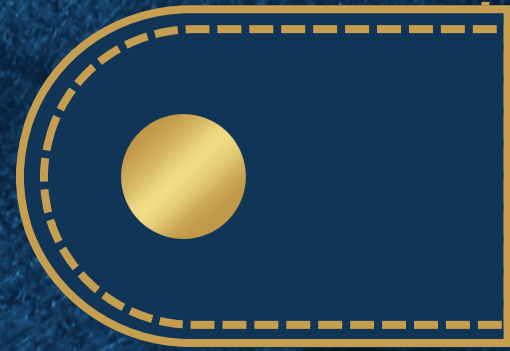




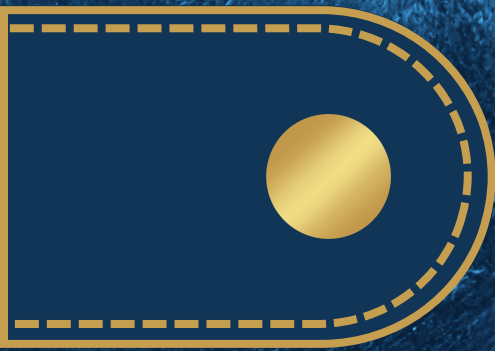
# ALMANAC 2023-2024



*Excellence with Ethics*



All the things  
in this world are gifts of God, created for us, to  
be the means by which we can come to know  
him better, love him more surely, and serve  
him more faithfully.



**XIBA ALMANAC**  
**2023-2024**



# **XAVIER INSTITUTE OF BUSINESS ADMINISTRATION**

*(A Jesuit Business School)*

**St.Xavier's College (Autonomous)**

**Palayamkottai, Tirunelveli-627002**

*"College with potential for Excellence" by UGC  
Re-accredited by NAAC with "A"Grade with a CGPA 3.5*

**ACADEMIC CALENDAR FOR 2023-24**



**XAVIER INSTITUTE OF BUSINESS ADMINISTRATION (XIBA)**  
*A JESUIT BUSINESS SCHOOL*  
ST. XAVIER'S COLLEGE (AUTONOMOUS), TIRUNELVELI – 627 002.

### **ACADEMIC CALENDAR – 2023-2024**

21 June 2023	- Preferment Programme Begins
26 July 2023	- Preferment Programme Ends
27 July 2023	- I & III Semester Classes Begin with Formal Academic Inauguration
28 July 2023	- Homage to St. Ignatius of Loyola
07 August 2023	- Fresher's Day
07 August 2023	- Club Inauguration Day
8 & 9 September 2023	- XITAH'23
22 September 2023	- Board of Studies Meeting
25 September 2023	- CIA Begins for II MBA
09 October 2023	- CIA Begins for I MBA
20 October 2023	- XIBATE'23
27 & 28 October 2023	- Placement Training for II MBA
03 November 2023	- Entrepreneurs Meet
11 November 2023	- Parents Teachers Interface – II MBA
20 November 2023	- I & III Semester Examinations Begin
01 December 2023	- Homage to St. Francis Xavier
04 December 2023	- II & IV Semester Classes Begin

09 December 2023	- International Human Rights Day
15 December 2023	- Thanks giving Prayer Service
23 December 2023	- Christmas Celebration
03 January 2023	- Classes Resume for I MBA
12 January 2024	- Pongal Celebration
17 January 2024	- Classes resume after Pongal Holidays
27 January 2024	- Placement Programme Begins with Training
8 March 2024	- International Women's Day
25 March 2024	- II Semester Examination for I MBA Begins
15 April 2024	- IV Semester Examination for II MBA Begins
08 April 2024	- Summer Internship for I MBA Begins

## **MOTTO**

*Veritate Lumen et Vita*

**(Light and Life through Truth)**

## **VISION**

To form competent, committed and compassionate leaders with values of justice, peace and love.

## **MISSION**

- To create capable leaders with social responsibility in business
- To uncover inherent talents and build positive self-image
- To become universally recognized with wisdom, compassion and courage

## **SAINT FRANCIS XAVIER**

### **PATRON OF OUR COLLEGE**

- Born on 07.04.1506 at Navarra, Spain.
- Graduated from the University of Paris and later became a professor in the same University.
- Met Ignatius of Loyola in the University Campus who raised questions about the ultimate aim of human life.
- Became one of the Founding fathers of the Society of Jesus.
- Reached Goa, India on 06.05.1542.
- From 1542, travelled the length and breadth of the coastal regions of Tamil Nadu and Japan to share the “Good News”.
- Passed away on 03.12.1552 at Sancian Island while journeying towards China.
- The incorrupted body was brought to Goa on 16.3.1554.
- Canonized on 12.03.1622. Even today his body is kept in Goa and venerated by millions of devotees.

## **THE SOCIETY OF JESUS (SJ)**

The Founder of the Society of Jesus, **St. Ignatius Loyola** was born in 1491. He was the last child of a large Basque family in Spain. The name **Loyola** came from the ancestral castle that was the family heritage. Ignatius was trained in arms and the etiquette of court life. He enlisted himself in the border wars with France and was badly wounded in a battle in 1521. As he lay convalescing, at Loyola, he read the Gospel and the lives of saints. He was inspired to follow Christ by giving up all worldly ambitions and trappings of power and embracing a life of poverty, sacrifice and service after the example of his saintly mentors.

He began his new life at the age of 31. He spent a year of severe penance and intense prayer in a solitary cave on the banks of the river Coronar near the town of Manresa in Spain. He recorded his experiences that became later the Spiritual Exercises, which became the soul and centre, the rule and character of every Jesuit who followed him. He set himself in right earnest to study grammar from a school as an adult and went to college and university and finally took his Master's Degree from the Sorbonne University, Paris. At the same time, he won over a group of brilliant and like-minded university men (one of whom was St. Francis Xavier), He moulded them by the Spiritual Exercises and welded them into a religious fraternity which became the Society of Jesus.

## **ST. XAVIER'S COLLEGE**

St. Xavier's college is run by the Society of St. Francis Xavier, a body registered under the Societies Registration Act, (S.No.3 of 1920 - 21) having its office at Palayamkottai. The College was started in 1923 by the dedicated French Jesuit Missionaries in Palayamkottai which was once considered poor and backward. A School had been functioning for nearly 50 years in this place. The Jesuit trio, the select task force, responsible for the founding of the College were Fathers Mahe, Lebeau and Bonheure. Their zeal had created a tradition of academic excellence and universal service. Fathers Caussanel, Dhanasamy and Gnanapragasam also played leading roles in the founding and early development of the College.



