



**RV Institute of
Management®**

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Presentation on proposed **RVIM Curriculum** **2023-25 Batch**



Re-visiting our Perspective Plan- Post NAAC re-accreditation (June 2019)

Organised HR Conclave and Seminar to sought inputs from HR Heads and Academicians (December 2019 & February 2020)

During Strategic retreat (July 2020) we shared the Institution's Vision for a new enhanced curriculum post autonomy

Assigned top tier Institutions (Indian and International) to faculty members to do a critical evaluation of the curriculum (October 2020)

Presentation of critical review by each faculty member during strategic retreat (January 2021)

We noted all the discussions and the best practices and developed Version 1 of our Curriculum Framework (January 2021)

This was then shared with other experts from the Industry and Academia for critical review (February 2021)

Incorporated their inputs- Version 2 (March 2021) which was then placed before the IQAC to seek the members input (April 2021)

Version 3- Discussed with our Sister Autonomous Institutions regarding Curriculum framework and incorporated necessary changes

The various subjects were allocated to faculty members to design the detailed syllabus for their respective subjects (April 2021)

Faculty members presented the detailed syllabus to HOI and suggestions were incorporate- Version 1 (April & May 2021)

Specialisation wise review was conducted at department level and suggestions were incorporated- Version 2 (June 2021)

Specialisation wise external review was carried out with experts from Industry, Academia, Alumni- Version 3 (June 2021)

Specialisation wise internal BOS meeting was conducted with experts - Version 4 (Aug-Sept 2021)



Flame University, Pune	Symbiosis Institute of Management, Bengaluru
TAPMI, Manipal	NMIMS, Bombay
Shri Dharmasthala Manjunatheshwsara Institute for Management Development	B M S College of Engineering, Bangalore
Xavier Institute Of Management & Entrepreneurship (XIME)	Prin. Welingkar Institute of Management
Kirloskar Institute of Advanced Management Studies (KIAMS) Pune and Harihar Campus	Melbourne Business School, Australia
IIT, Bombay	Indian Institute Management - Bangalore
Christ University, Bangalore	Mount Carmel Institute of Management
INSEAD, France	PES Institute of Management
National University of Singapore	Department of Management Studies (DOMS) Indian Institute of Science (IISC)
Nanyang Technological University - Singapore	IFIM College
Darden School of Business, University of Virginia	CMS Business School (Deemed to be University)
Department of Management Studies (DOMS) IIT Madras	



Curriculum Summary

I. Semester [2 Year Full time Programme]

II. Total number of Credits : 105

4 credits - 6

3 credits - 22

2 credits - 6

1 credit - 3

CREDITS	SEMESTER				TOTAL CREDITS
	I	II	III	IV	
	29	27	29	20	

III. Specialisations : Dual Specialisation

[3 Major + 2 Minor in 3rd Semester] & [2 Major + 1 Minor in 4th Semester]

1. Marketing
2. Entrepreneurship and Family Enterprise Management
3. Finance
4. Operations and Supply Chain Management
5. Business Analytics
6. Human Resource Management

[Major – 5 Subjects & Minor - 3 Subjects] *3 Credits

Sl.NO	TITLE	CREDITS
1	Experiential Courses: Design Thinking and Creativity for Business Managerial Research Skills Lab	2 2
2	Core Courses: 3 Credit- 10 Course = 30 4 Credit- 5 Course = 20	50
3	Specialization Courses	24
4	Open Elective Courses: Open Elective I (MOOC) Open Elective II (MOOC)	1 1
6	Immersion Program: Social immersion (Rural/ Urban/ NGO/ Govt.) (or) International Immersion Business Immersion Internship Project	1 3 3
9	Liberal Education / Arts: Health & Wellness (Practice based course)	2
10	Skill Enhancement Courses IT Skills Communication and Soft Skills Employability Skills Business Analytics Skills Domain Specific Skills	4 4 2 4 2
	Total credits	105



