        | A | B+   | B | C+      | C             | F    |
| Points | 9           | 8         | 7 | 6    | 5 | 4       | 3             | 0    |

- 13.6 Grades are linked with attendance. If a student gets less than 60% he/she will lose one grade point.
- 13.7 The Instructor must be informed in case a student is absent from class due to illness. Even in the case of serious illness, if the absence extends 50 percent of the class sessions, the student will be required to repeat the course. If in any term or year a student has missed 50 percent of the classes in three or more courses, he or she will be required to repeat the term or the year.

## 14. Leave of Absence

- 14.1 Under special circumstances and for grave reasons, a student may be granted leave of absence. If the absence concerns more than one subject, the student should submit a written application to the Dean in which he or she should give the names of the Instructors whose classes he or she will miss, so that the Instructors can be informed by the Dean's office.
- 14.2 In case the absence concerns just one class, the Instructor may grant leave, but the Dean's office should still be notified.
- 14.3 Instructors are not responsible if the student loses any segment of evaluation on account of absence from class even with prior permission; If anyone misses the mid-term test, he/she should appear for the make-up test organized by the institute. However, Make up Tests will entail 10% reduction in the marks.

- 10.2 The student must inform the Dean's office of the electives chosen by registering online. This must be done before the end of the first week of each term. Registrations will open 2 weeks before any term starts. Students will not be permitted to attend any elective course without prior registration.
- 10.3 The choice of an elective will be final when the student has attended the first session of the elective. No withdrawal or change of the status of elective will be permitted thereafter.
- 10.4 In case a student opts for a 1.5 credit elective offered in any term, the student will have to take one more 1.5 credit elective compulsory.

## 11. LIST OF ELECTIVES

### 11.1. MARKETING

|                                     |   |
|-------------------------------------|---|
| Consumer Behaviour                  | 3 |
| Customer Relationship Management    | 3 |
| Integrated Marketing Communications | 3 |
| International Marketing             | 3 |
| Product and Brand Management        | 3 |
| Retailing Management                | 3 |
| Sales and Distribution              | 3 |
| Services Marketing                  | 3 |

## 11.2 FINANCE

|   |   |
|---|---|
| Capital Expenditure, Planning and Control | 3 |
| Derivatives                               | 3 |
| Direct and Indirect Taxes                 | 3 |
| Financial Markets                         | 3 |
| Financial Modelling                       | 3 |
| International Finance                     | 3 |
| Mergers and Acquisitions                  | 3 |
| Security Analysis & Portfolio Management  | 3 |

## 11.3 OPERATIONS

|  |     |
|--|-----|
| Industry 4.0                             | 1.5 |
| Inventory Management                     | 1.5 |
| Lean Practices and Quality Management    | 3   |
| Logistics Management and Infrastructure  | 3   |
| Operations Strategy                      | 3   |
| Services Operations Management           | 3   |
| Sourcing and Supply Management           | 3   |
| Supply Chain Financing                   | 1.5 |
| Supply Chain Risk Management             | 1.5 |
| Sustainable Manufacturing and Operations | 1.5 |
| Systems Dynamics                         | 1.5 |

## 12. Workload and Extra Credit Courses

12.1 In any term the workload of a student should not exceed four courses. Usually a core course carries 3 credits and an elective course also carries 3 credits.

## 13. Attendance

13.1 The Institute requires of every student punctual and regular attendance in ALL class sessions, as an important part of the training of a manager to a sense of duty and personal responsibility. Absence from class may mean the loss of grade points.

13.2 Students should keep in mind that the final grade assigned to them for a course takes into account their class participation. They should, therefore, make it a point to come to class duly prepared, and not to miss any class.

13.3 The Instructor will take attendance in the beginning of every class session, and this will be filed in the Dean's office.

13.4 For the sake of effective learning 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 and they are required to repeat the course.

13.5 Absence without leave is considered a serious breach of discipline, and the student is liable to disciplinary action. Further, the student will not be allowed to make up any segment of evaluation he or she may have missed due to absence without leave.