In recognition of its academic excellence, St. Xavier's college was conferred with autonomous status. It is free to determine the course frame, syllabi for the courses and adopt suitable pedagogy and evaluation methods. The College is an affiliated college under Manonmaniam Sundaranar University which will award degrees with the name of St. Xavier's College mentioned on the degree. The College was accredited with Five Stars status by the National Assessment and Accreditation Council (NAAC) on 17<sup>th</sup> April 2000. The college was re-accredited with 'A' Grade by NAAC in April 2006 and with a CGPA of 3.5 in April 2012. UGC conferred on the College the status of "College with Potential for Excellence" in 2004 and for the second time in 2010. Presently, the College is accredited at A++ Grade with a CGPA of 3.66/4 in IV Cycle by NAAC.

### **XAVIER INSTITUTE OF BUSINESS ADMINISTRATION (XIBA)**

XIBA was started in August 2012 as the Department of Master of Business Administration, approved by AICTE and affiliated to Manonmaniam Sundaranar University, Tirunelveli. Xavier Institute of Business Administration (XIBA) offers a 2 year Master's programme (M.B.A.).

XIBA is elevated as XIBA Centre for Research, recognized by Manonmaniam Sundaranar University in the year 2019.

### **THE ACADEMIC CALENDAR / MBA TERM**

The academic year consists of two semesters, each of approximately four months duration. The semester structure will be as follows:

SEMESTER I	:	July to November
SEMESTER II	:	December to April
SEMESTER III	:	July to November
SEMESTER IV	:	December to April

### **PAYMENT OF FEES**

- The students should pay the fees in the State Bank of India, St. Xavier's College Branch, Palayamkottai through the challan collected from the XIBA office.

- Last date for payment of fees for each semester will be displayed in the notice board.
- Those who fail to pay the semester fees on the specified date will be deemed to have left the Institute unless prior permission is obtained from the Director. However, Fees once paid will not be refunded.
- A student who gets permission will have to pay a fine. The fine amount and the maximum time extension will be at the discretion of the Director.

### **SUBMISSION OF CERTIFICATES**

- At the time of joining, the student must submit a copy of the following certificates.
  - a. Degree certificate (in case the original certificate is not available at the time of registration, the provisional certificate)
  - b. Transfer certificate from the institution last attended and Conduct certificate
  - c. Mark sheets to establish the eligibility condition (10<sup>th</sup>, 12<sup>th</sup> and UG)
  - d. Community Certificate
  - e. Letter from the Parish Priest (Catholic Students)
- If the candidate is still awaiting results, he/she should produce all these certificates before September 30. If he/she fails to do so, the name will be removed from the rolls of the Institute and the person will forfeit the fees paid.
- The admission is also cancelled if the eligibility condition in the undergraduate course is not fulfilled as per the mark-sheet submitted later after securing admission.
- The qualifying undergraduate examination must be completed before the commencement of the classes.

### **COURSE DESIGN**

- The objective of the institute is to assist the students in developing their values and skills that form effective leadership in organizations. Since this involves more than the knowledge of specific theories and models, different learning methods appropriate to the desired skills such as, study with case studies, live projects, field visits, group activities and seminars are adopted.

The classroom interaction aims at developing a wide knowledge base where the student is encouraged to analyze, anticipate, innovate and otherwise prepare him or herself for a challenging professional career. Hence the student's attendance and participation in **every** class is essential.

- The MBA program (2021 Regulation) consists of 120 credits including Summer Internship, Inter Disciplinary Course (IDC), and Major Project. The programme consists of 20 core papers with the spread of 4 & 3 credits and specialization papers with a spread of 3, 2 & 1 credit. In addition to these, the student can take up two Extra Credit Course carrying 2 credits each.
- During the first year, students learn basic concepts in the areas of Economics, Finance, Accounting, Marketing, Human Resource, Organizational Behaviour, Communication skills, Production and Quantitative Techniques. These core courses help students appreciate interdependency of the various functional areas and integrate them while addressing problems in the business context. This will help them to choose their specialization in the second year. The second year emphasizes specialization in Finance, Marketing, Human Resource and Operations. The students are required to write exams in the courses of any two specializations in the third semester and in the fourth semester. Thus the students would have specialized in two areas at the end of the two year programme.
- It is in pursuance of the recommendation of the National Education Policy, the Government of Tamil Nadu established a State Council for Higher Education by the TamilNadu State Council for Higher Education (TANSCHÉ) Act. Under this context the new Curriculum is developed by TANSCHÉ for all Higher Education Institutions. The new TANSCHÉ curriculum Regulation 2023 will come into effect from June 2023.

## AREA(S) OF SPECIALIZATION

- **Human Resources:** Students, who specialize in human resources management, study how organizations attract, motivate, develop, and retain employees, and how they interact with organizations representing employees. The Human Resource Management subjects are engaged in contemplating careers in industrial relations, human resource management and related areas.
- **Finance:** Sound financial knowledge is essential to business success. Today's fast-paced business environment demands a dynamic blend of finance expertise, strategic thinking and a highly practical approach. Finance specialization subjects combine excellent teaching with cutting-edge research to equip with all the skills needed to put into practice in the fast-paced financial world.
- **Marketing:** Specialization in marketing helps students gain sound market and consumer knowledge and develop skills for a prospective marketing career. Marketing is rapidly changing to be multi-channel, vastly more service oriented, and international. The subjects offered, reflect these current marketing trends.
- **Operations** specialization helps the students learn logistics or supply chain management. It also helps the students to enter the industry by developing the requisite skill set or to help those already in the industry to widen their knowledge and push on into a business leadership role.