Particulars	Course Coding
Marketing	1
General Management and Entrepreneurship	2
Finance	3
Operations and Supply Chain	4
Business Analytics	5
Human Resources	6
Skill Enhancement	7
Other Courses	8

Example: 23MBA321- “23- Year”, “MBA- Course”, “3-Course Coding”, “2- Semester”, “3-Sl. No.”



common courses offered – I Semester

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Sl.NO	Subject Code	NAME OF THE SUBJECT	SEMESTER	CREDITS
1	23MBA111	Marketing Management	I	3
2	23MBA211	Application of Statistics in Business	I	4
3	23MBA212	Managerial Economics	I	4
4	23MBA213	Business Research Methods	I	3
5	23MBA311	Managerial Accounting	I	4
6	23MBA611	Management and Organisational Behaviour	I	3
SE 1	23MBA711	IT Skills	I	4
SE 2	23MBA712	Communication and Soft skills	I	4
		TOTAL		29

SE- Skill Enhancement Courses



common courses offered – II Semester

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Sl.NO	Subject Code	NAME OF THE SUBJECT	SEMESTER	CREDITS
1	23MBA121	Digital Marketing	II	3
2	23MBA221	Entrepreneurship and Start Up Management	II	3
3	23MBA321	Financial Management	II	4
4	23MBA421	Application of Operations Research in Business	II	4
5	23MBA621	Human Resource Management	II	3
SE3	23MBA721	Business Analytics Skills	II	4
SE4	23MBA722	Employability skills	II	2
IP1	23MBA821	Social Immersion	II	1
OE1	23MBA822	Open Elective I [MOOC] 6-12 weeks	II	1
LE1	23MBA823	Health & Wellness	II	2
		TOTAL		27

SE- Skill Enhancement Courses, IP- Immersion Program, OE- Open Elective, LE- Liberal Education Courses



common courses offered – III Semester

Sl.NO	Subject Code	NAME OF THE SUBJECT	SEMESTER	CREDITS
1	23MBA231	Strategic Management & Corporate Governance	III	3
2	23MBA431	Operations and Supply Chain Management	III	3
SE5	23MBA731	Domain Specific Skills	III	2
IP2	23MBA831	Business Immersion	III	3
EC1	23MBA832	Design Thinking and Creativity for Business	III	2
OE2	23MBA833	Open Elective II [MOOC] 6-12 weeks	III	1
		Specialisation subjects (3 Major & 2 Minor)	III	15
		TOTAL		29



Sl.NO	Subject Code	NAME OF THE SUBJECT	SEMESTER	CREDITS
1	23MBA241	Global Business Environment	IV	3
2	23MBA242	Values-Ethics-ESG	IV	3
EC2	23MBA841	Managerial Research Skills Lab (MRSL)	IV	2
IP3	23MBA842	Internship Project	IV	3
		Specialization subjects (2 Major & 1 Minor)	IV	9
		TOTAL		20



Specialisation Courses

MARKETING

SL NO.	Subject Code	SUBJECTS OFFERED	SEMESTER	Credits
1	23MBA131	Sales and Distribution Management	III	3
2	23MBA132	Consumer Behaviour and Neuromarketing	III	3
3	23MBA133	Service and Retail Marketing	III	3
4	23MBA134	Business Analytics for Marketing	III	3
5	23MBA135	Business and Social Marketing	III	3
6	23MBA136	Applications of Digital Marketing	III	3
7	23MBA141	Integrated Marketing Communication	IV	3
8	23MBA142	Product and Brand Management	IV	3
9	23MBA143	Rural and Green Marketing	IV	3
10	23MBA144	Customer Experience Management	IV	3