## **CURRICULUM-2021 REGULATION Semester – I**

<b>COURSE CODE</b>	<b>SUBJECT TITLE</b>	<b>PERIOD/ HRS</b>	<b>MARKS / CREDITS</b>
21 XB 101	MODERN MANAGEMENT PRACTICES	60 Hrs	4
21 XB 102	PROFESSIONAL COMMUNICATION FOR MANAGERS	60 Hrs	4
21 XB 103	ACCOUNTING FOR MANAGERS	60 Hrs	4
21 XB 104	QUANTITATIVE TECHNIQUES FOR DECISION MAKING	60 Hrs	4
21 XB 105	MANAGERIAL ECONOMICS	60 Hrs	4
21 XB 106	IT COMPETENCIES FOR MANAGERS	60 Hrs	4
21 XB 107	ORGANISATIONAL BEHAVIOUR	60 Hrs	4

## Semester -II

<b>COURSE CODE</b>	<b>SUBJECT TITLE</b>	<b>PERIOD/ HRS</b>	<b>MARKS / CREDITS</b>
21 XB 201	ENTREPRENEURSHIP	60 Hrs	4
21 XB 202	INDIAN ECONOMIC SYSTEM	60 Hrs	4
21 XB 203	RESEARCH METHODOLOGY	60 Hrs	4
21 XB 204	PRODUCTIONS & OPERATIONS MANAGEMENT	60 Hrs	4
21 XB 205	CORPORATE FINANCIAL MANAGEMENT	60 Hrs	4
21 XB 206	MARKETING MANAGEMENT	60 Hrs	4
21 XB 207	HUMAN RESOURCE MANAGEMENT	60 Hrs	4
21 XB 5001	FRENCH/HINDI	30 Hrs	2

## Semester - III

<b>COURSE CODE</b>	<b>SUBJECT TITLE</b>	<b>PERIOD/ HRS</b>	<b>MARKS / CREDITS</b>
21 XB 301	STRATEGIC MANAGEMENT	45 HRS	3
21 XB 302	BASICS OF BUSINESS ANALYTICS	45 HRS	3
21 XB 303	BUSINESS ETHICS	30 HRS	2
21 XB 304	PROJECT MANAGEMENT	30 HRS	2
<b>HR SPECIALIZATION</b>			
21 XB H01	LABOUR MANAGEMENT & LABOUR CODES	45 HRS	3
21 XB H02	EMPLOYEE EMPOWERMENT & ENGAGEMENT	30 HRS	2
21 XB H03	MENTORING & TRAINING	30 HRS	2
<b>FINANCE SPECIALIZATION</b>			
21 XB F01	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	45 HRS	3
21 XB F02	FINANCIAL SERVICES	45 HRS	3
21 XB F03	MERGER AND ACQUISITIONS	15 HRS	1
<b>MARKETING SPECIALIZATION</b>			
21 XB M01	CONSUMER BEHAVIOUR	45 HRS	3
21 XB M02	RURAL MARKETING	30 HRS	2
21 XB M03	DIGITAL MARKETING	30 HRS	2

<b>OPERATION SPECIALIZATION</b>			
21 XB P01	LOGISTICS AND SUPPLY CHAIN MANAGEMENT	45 HRS	3
21 XB P02	SERVICE OPERATIONS MANAGEMENT	45 HRS	3
21 XB P03	WORLD CLASS MANUFACTURING	15 HRS	1
21 XB 5002	SUMMER INTERNSHIP	8 WEEKS	6

### **Semester - IV**

<b>COURSE CODE</b>	<b>SUBJECT TITLE</b>	<b>PERIOD/ HRS</b>	<b>MARKS / CREDITS</b>
21 XB 401	ORGANISATIONAL CHANGE & DEVELOPMENT	60 HRS	4
21 XB 402	INTERNATIONAL BUSINESS MANAGEMENT	45 HRS	3
21 XB 403	TOTAL QUALITY MANAGEMENT	45 HRS	3
<b>HR SPECIALIZATION</b>			
21 XB H04	LEADERSHIP COMPETENCIES	45 HRS	3
21 XB H05	TALENT MANAGEMENT	45 HRS	3
21 XB H06	HR ANALYTICS	15 HRS	1
<b>FINANCE SPECIALIZAION</b>			
21 XB F04	DERIVATIVES MANAGEMENT	45 HRS	3
21 XB F05	INTERNATIONAL FINANCIAL MANAGEMENT	45 HRS	3
21 XB F06	FINANCIAL ANALYTICS	15 HRS	1
<b>MARKETING SPECIALISATION</b>			
21 XB M04	PRODUCT AND BRAND MANAGEMENT	45 HRS	3
21 XB M05	SERVICES MARKETING	45 HRS	3
21XB M06	MARKETING ANALYTICS	15 HRS	1
<b>OPERATIONS SPECIALISATION</b>			
21 XB P04	MATERIALS MANAGEMENT	45	3
21 XB P05	DISTRIBUTION MANAGEMENT	45	3
21 XB P06	SUPPLY CHAIN ANALYTICS	15	1
<b>MAJOR PROJECT</b>			
21 XB 5003	MAJOR PROJECT		8

## **SPECIALIZATION COURSES for Curriculum 2021**

### **FINANCE**

- Security Analysis and Portfolio Management
- Merger & Acquisition
- Financial services
- Derivatives Management
- International Financial Management
- Financial Analytics

### **HUMAN RESOURCE**

- Labour Management & Labour Codes
- Employee Empowerment & Engagement
- Mentoring & Training
- Leadership Competencies
- Talent Management
- Hr Analytics

### **MARKETING**

- Consumer Behaviour
- Rural Marketing
- Digital Marketing
- Product and Brand Management
- Services Marketing
- Marketing Analytics

### **OPERATIONS**

- Logistics and Supply Chain Management
- Services Operations Management
- World Class Manufacturing
- Distribution Management
- Materials Management
- Supply Chain Analytics

## CURRICULUM-2023 REGULATION – TANSCHÉ

### Semester – I

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23XBCC101	Management Principles and Business Ethics	Core	4	-	-	-	4	60	25	75	100
23XBCC102	Quantitative Techniques and Research Methods in Business	Core	3	1	-	-	4	60	25	75	100
23XBCC103	Managing Organizational Behavior	Core	4	-	-	-	4	60	25	75	100
23XBCC104	Accounting for Managers	Core	3	1	-	-	4	60	25	75	100
23XBCC105	Managerial Economics	Core	4	-	-	-	4	60	25	75	100
23XBCC106	Legal Systems in Business	Core	4	-	-	-	4	60	25	75	100
23XBED01	Entrepreneurship Development	Extra Disciplinary	3	-	-	-	3	45	25	75	100
23XBSS01	Soft Skills I – Executive Communication	Soft Skills	-	-	2	-	2	30	40	60	100

**Credits: 29**

### Semester – II

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23XBCC201	Applied Operations Research	Core	3	1	-	-	4	60	25	75	100
23XBCC202	Human Resource Management	Core	4	-	-	-	4	60	25	75	100
23XBCC203	Marketing Management	Core	4	-	-	-	4	60	25	75	100
23XBCC204	Operations Management	Core	3	1	-	-	4	60	25	75	100
23XBCC205	Financial Management	Core	3	1	-	-	4	60	25	75	100
23XBCC106	Strategic Management	Core	4	-	-	-	4	60	25	75	100
23XBED02	International Business	Extra Disciplinary	3	-	-	-	3	45	25	75	100