ENTREPRENEURSHIP AND FAMILY ENTERPRISE MANAGEMENT

SL NO.	Subject Code	SUBJECTS OFFERED	SEMESTER	Credits
1	23MBA232	Social Entrepreneurship and Innovation	III	3
2	23MBA233	Entrepreneurial Leadership	III	3
3	23MBA234	Business Model Canvas and Business Plan development	III	3
4	23MBA235	Entrepreneurship in Action – I (Practice based course)	III	3
5	23MBA236	Technology for Startups and Family Businesses	III	3
6	23MBA237	Corporate Entrepreneurship	III	3
7	23MBA243	Entrepreneurship Ecosystem in India	IV	3
8	23MBA244	Entrepreneurship in Action - II (Practice based course)	IV	3
9	23MBA245	Managing and Growing Family Enterprises	IV	3
10	23MBA246	Financial Management for Entrepreneurs	IV	3



Specialisation Courses

FINANCE

SL NO.	Subject Code	SUBJECTS OFFERED	SEMESTER	Credits
1	23MBA331	Investment Analysis and Portfolio Management	III	3
2	23MBA332	Business Valuation & Financial Modeling	III	3
3	23MBA333	Tax Management	III	3
4	23MBA334	Merchant Banking and Financial Services	III	3
5	23MBA335	Financial Analytics	III	3
6	23MBA336	Cost Management	III	3
7	23MBA341	Financial Risk Management and Derivatives	IV	3
8	23MBA342	International Finance	IV	3
9	23MBA343	Behavioural Finance	IV	3
10	23MBA344	Banking and Insurance	IV	3



OPERATIONS AND SUPPLY CHAIN MANAGEMENT

SL NO.	Subject Code	SUBJECTS OFFERED	SEMESTER	Credits
1	23MBA432	Supply chain designing, Sourcing and Optimization	III	3
2	23MBA433	Logistics Management	III	3
3	23MBA434	Lean Management	III	3
4	23MBA435	Business Process Modeling and ERP	III	3
5	23MBA436	Business Dynamics Modeling and Simulation	III	3
6	23MBA437	SCM for E-Commerce	III	3
7	23MBA441	World Class Manufacturing	IV	3
8	23MBA442	Business Process Improvement	IV	3
9	23MBA443	Business Analytics for SCM	IV	3
10	23MBA444	Strategic Quality Management	IV	3



BUSINESS ANALYTICS

SL NO.	Subject Code	SUBJECTS OFFERED	SEMESTER	Credits
1	23MBA531	Predictive Analytics using R	III	3
2	23MBA532	Descriptive Analytics and Data Visualisation and Story telling	III	3
3	23MBA533	Big Data Analytics	III	3
4	23MBA534	Data Warehousing and Data Mining	III	3
5	23MBA535	Analytics Applications in Functional Areas	III	3
6	23MBA536	Business Intelligence	III	3
7	23MBA541	Machine Learning using Python	IV	3
8	23MBA542	Emerging technologies	IV	3
9	23MBA543	IT Risk Management and Data Security	IV	3
10	23MBA544	Analytics for E-Commerce and Retail	IV	3



HUMAN RESOURCE MANAGEMENT

SL NO.	Subject Code	SUBJECTS OFFERED	SEMESTER	Credits
1	23MBA631	Talent Management and Employee Engagement	III	3
2	23MBA632	Performance Management and Competency Mapping	III	3
3	23MBA633	Industrial Relations and Employment Laws	III	3
4	23MBA634	HR Analytics	III	3
5	23MBA635	Compensation and Reward Management	III	3
6	23MBA636	International HRM	III	3
7	23MBA641	Managing Teams	IV	3
8	23MBA642	Learning Organisations and Knowledge Management	IV	3
9	23MBA643	Leadership and Change Management	IV	3
10	23MBA644	Learning and Development	IV	3



Skill Enhancement Courses

SL.NO	Subject Code	COURSE TITLE	CREDITS	SEMESTER
1	23MBA711	IT Skills	4	I
2	23MBA712	Communication and Soft Skills (Communication, Presentation, Interpersonal Skills, Negotiations Skills, Agility Building, Resilience Building, life skills, Business Etiquettes, Aptitude, Personality Development)	4	I
3	23MBA721	Business Analytics	4	II
4	23MBA722	Employability Skills (Futuristic skills, Resume Building and Aptitude, GD, PI, Current Affairs)	2	II
5	23MBA731	Domain Specific Skills	2	III
		TOTAL	16	



Other Courses

SL.NO	Subject Code	COURSE TITLE	CREDITS	SEMESTER
1		Experiential Courses		
	23MBA832	Design Thinking and Creativity for Business	2	III
	23MBA841	Managerial Research Skills Lab	2	IV
2		Immersion Programs		
	23MBA821	Social Immersion [Rural / Urban / NGO / Government] Two Weeks after II Semester or	1	II
		International Immersion [Socio-Cultural Context] (Two Weeks after II Semester)		
	23MBA831	Business Immersion	3	III
	23MBA842	Internship Project	3	IV
3		Liberal Education / Arts		
	23MBA823	Health & Wellness	2	II
4		Open Elective		
	23MBA822	Open Elective I [MOOC] 6-12 weeks	1	II
	23MBA833	Open Elective II [MOOC] 6-12 weeks	1	III
		TOTAL	15	

- † Experiential teaching-learning
- † Case based teaching
- † Class room discussion
- † Project based teaching - learning
- † Activity based teaching – learning and role play
- † Immersive teaching - learning
- † Practice-based teaching - learning
- † Internship/apprenticeship based teaching – learning
- † Industry Institution Interaction
- † Simulations and workshops

i) E-resources

- † Selected **100 e- books from Pearson** covering almost every subject that we offer
- † **Prowess-IQ** database
- † EBSCO
- † J-Gate
- † Limited enrollment **Coursera license to undertake 3 MOOCs from the 4500 plus** MOOCs

ii) Library resources:

- † No. of Books-15043
- † Journals- National- 77
- † Journals- International- 40
- † Magazines- 48
- † Newspapers- 13

iii) Competent faculty with industry experience

**Continuous Internal Assessment (CIA) : 50 Marks****Semester End Examination (SEE) : 50 Marks**Internal & External : **50% & 50%****Minimum requirement to get promoted :**

[Students should secure minimum of 40% marks in CIA to write the semester end exam and should secure minimum of 40% in SEE to pass the subject]

CIA : [Attendance & Class participation- 05; Mid Term Test - 20; Assignments & Projects-25]

* Minimum **75%** attendance is required to write the final exam

* Promoting to II year = Students should clear 50% of total credits of I Year

* **Supplementary Exams** are conducted for Odd semester along with Odd semester and Even semester with Even semester

EIGHT POINT ALPHA – SIGN/ LETTER GRADING SCALE

Alpha – Sign/ Letter Grade	O (Outstanding)	A+ (Excellent)	A (Very Good)	B+ (Good)	B (Above Average)	C (Average)	P (Pass)	F (Fail)	Ab (Absent)
SGPA/ CGPA	9.00 -10.00	8.00- < 9.00	7.00 - < 8.00	6.00 - < 7.00	5.50 - <6.00	5.00 - < 5.50	4.00 - <5.00	Below 4.00	00
Semester/Program percentage of marks	90.0-100	80.0- < 90.0	70.0- < 80.0	60.0- < 70.0	55.0- < 60.0	50.0- < 55.0	40.0- < 50.0	Below 40	Absent
Result/ Class discription	Outstanding	First class Exemplary	First class Distinction	First class	Higher second class	Second class	Pass class	Fail/ re-appear	Absent



Consolidated Structure (MBA Semester System)