23XBSS02	Soft Skills II – Business Etiquette	Soft Skills	-	-	2	-	2	30	40	60	100
23XBSS03	Soft Skills III – Computing Skills	Soft Skills	-	-	2	-	2	30	40	60	100

**Credits: 31**

### Semester – III

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23XBCC301	Information Systems for Business	Core	4	-	-	-	4	60	25	75	100
23XBH01-18 / 23XBF01-14 / 23XBM01-18/ 23XBP01-09	<i>Choose anyone from the list</i>	Elective	3	-	-	-	3	45	25	75	100
	<i>Choose anyone from the list</i>	Elective	3	-	-	-	3	45	25	75	100
	<i>Choose anyone from the list</i>	Elective	3	-	-	-	3	45	25	75	100
	<i>Choose anyone from the list</i>	Elective	3	-	-	-	3	45	25	75	100
	<i>Choose anyone from the list</i>	Elective	3	-	-	-	3	45	25	75	100
	<i>Choose anyone from the list</i>	Elective	3	-	-	-	3	45	25	75	100
23XBED03	Employability skills	Extra Disciplinary	3	-	-	-	3	45	25	75	100
23XBSS04	Soft Skills IV – Leadership and Team Building Skills	Soft Skills	-	-	2	-	2	30	40	60	100
23XBSI01	Summer Internship	Internship	-	-	-	1	4	-	100	-	100

**Credits: 34**

### Semester – IV

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23XBPW01	Project Work & Viva- Voce	Core	-	-	-	Y	8	-	50	150	200

L-Lecture

T-Tutorial

P- Practical

O-Project

**Credits: 8**

**(STAND – 1 Credit)**

**TOTAL CREDITS - 102**

## SPECIALIZATION COURSES: HUMAN RESOURCE MANAGEMENT

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23XBH01	Human Resources Development	Elective	3	-	-	1	3	45	25	75	100
23XBH02	Performance Management	Elective	3	-	-	1	3	45	25	75	100
23XBH03	Organizational Development	Elective	3	-	-	1	3	45	25	75	100
23XBH04	Industrial and Labour Relations	Elective	3	-	-	1	3	45	25	75	100
23XBH05	Career Management	Elective	3	-	-	1	3	45	25	75	100
23XBH06	Emotional Intelligence for Managerial Effectiveness	Elective	3	-	-	1	3	45	25	75	100
23XBH07	HR Analytics	Elective	2	-	1	-	3	45	25	75	100
23XBH08	Learning and Development	Elective	2	-	1	-	3	45	25	75	100
23XBH09	Organizational Change	Elective	2	-	1	-	3	45	25	75	100
23XBH10	Strategic HRM	Elective	3	-	-	1	3	45	25	75	100
23XBH11	Talent Management	Elective	3	-	-	1	3	45	25	75	100
23XBH12	Workplace counselling	Elective	2	-	1	-	3	45	25	75	100
23XBH13	Human Capital Planning	Elective	2	-	1	-	3	45	25	75	100
23XBH14	Human Resources Information System	Elective	2	-	1	-	3	45	25	75	100
23XBH15	Stress Management	Elective	2	-	1	-	3	45	25	75	100
23XBH16	Competency mapping	Elective	2	-	1	-	3	45	25	75	100
23XBH17	International HRD	Elective	3	-	-	-	3	45	25	75	100
23XBH18	Compensation and Rewards Management	Elective	2	-	1	-	3	45	25	75	100

## SPECIALIZATION COURSES: FINANCE MANAGEMENT

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23XBF01	Corporate Finance	Elective	3	-	-	1	3	45	25	75	100
23XBF02	Security Analysis and Portfolio Management	Elective	3	-	-	1	3	45	25	75	100
23XBF03	Tax Management	Elective	3	-	-	1	3	45	25	75	100
23XBF04	Merchant Banking and Financial Services	Elective	3	-	-	1	3	45	25	75	100
23XBF05	Derivatives Management	Elective	2	-	1	-	3	45	25	75	100

23XBF06	Banking and Insurance	Elective	2	-	1	-	3	45	25	75	100
23XBF07	Behavioural Finance	Elective	2	-	1	-	3	45	25	75	100
23XBF08	Financial Modelling	Elective	2	-	1	-	3	45	25	75	100
23XBF09	Capital Markets and Financial Services	Elective	2	-	1	-	3	45	25	75	100
23XBF10	Financial Planning and Wealth Management	Elective	2	-	1	-	3	45	25	75	100
23XBF11	Fixed Income Securities	Elective	3	-	-	-	3	45	25	75	100
23XBF12	Fintech and Investment Analysis®	Elective	-	-	3	-	3	45	40	60	100
23XBF13	International Financial Management	Elective	2	-	1	-	3	45	25	75	100
23XBF14	Risk Management in Banks	Elective	2	-	1	-	3	45	25	75	100

### **SPECIALISATION COURSES: MARKETING MANAGEMENT**

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23XBM01	Advanced Marketing Research and Consumer Behaviour	Elective	3	-	-	-	3	45	25	75	100
23XBM02	Advertising Management and Sales Promotion	Elective	3	-	-	-	3	45	25	75	100
23XBM03	Sales and Distribution Management	Elective	3	-	-	-	3	45	25	75	100
23XBM04	Brand Management	Elective	3	-	-	-	3	45	25	75	100
23XBM05	Industrial Marketing	Elective	3	-	-	-	3	45	25	75	100
23XBM06	Services Marketing	Elective	3	-	-	-	3	45	25	75	100
23XBM07	Customer Relations Management	Elective	3	-	-	-	3	45	25	75	100
23XBM08	Retail Marketing	Elective	3	-	-	-	3	45	25	75	100
23XBM09	Rural Marketing	Elective	3	-	-	-	3	45	25	75	100
23XBM10	International Marketing	Elective	3	-	-	-	3	45	25	75	100
23XBM11	Advanced Selling and Negotiation Skills	Elective	3	-	-	-	3	45	25	75	100
23XBM12	Channel Management Strategies	Elective	3	-	-	-	3	45	25	75	100
23XBM13	Customer Engagement Marketing	Elective	3	-	-	-	3	45	25	75	100
23XBM14	Digital Marketing	Elective	3	-	-	-	3	45	25	75	100
23XBM15	Marketing Analytics	Elective	3	-	-	-	3	45	25	75	100
23XBM16	Marketing Metrics	Elective	3	-	-	-	3	45	25	75	100
23XBM17	New Product Strategies	Elective	3	-	-	-	3	45	25	75	100
23XBM18	Strategic Marketing	Elective	3	-	-	-	3	45	25	75	100

## SPECIALIZATION COURSES: OPERATIONS MANAGEMENT

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23XBP01	Project Management	Elective	3	-	-	-	3	45	25	75	100
23XBP02	Total Quality Management	Elective	3	-	-	-	3	45	25	75	100
23XBP03	Six sigma	Elective	3	-	-	-	3	45	25	75	100
23XBP04	Materials Management	Elective	3	-	-	-	3	45	25	75	100
23XBP05	Services Operations Management	Elective	3	-	-	-	3	45	25	75	100
23XBP06	Process Management	Elective	3	-	-	-	3	45	25	75	100
23XBP07	Product design	Elective	3	-	-	-	3	45	25	75	100
23XBP08	Supply chain Analytics	Elective	3	-	-	-	3	45	25	75	100
23XBP09	Operations Strategy	Elective	3	-	-	-	3	45	25	75	100

### TEACHING - LEARNING - EVALUATION

Teaching is seen mostly as accompaniment with students in their learning. To grow as leaders, one does not merely impart knowledge but focuses on formation of character of students. In teaching one maintains a fine blend of theory and practice. The teachers have been guided to treat the students with respect for his / her potency and competence. Learning by the student is not only through classroom interactions but it is also more through case studies, industry visits, live projects, research projects, seminars and workshops.

In the process of informing themselves on different subjects/courses in management, more than accumulating just information and memorizing theories, the students are trained to develop analytical skills and critical thinking. This helps them to comprehend social reality, develop strategies, and make discerned decisions. Evaluation of learning in XIBA does not test just how best the students have memorized what was taught in classroom and what they have read in books and transferred in answer sheets. But XIBA tests how best they look at the content critically and apply it to situation.

Therefore, different testing methods are adopted i.e. comprehensive workshop, live project and so on. Similarly, students, peers, industry and the management evaluate the performance of teachers periodically.

## **INTERNSHIP**

XIBA believes in making its graduates competent to become competent and employable. One of the most important parts of training students is to do a summer internship between the first and second years of their programme. It will not only provide the students with the much needed work experience to back up their education, but it will also move them one step closer to getting a good employment after graduation. Internship allows students to build relationships with prospective employers, hone their skill set and come to know various industries.

## **INDUSTRY / INSTITUTE NETWORK**

Interaction between the industry and B-Schools is crucial to the kind of education the students should receive and the kind of human resources the industries need today. To develop an organic link between XIBA and the industries in the South of Tamil Nadu and beyond, XIBA invites CEOs of the companies to interact with students and talk to them about what prevails in industries. This would also help the faculty to design or redesign their teaching, responding to the need of the corporate world.

XIBA takes the students to industries during every semester. The faculty work on joint projects with industries. For major projects by final MBA students, experts from industries guide them to do the research and write up the report.

## **COMPETENCE BUILDING**

### **Student Seminars**

Every week, students give presentations on different topics from the papers they read in semesters. This aims at helping them to gain clarity, comprehend core ideas and articulate them in public. In the seminar, XIBA wants the students to develop critical thinking and acquire skills to present their case, instead of just repeating what they have heard in classrooms.

### **Live Projects**

Students regularly do live projects on subjects that demand empirical study. Invariably, for all the papers, students do a study in a company or in an institution to apply the theories they learn in lectures and from books. This aims at developing their skills in application and in doing projects. In addition, this helps them to learn as to how to organize their time and manage a project.

## **Communication Skills**

XIBA wants its graduates to become adept in communication skills. Given their rural background and their schooling in vernacular language, it conducts a month-long Bridge course to improve their communicative English. In addition, every week a considerable number of hours are allotted to help them acquire language skills - listening, speaking, reading, and writing. On top of it, the students are helped to acquire ICT skills. For this, it has the state-of-the-art computer lab with more than fifty terminals. In this, XIBA uses the media to learn language skills.

## **Learning Academy**

XIBA Learning Academy brings together our breadth and depth of Personality Development with our learning design and technology skills and capabilities. The Academy delivers a range of off-the-shelf digital, blended, and classroom courses on a wide range of subjects, delivered through our secure and accessible online platform. The hallmark of the Academy is its approach – by working with experts on Personality Development which is a sum of characteristics of an individual which makes him different from the others. The learning programmes are outcome-focused and embedded in our consulting experience. We partner with experts in the relevant fields through building holistic, integrated learning modules pertinent to today's business world. The Academy curriculum is designed to deliver more than just training, but measurable skills and capability that an organization needs to realize its strategic aims.

## **PLACEMENT**

Placement is a collective effort in which the faculty and the management make every effort to place all the students. We aim at getting our students employed in industries. It gives priority to this. XIBA starts training in the first year itself. XIBA employs experts to train the students on aptitude, communicative proficiency, team work and other soft skills.

The Industry-Institute Network is useful in developing a rapport with the industries and XIBA invites them for campus recruitment. The aim of XIBA is to make 100 percent of its students employed.

## **XIBA ALUMNI CONNECT - XAC**

XIBA Alumni Connect (XAC) focuses mainly on relations between XIBA and its alumni. This association aims to promote and support all events and activities of XIBA Alumni and helps to bridge the bond between the institution and its alumni. XAC strives to provide support to the alumni who are the brand ambassadors of the institution in all industries and fields of work and support in the continuous development of all alumni.

## **GENERAL CODE OF CONDUCT AND REGULATIONS FOR STUDENTS**

### ***STUDENT IDENTITY CARD***

- Students must wear identity cards around the neck and it should be visible.
- Loss of the identity card must be reported to the Dean of Student Affairs as soon as it is noticed.
- In case of loss of the identity card, a duplicate card will be issued by the office by paying Rs.100 /-.

### ***PUNCTUALITY***

- Coming late to classes is not permitted.
- If a student is late by five minutes, he/she can be allowed to attend the classes with the permission of Dean of Student affairs/Director.
- Students should adhere to XIBA timings strictly .Everyday, the classes start at 9 am and end at 5 pm. However the students should report by 8.30 AM. If need arises, class timings may be adjusted to suit to the convenience of the industry experts.
- **If a student is late or absent for an hour, half day will be marked as absent.**
- **If a student is late or absent for 2 hours the whole day will be marked as absent.**
- During the classes, no student can leave the campus without the prior permission Dean, Student Affairs/Director.

### ***ATTENDANCE***

- The students are expected to attend 100 percent of the classes.