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S.NO	TITLE	I	Social Immersion	II	Business Immersion / Fast Track	III	IV	Internship Project	CREDITS
1	Experiential courses Design Thinking and Creativity for Business-III Sem					2 cr			2
4	Managerial Research Skills Lab	Run across 2 semesters- credit will be considered in IV Semester [2 credits]							2
2	Core Courses	6 [3*3 cr + 3*4 cr]		5 [3*3 cr + 2*4 cr]		2 [2*3 cr]	2 [2*3cr]		50
3	Specialization Courses	-----		-----		5 (3 Maj + 2 Min) [5*3 cr]	3 (2 Maj + 1 Min) [3*3 cr]		24
5	Open Elective I & II (MOOC's) (II & III Sem for 6-12 weeks)	-----		1 cr		1 cr	-----		2
6	Business Immersion & Internship Project	-----		-----		3 cr	3 cr		6
8	Liberal Education / Arts:- Health & Wellness (II Sem, Practice based course)			2 cr					2
9	Social immersion (Rural/ Urban/ NGO/ Govt.) After II Semester (Two Weeks) or		Social Immersion or International Immersion	1 cr					1
	International Immersion After II Semester (Two weeks)								
11	Skill Enhancement courses	2* 4 cr		1 * 4 + 1 * 2 cr		1*2			16
	Total credits	29		27		29	20		105
		4 Months	2 weeks	4 Months	2 Months	4 Months	4 Months	1.5 Month	20 Months
		Dec - March	April	April- August	August-Oct	Oct-Feb	Feb-June	June-July	



SYLLABUS REVIEW SUBJECT ALLOCATION

Name of the subject	Subject Leader/Presenter	Remarks
Business Communication	Prof. Uma Sharma, Prof. Payal Jindal, Dr. Rashmi Shetty, Prof. Sowmya DS, Prof. Ankita Shrivastva	Communication and soft skills (3 credit)- Need to be revised
Application of Statistics in Business	Dr. Jahnavi . M, Dr. Vinay KS, Dr. Santhosh. M	Presented
Micro Economics	Dr. Anupama K Malagi, Prof. Ankita Shrivastva, Dr. Rashmi Shetty, Prof. Vidhyadhara	Managerial economics (4 credit)- Need to be revised
Organisational Behaviour	Prof. Sowmya DS, Prof. Anitha BM D'Silva, Prof. Ramya S	Management and Organisational Behaviour (3 credit)- Need to be revised
Managerial Accounting	Prof. Pooja Ravindra Takalkar, Dr. Dileep. S	Presented
Marketing Management	Prof. Anitha. B.M. D'Silva, Dr. Padmalini Singh, Dr. Noor Firdoos Jahan	Not presented
Business Research Methods	Dr. Tamizharasi, Prof. Uma Sharma, Prof. Vidhyadhara, Dr. Padmalini Singh, Dr. Noor Firdoos Jahan	Presented
IT Skills	Prof. Nagasubba Reddy, Dr. Vinay KS, Prof. Ankita Shrivastva, Prof. Pooja Ravindra Takalkar, Dr. Jahnavi . M	IT Skills (3 credit)- Need to be revised
Application of Operations Research in Business	Dr. Santhosh. M, Dr. Vinay KS, Prof. Pooja Ravindra Takalkar, Dr. Jahnavi . M	Presented
Introduction to Business Analytics	Dr. Jahnavi M, Prof. Nagasubba Reddy, Prof. Vidhyadhara, Dr. Vinay KS	Business Analytics- Practical Course (4 credit)- Need to be revised
Human Resource Management	Prof. Sowmya. D. S, Dr. Rashmi Shetty, Dr. Noor Firdoos Jahan	Presented
Financial Management	Dr. Dileep. S, Prof. Pooja Ravindra Takalkar, Prof. Vidhyadhara	Presented
Entrepreneurship and Start Up Management	Dr. Rashmi Shetty, Prof. Uma Sharma, Prof. Anitha. B.M. D'Silva	Presented
Digital Marketing	Dr. Padmalini Singh, Prof. Pooja Ravindra Takalkar	Presented
Employability skills	Prof. Payal Jindal, Prof. Uma Sharma	Presented
Business Immersion	Prof. Anitha. B.M. D'Silva, Dr. Dileep. S	Not presented