- A student must put in a minimum of 90 percent attendance to be eligible to write the semester examinations. Students who are not eligible to appear for the semester examinations of a particular semester due to lack of attendance will not be permitted to attend the classes in the subsequent semester. He/She should attend the semester where he/she lacks attendance and then rejoin the institute.
- No leave will be sanctioned on test days.
- Absence is permitted for reasons like sickness, accidents, bereavements and the director should be informed in writing at the earliest.
- Prior leave application in the prescribed form must be submitted to the Dean of Student Affairs /Director.
- In case of illness, when rejoining the student should submit a medical from a registered medical practitioner.
- Students who represent XIBA in Seminars, Symposium, and Conferences or Competitions will be given On-Duty (OD) leave.

#### **DRESS CODE**

- Men and Women Students should come in Formal Wear on all working days  
*Men – Full/Half Shirt – Plain, Small Checks, Strips (Neatly Tucked in)*  
*Trousers – Plain in Regular Stitch*  
*Women – Neatly designed Salwars with Shawls.*
- Both boys and Girls should wear black/brown leather shoes
- All students are expected to come well groomed. Men students should come properly shaved and with proper hair dressing.
- Students should wear suits on Wednesdays.
- On formal occasions like Seminar, Conference, Management Meet etc., the students should wear suits

#### **MALE STUDENTS: Do's**

- *All male students are expected to wear formal shirt and formal self-coloured pants with their shirts neatly tucked in*
- *Wear Pants long enough to cover your socks and to have a slight break over your shoes*
- *Wear Black or Brown colour leather shoes*
- *Dark socks that match your suit and are long enough so as not to allow any skin to show when you cross your legs.*
- *Leather belts that match the show color with small belt buckles*



- *Boys are expected to come with a clean shave and neatly combed hair to the college. However, students are allowed to grow beard with prior permission obtained through the Director & Dean in the following cases:*
  - a. Hindu devotees for the period of Pilgrimage*
  - b. During Ramzan Season for Muslim Students*
  - c. In case of dermatological problems with proper medical documents*

**Do Not's**

- *Wearing Slippers*
- *Colouring / bleaching the hair*
- *Wearing Jeans, Low- hip Pants*
- *Short length shirts, T-Shirts*
- *Shirts with Chinese collar and torn or faded pants*
- *Ankle socks*
- *Having long hair or beard*
- *Wearing bangle or bracelet, ring or stud in the ears*
- *Black shirts or shirts with message /slogans are not advisable*
- *No visible tattoos*

**FEMALE STUDENTS: Do's**

- *Decent Salwar Kameez or Chudidhars below knee level with short slit or Anarkali churidhar or churidhar with umbrella cut with dupatta neatly draped and pinned at both shoulders*
- *Formal black plain belly shoes*
- *Dark socks that match your dress and are long enough so as not to allow any skin to show when you cross your legs*
- *Conservative business make-up and Nail Polish*

**Do Not's**

- *Wearing Slippers*
- *Colouring/bleaching the hair*
- *Short tops, Cropped tops, Sleeveless and tops with net sleeves*
- *Transparent dress & Net Dhupata*
- *Wearing Jeans*
- *Wearing leggings with short/long slit Tops*
- *3/4th kind of pants or pants with torn edges*
- *Extreme styles of nail polish, jewelry or shawls*
- *No visible tattoos*

**Saturday: Casual wear with neat modest dress code**

**Note:**

- *If a student wishes to 'tonsure' the head as per religious practice or rite, they have to do so with the prior permission.*

- Students are expected to wear comfortable and modest attire on all days including Examination days, to keeping the dignity and decorum of the college in place.
- All students are expected to comply with the dress code. Students who do not meet the dress code will not be allowed to attend class until appropriate clothing is assured by the parent.

#### ***MOBILE PHONE***

- Mobile phones need to be handled with etiquette in XIBA campus.
- If any student is found using the mobile phones during professional programmes, it will be viewed seriously
- The students are expected to own a Lap top. Assignments of any kind need to be carried out in their own Lap top.

#### ***COMMUNICATON***

- XIBA Students should always speak English in the campus and the class room.
- Students are expected to be courteous in speech and actions, with the staff and the co-students.

#### ***BEHAVIOUR***

- Ragging within or outside the XIBA campus is prohibited by the Court of Law. Whoever directly or indirectly indulges ragging within or outside of the campus shall be summarily dismissed from XIBA.
- Any kind of wild, noisy and disturbing behaviour during class hours, celebrations or lunch break in the campus is strictly forbidden.

#### ***INTOXICANTS***

- XIBA's campus is 'No Smoking Zone'.
- Use of chewing Gum/Pan/Gutka anywhere in the campus is a punishable crime.
- Possession or consumption of alcohol inside XIBA premises will lead to dismissal.

### ***CAMPUS FACILITIES AND UPKEEP***

- XIBA Students are advised to utilize the campus facilities such as Rest Rooms, Dining Rooms, Class Rooms, Library, Computer Lab, and Conference Hall with care.
- Cleanliness of the Campus and all facilities must be ensured, in keeping with the culture of an institute of higher learning. Bins for garbage need to be used
- Similarly, energy and water conservation must be followed strictly.

### ***LIBRARY RULES***

- All students are advised to sign the register at the time of entry and exit from the Library.
- Silence shall be maintained at all the times inside the Library.
- Bags and Books from outside are not permitted. Before entering into the Library, bags must be kept in the rack kept outside.
- Ink Bottles, Correction Fluids and other potentially damaging substances, food and snacks shall not be taken into the Library.
- If a student takes magazine for reading, it should be kept in the appropriate place after reading.
- In case of misbehavior in the Library, severe action will be taken against the student.

### ***COMPUTER LAB RULES***

- Students are required to sign the register at the time of entry and exit from the Computer Lab.
- Students have to maintain silence inside the lab.
- Students shall not carry CDs, Pen drive or any other storage device inside the Computer lab.
- Students should use the Computers and Internet facility only for academic learning.

- Computer Lab rules should be strictly adhered to. Students, who deviate from the rules, will be barred from using the lab.
- Students should use only their allotted system. In case of any system problem, that should be communicated to the System Administrator immediately.

### ***EXAM RULES***

- Students should show utmost honesty and good behavior during the conduct of examinations.
- They should keep silence in the exam hall and cooperate in the orderly conduct of the examinations.
- If any student is caught indulging in malpractice in any CIA tests, the case will be brought to the notice of the Director. The student will be awarded zero in all the papers for that semester and he/she cannot appear for semester exams in that semester for that paper.
- Serious action will be taken by the Director, if the student is caught for malpractice.
- If any student is caught indulging in malpractice, even in one regular paper in a semester or in the arrear papers, it will lead to cancellation of his/her result of all the regular and arrear papers of that semester.
- If a student has accumulated three arrears, at the end of first year, he/she will be asked to discontinue the course. However it is subjected to amendments.
- Lab Courses are not eligible for Supplementary exams at the end of second year.

### **ASSESSMENT**

- A student's performance is continually assessed internally by the faculty. The main objective of the internal assessment is to help the students learn the habit of regular and serious academic work.
- The internal assessment includes written tests, Case Learning, Live Projects, and Presentations, Seminars or any other form of assessment.
- A student must obtain 50 marks for a pass in each subject. Marks obtained in Formative Assessment and semester is calculated for aggregate marks.

- To be eligible to write the semester examination, the student should have obtained the minimum pass mark in each subject. He/she may not be permitted to write the semester examination in the paper where he/she has not obtained the minimum in the internal assessment.
- If a student is unable to write the Formative Assessment, he/she must meet the Director with a medical certificate.

### **Formative Assessment Components**

<b>Components</b>	<b>Marks</b>
Written Exams	40
Case Learning (Compulsory)	20
Live Projects	20
Presentations / Viva- Voce/Any other	20
<b>Total Marks</b>	<b>50</b>

**SUMMATIVE ASSESSMENT = FORMATIVE ASSESSMENT + SEMESTER EXAMINATION**

### **OFF CAMPUS PROGRAMMES**

- Students who attend Off Campus programmes will be given attendance. He/She can attend the programme after getting due approval from the Director
- Anyone who is aware of any programme in any B-school he/she may contact Strategic Development Coordinator.
- Students who are not serious in their academic pursuits may not be allowed to attend any off –campus programmes.
- Students will be paid half the travel expenses by the cheapest transport by XIBA for Off –Campus programmes.
- Students who represent XIBA during Off –Campus programmes must wear Blazers. Students are expected to behave with decorum when they represent the institute in any programme

## **VIRTUAL CLASSES**

XIBA has a structured Learning Management System. The LMS is an integration of many online platforms and it is monitored by a professional technical team.

The virtual classes and exams need to be attended with the following guidelines:

- Virtual Classes will be held during the respective schedule
- Students need to Log into the classes at the appropriate time.
- The students need to be appropriately dressed while participating in online lessons.
- The laptop or computer needs to be fully charged and microphone and webcam enabled.
- Students need to engage fully in online work without any background distractions. Students need to Log out of all social media to avoid distractions
- Books and Pens need to be kept ready during the class
- Microphone need to be muted unless you are contributing to the conversation.
- Mobile phones and/or other devices should not be used during class time.
- All learning tasks need to be completed on time

## **STUDENT CLUBS & ASSOCIATIONS**

### **ACADEMIC CLUBS**

#### **1. XAIMA**

The Finance club promotes finance- related activities .The club caters to a wide variety of finance - related interests namely Management of funds, sales and trading, and corporate finance. They may also be encouraged in trading and investments.

#### **2. XIMHAA**

The HR Club of XIBA- XIMHAA aims to promote active interaction amongst members of the club and keep them informed about latest trends in the corporate world. Also the club acts as a platform to get connected with reputed Industry experts.

### **3. MACXI**

The Marketing club of XIBA aims to keep its members abreast with the latest trends on marketing while integrating the functions and industries with that of the dynamics of marketing namely advertising, research, sales, branding communication and digital marketing.

### **4. OCXI**

This Club organizes programmes related to Productions and Operations. The Club helps the students to understand the operations not only in Manufacturing Industries but also in Service Industries.

## **NON ACADEMIC CLUBS**

### **5. GO GREEN**

GO GREEN plays an important role in creating environmental awareness amongst younger generation. The club makes the management professionals aware of different environmental problems like conservation of water. They may be involved in making the campus green

### **6. GRACE**

This club organizes daily prayers at XIBA. It aims to create socially conscious professionals who would help the economically backward people by providing monetary and non-monetary support. The club also intends to inculcate the habit of sharing with the poor.

### **7. XIART**

The Club organizes the cultural Event every year "XITAH" which is described as a Talent Hunt programme. The club unearths the hidden talents of the students. The XIBITES demonstrate the ability to excel at multi-faceted interests. The cultural events organized by the club brings together all the students of XIBA to one stage and eradicates differences among them.

### **8. XIPLAY**

XIBA's Sports club provide an opportunity for the students to learn skills that will help them to brand them in their future careers and Personal relationship. Through engagement in sport, they learn leadership, teamwork, problem-solving, responsibility, self-discipline, and a sense of initiative. Hence the club organizes Inter College and Intra College sports every year.

### **ENTREPRENEURSHIP CELL**

The Entrepreneurship Cell in XIBA is conceptualized and is functioning successfully where it has implemented various initiatives to help students, young entrepreneurs & professionals in their entrepreneurial journey. The Cell organizes “Entrepreneurship Meet” every year where they bring together all the Entrepreneurs belonging to the Southern Districts of Tamil Nadu. They share their experiences which eventually help the students to begin their business with confidence.

### **WOMEN EMPOWERMENT CELL**

Women Empowerment Cell of XIBA is established to empower Women students of XIBA. With a view to take up women’s issues and problems, the cell aims at creating awareness of their rights and duties. Aiming at intellectual and social upliftment of the female students, the cell stands for facilitating women’s empowerment through guest lectures, seminars, awareness programs and other welfare activities.

### **COUNSELLING CELL**

The Counselling Cell of XIBA aims at helping students reach their highest academic and personal potential. This may involve helping with personal, career concerns and promoting success and wellness among them. The cell provides a confidential atmosphere in which the students can explore any topic or situation and discuss on any concerns they may have. The students are helped to work through their problems and develop self-awareness to overcome problems.