Open Elective I [MOOC] 6-12 weeks	Dr. Padmalini Singh, Dr. Anupama K Malagi	1 credit- Need to be revised
Health & Wellness	Prof. Ankita Shrivastva	Not presented
Operations and Supply Chain Management	Dr. Santhosh. M, Prof. Pooja Ravindra Takalkar	Presented
Business, Government & Society	Prof. Anitha. B.M. D'Silva, Prof. Uma Sharma, Dr. Rashmi Shetty, Prof. Vidhyadhara, Prof. Sowmya. D. S	BGS- (3 credit)- Need to be revised
Domain Specific Skills	Prof. Payal Jindal, Prof. Uma Sharma	Not presented
Social Immersion	Prof. Sowmya. D. S, Prof. Uma Sharma, Dr. Vinay KS	Presented
Design Thinking and Creativity for Business	Prof. Uma Sharma, Prof. Ankita Shrivastva, Prof. Pooja Ravindra Takalkar	Presented
Predictive Analytics using R	Dr. Jahnvi. M, Prof. Nagasubba Reddy	Presented
Big Data Analytics	Prof. Vidhyadhara, Prof. Nagasubba Reddy	Not Presented
Descriptive Analytics and Data Visualization	Dr. Vinay KS	Not Presented
Supply chain designing, Sourcing and Optimization	Dr. Santhosh. M, Prof. Pooja Ravindra Takalkar	Presented
Logistics Management	Dr. Santhosh. M	Presented
Investment Analysis and Portfolio Management	Dr. Tamizharasi, Dr. Jahnvi	Presented
Business Valuation & Financial Modeling	Dr. Dileep. S	Presented
Direct Tax	Dr. Dileep. S, Prof. Vidhyadhara	Tax Management- (3 credit)- Need to be revised
Applications of Digital Marketing	Dr. Padmalini Singh	Presented
Sales and Distribution Management	Dr. Noor Firdoos Jahan	Presented
Service and Retail Marketing	Dr. Noor Firdoos Jahan	Presented
Performance Management and Competency Mapping	Prof. Sowmya. D. S	Presented
Talent Management and Employee Engagement	Prof. Ramya S	Presented
Industrial Relations and Employment Laws	Dr. Anupama K Malagi	Presented

Syllabus review discussions:

Soft skills- Uma Sharma

Add people skills, remove communication skills

Make it 3 credit course

Business communication subject will be converted to Communication skills and make it completely skill enhancement program.

BRM- Dr. Tamizharasi

Investment Analysis and Portfolio Management- Dr. Tamizharasi

Few suggestions in module 4 and 5 was suggested.

Curriculum framework discussion:

- MOOCs to be offered for 1 credit (Evaluation should include presentation and viva)
- To remove foreign language instead to offer it as value addition program.
- To interchange the social immersion with business immersion. Social immersion after I semester and BI after II semester)
- To opt for freelancing with respect to internship project work.
- Management and Organisational Behaviour to be offer in I semester by combining OB and PMTB
- Micro and Macro Economics to be combined and make it as “Managerial economics” and offer this subject in first semester.
- Merge IBA and Advanced IT and make it as “Business Analytics”- Complete lab driven course.
- Now in first sem (Total credits- 27):
 - Application of Statistics in Business- 4
 - Management and Organisational Behaviour- 3
 - Managerial Accounting- 4
 - Marketing Management- 3
 - Managerial economics- 4
 - Business Research Methods- 3
 - IT Skills- 3
 - Communication and Soft skills- 3
- II Sem (Total Credits – 27)
 - Business Analytics- 4
 - Application of Operations Research in Business- 4
 - Human Resource Management- 3
 - Financial Management- 4
 - Entrepreneurship and Start Up Management- 3
 - Digital Marketing- 3
 - Employability skills- 2
 - Social Immersion- 1
 - Health and wellness- 2
 - Open elective- 1
- III Sem (Total Credits- 29)
 - Operations and Supply Chain Management- 3