## **XIBA OFFICIALS**

Rev. Dr. A. Michael John, SJ

*Director*

Rev. Dr.B.John Bosco, SJ

*Administrator*

Dr. T.Rita Rebekah

*Dean – Academics*

Prof.N.Pradeep Kumar

*Dean –Student Affairs*

## **MEMBERS OF FACULTY**

Dr. T.Rita Rebekah

*Conference, Seminar, FDP & MDP*

Prof.N.Pradeep Kumar

*Examinations, Admissions & Liaison*

Dr. R. Christina Jeya Nithila

*Ph.D Programme, Co-Curricular Activities & Women Empowerment Cell, XBR*

Prof.R.Ram kumar

*Learning Academy, XIBA Website and Learning Management system*

Prof. P.R.Sundara Pandian

*Placements and Industry Connect, Training (Outbound, Placement) Sports & Alumni Relations*

Prof. J. Sahaya Shabu

*Campus Ministry, Training (Outbound, Placement) and VIP and Extra Credit Course*

Prof.M.Prabakaran

*XIBA Clubs, Accreditation and Documentation*

## **CLASS –IN- CHARGE**

I MBA - Dr. R. Christina Jeya Nithila

II MBA - Prof.M.Prabaharan

## **NON-TEACHING STAFF MEMBERS**

Mr.M.Amala Ruban Office Manager

Mr.A.Pandarinathan System Admin

Mr. I.Annapragasam @ Anbalagan Librarian

Mrs.S.Amirthamani Office Assistant

Mr.P.Suresh Support Staff

Mrs.V.Maheswari Support Staff

Mrs.V.Muthulakshmi Support Staff

## **ACADEMIC BOARD OF STUDIES**

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Rev. Dr. B.John Bosco, SJ Administrator- XIBA

Dr. T. Rita Rebekah Dean – Academics

Prof. N. Pradeep Kumar Dean – Student Affairs

Dr. R. Christina Jeya Nithila Associate Professor & XCR-Cordinator

Prof. R. Ramkumar Assistant Professor

Prof. P.R.Sundara Pandian Placement Officer

Prof. J. Sahaya Shabu Member - Faculty

Prof. M.Prabaharan Member – Faculty

Mr. D.Jesu Prabhu Adjunct Faculty

Prof. Dr.S.Madhavan DOMS, MS University – University Representative

Mr. Ajith Christopher Director, SGJ Groups, Tirunelveli

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Rev. Dr.B. John Bosco, SJ - Administrator, XIBA

Dr. T.Rita Rebekah - Dean - Academics

Prof.N.Pradeep Kumar - Dean – Student Affairs

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Rev. Dr. S. Mariadoss SJ	- Principal
Rev. Dr. A. Michael John, SJ	- Director- XIBA
Rev.Dr.B.John Bosco SJ	- Administrator –XIBA

## **WOMEN EMPOWERMENT CELL**

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Prof. N. Pradeep Kumar	- Dean – Student Affairs
Dr. R. Christina Jeya Nithila	- Coordinator, XIBA Centre for Research

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Dr. Athisayanathan	- Controller of Exams, SXC
Dr. T.Rita Rebekah	- Dean – Academics
Prof. N. Pradeep Kumar	- COE, XIBA
Mr.A.Pandarinathan	- System Administrator

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Rev. Dr. Royce, SJ	- Campus Treasurer
Rev. Dr. B.John Bosco, SJ	- Administrator XIBA
Dr. T.Rita Rebekah	- Dean – Academics
Mr.M.Amala Ruban	- Office in Charge

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Prof. P. R. Sundara Pandian	- Placement Officer
Dr. R. Christina Jeya Nithila	- Member Faculty

## **ENTREPRENEURSHIP CELL**

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Dr.T.Rita Rebekah	- Dean- Academics
Prof. P.R. Sundara Pandian	- Member Faculty
Dr. R. Christina Jeya Nithila	- Member Faculty
Prof.J.Sahaya Shabu	- Member Faculty
Prof. R. Ram Kumar	- Member Faculty

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Dr.T.Rita Rebekah	- Editorial Board
Prof.R.Ram Kumar	- Editorial Board
Prof.N.Prabakaran	- Editorial Board

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Prof. Sahaya Shabu	- Member Faculty
Prof.M.Prabakaran	- Member Faculty
Prof. P.R. Sundara Pandian	- Member Faculty
Mr.D.Jesu Prabhu	- Adjunct Faculty

## **PLAYOFFS ACADEMY**

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Prof.P.R.Sundara Pandian	- Coordinator
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Dr.T.Rita Rebekah	- Member Faculty
Prof. R. Ram Kumar	- Member Faculty

## **COCURRICULAR ACTIVITY**

Rev.Dr. A. Michael John SJ	- Director, Convener
Dr. T. Rita Rebekah	- Dean – Academics
Prof. N. Pradeep Kumar	- Dean – Student Affairs
Dr.R.Christina Jeya Nithila	- Coordinator
Prof.J.Sahaya Shabu	- Member Faculty
Mr.D.Jesu Prabhu	- Adjunct Faculty

## **ALUMNI ASSOCIATION – XAC**

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Dr. T. Rita Rebekah	- Dean – Academics
Prof. N. Pradeep Kumar	- Dean – Student Affairs
Prof. P.R. Sundara Pandian	- Coordinator
Prof .R. Ram kumar	- Member Faculty

## **COUNSELLING CELL**

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Prof.N.Pradeep Kumar	- Dean –Student Affairs
Prof.Sundara Pandian	- Coordinator
Dr. T. Rita Rebekah	- Dean- Academics
Dr.R.Christina Jeya Nithila	- Coordinator, Women Development Cell

## **ADMISSION COMMITTEE**

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Prof.N.Pradeep Kumar	- Member Faculty
Prof. R.Ramkumar	- Member Faculty
Prof. P.R.Sundara Pandian	- Member Faculty
Mr.M.Amala Ruban	- Office -in-Charge
Mr.A.Pandarathan	- System Administrator

## **JESUIT EDUCATIONAL SUPPORT (JES)**

Rev. Dr. Bosco, SJ	- Convener
Rev.Dr.A.Michael John SJ	- Director
Dr.T.Rita Rebekah	- Dean -Academics
Prof. N. Pradeep Kumar	- Dean – Student Affairs
Mr.M. Amala Ruban	- Office Manager

## **XIBA CLUBS**

### **FINANCE CLUB- XAIMA**

Prof.Sahaya Shabu & Mr.D.Jesu Prabhu (AF)

### **HR CLUB – XIMHAA**

Dr. T. Rita Rebekah & Mr.P.R.Sundara Pandian

### **MARKETING CLUB- MACXI**

Prof. N. Pradeep Kumar & Dr. R. Christina Jeya Nithila

### **OPERATIONS CLUB –OCXI**

Prof. R. Ram Kumar & Prof. M. Prabaharan

### **GO GREEN CLUB**

Prof. N.Pradeep Kumar & Prof. D.Jesu Prabhu (AF)

### **GRACE CLUB**

Rev.Dr. John Bosco, SJ & Prof. J.Sahaya Shabu

### **XIART CLUB**

Dr. N. Christina Jeya Nithila & Prof. M.Prabaharan

### **XIPLAY**

Prof. P. R. Sundara Pandian & Dr.T.Rita Rebekah