- Strategic Management & Corporate Governance- 3
- Domain Specific Skills- 2
- Design Thinking and Creativity for Business- 2
- Open Elective II- 1
- Specialisation subjects (3 Major & 2 Minor)- 15
- Business Immersion- 3
- IV Sem (Total Credits-20)
 - Global Business Environment- 3
 - Business, Government & Society- 3
 - Managerial Research Skills Lab (MRSL)- 2
 - Internship Project- 3
 - Specialization subjects (2 Major & 1 Minor)- 9

Marketing specialisation subject order:

1. Sales and Distribution Management
2. Neuromarketing and Consumer Behaviour
3. Service and Retail Marketing
4. Business Analytics for Marketing
5. Business and Social Marketing
6. Applications of Digital Marketing
7. Integrated Marketing Communication
8. Product and Brand Management
9. Rural and Green Marketing
10. Customer Experience Management

Finance specialisation subject order:

1. Investment Analysis and Portfolio Management
2. Business Valuation & Financial Modeling
3. Tax Management
4. Merchant Banking and Financial Services
5. Financial Analytics
6. Cost Management
7. Financial Risk Management and Derivatives
8. International Finance
9. Behavioural Finance
10. Banking and Insurance

HR Specialisation subject order:

1. Talent Management and Employee Engagement
2. Performance Management and Competency Mapping
3. Industrial Relations and Employment Laws
4. HR Analytics
5. Compensation and Reward Management
6. International HRM
7. Leadership and Change Management
8. Learning Organisations and Knowledge Management
9. Managing Teams
10. Learning and Development

Business analytics specialisation subject order:

1. Predictive Analytics using R
2. Story telling and Data Visualisation
3. Big Data Analytics
4. Data Warehousing and Data Mining
5. Analytics Applications in Functional Areas
6. Business Intelligence
7. Machine Learning using Python
8. Emerging technologies
9. IT Risk Management and Data Security
10. Analytics for E-Commerce and Retail

Operations and supply chain Management- No changes

Entrepreneurship- No changes

Discussion inputs- 12/06/2023

1. **Presentation by Dr. Vinay (Subject presented- Descriptive analytics, Data Visualisation and Story telling)**
2. **Presentation by Dr. Anupama K Malagi (Instead of Managerial Economics they wants to name it as "Economics for Managers").**
3. **Presentation by NNS Reddy (Subjects presented- IT Skills for Managers and Business Analytics)**
4. **40-60 marks (40-SEE and 60-IAE)**
5. **Internal marks (Mid term-15 and Assignments-35)**
6. **Presentation by NNS Reddy - IT Skills- Add canva, Prezi, social media tools, IT Skills and advanced skills, both included as one subject as 4 credit course**
7. **Presentation by NNS Reddy - "Business Analytics for Managers" as the name of the subject. Module 1 must include theory component too and name it as Fundamentals / Foundations to Business Analytics. Director Sir suggested to focus on one tool in the subject. Multiple tools in the subject will not be helpful for students to learn effectively.**
8. **Presentation by Prof. Anitha – Marketing Management. Module 5 – Director sir suggested to include topics deeper and rework module , Module 4 – add Neuro marketing concepts. Add SAP in Marketing. And the team must discuss on the evaluation plan. To invite guest speakers to talk about CRM and make it a practical module. To include Coursera course from Salesforce, certification course and assign 5 marks to it.**
9. **To add SAP in HR, Finance and Marketing, to teach Tally**
10. **Presentation by Prof. Anitha – Business Immersion – Restrict one student to one company. On case basis and approval by Director, if need be then two students will be allowed to take up in same organisation. The time period can be increased to 60 days [two months]. Director advised to bring in changes in the guidelines accordingly. External Examiner Report Evaluation to be 10 Marks.**
11. **Presentation by Prof. Anitha – Business, Government and Society – To include Introductory to Indian Constitution. Keep Model Parliament as Evaluation component for 5 marks. Suggested Values-Ethics-ESG as the name of the subject or consider. Values as topic can be retained based on relevance. Module 2 – Suggested to retain few aspects of contract act. Remove Module 5 Contemporary topics.**