



RV Institute of Management

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RVIM Curriculum

2021-23 First Autonomous 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 syllbus 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)



Flame University, Pune
TAPMI, Manipal
Shri Dharmasthala Manjunatheshwsara Institute for Management Development
Xavier Institute Of Management & Entrepreneurship (XIME)
Kirloskar Institute of Advanced Management Studies (KIAMS) Pune and Harihar Campus
IIT, Bombay
Christ University, Bangalore
INSEAD, France
National University of Singapore
Nanyang Technological University - Singapore
Darden School of Business, University of Virginia
Department of Management Studies (DOMS) IIT Madras

Symbiosis Institute of Management, Bengaluru
NMIMS, Bombay
B M S College of Engineering, Bangalore
Prin. Welingkar Institute of Management
Melbourne Business School, Australia
Indian Institute Management - Bangalore
Mount Carmel Institute of Management
PES Institute of Management
Department of Management Studies (DOMS) Indian Institute of Science (IISC)
IFIM College
CMS Business School (Deemed to be University)

I. Semester [2 Year Full time Programme]

II. Total number of Credits : **107**

4 credits - 0
 3 credits - 29
 2 credits - 10
 1 credit - 0

CREDITS	SEMESTER				TOTAL CREDITS
	I	II	III	IV	
	28	28	26	25	107

III. Specialisations : Dual Specialisation

[4 Major + 2 Minor in 3rd Semester] & [2 Major + 2 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 Capital Management

[Major - 6 Subjects & Minor - 4 Subjects] *3 Credits

AC- Audit Course

SI.NO	TITLE	CREDITS
1	Experiential Courses: Leadership and Team Management	AC
	Design Thinking and Creativity for Business	AC
2	Core Courses	56
3	Specialization Courses	30
4	Open Elective I (MOOC)	AC
	Open Elective II (MOOC)	AC
5	Immersion Programmes: Research Immersion	3
	Business Immersion I	3
	Business Immersion II	3
	Social immersion (Rural/ Urban/ NGO/ Govt.) (or) International Immersion	AC
6	Liberal Education / Arts: Foreign language	2
7	Health & Wellness (Practice based course)	AC
8	Performing Arts, Photography & Movie Making	AC
9	Skill Enhancement Courses (IT Skills, Soft Skills, Employability Skills, Advance IT Skills & Domain Specific Skills)- (5 Courses * 2 Credits)	10
	Total credits	107

SI.NO	Subject Code	NAME OF THE SUBJECT	SEMESTER	CREDITS	FACULTY INCHARGE
1	21MBA211	Business Communication	I	2	Ms. Payal Jindal
2	21MBA212	Application of Statistics in Business	I	3	Dr. Santhosh M
3	21MBA213	Macro Economics	I	3	Dr. Anupama Malagi
4	21MBA611	Principles of Management and Organisational Behaviour	I	3	Prof. Sowmya D S
5	21MBA311	Financial Accounting	I	3	Prof. Pooja Takalkar
6	21MBA111	Marketing Management	I	3	Prof. Anitha D' Silva
7	21MBA214	Business, Government and Society	I	2	Prof. Sowmya D S
8	21MBA215	Business Research Methods	I	3	Dr. Padmalini Singh
SE 1	21MBA711	IT Skills	I	2	Prof. Vandana
SE 2	21MBA712	Soft skills	I	2	Ms. Payal Jindal
EC 1	21MBA811	Leadership and Team Management	I	AC	Prof. Ramya S
LE 1	21MBA812	Foreign Language	I	2	Dr. Anupama K Malagi
LE 2	21MBA813	Health & Wellness	I	AC	Prof. Chandran A
	12/24/2022	RVIM, Bangalore TOTAL		28 + 2 AC	5

Core Subjects offered – II Semester

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SI.NO	S-Code	NAME OF THE SUBJECT	SEMESTER	CREDITS	FACULTY INCHARGE
1	21MBA221	Micro Economics	II	3	Dr. Anupama Malagi
2	21MBA421	Application of Operations Research in Business	II	3	Dr. Santhosh M
3	21MBA521	Foundation of Business Analytics – Conceptual Framework	II	3	Dr. Bikramaditya Ghosh
4	21MBA621	Human Capital Management	II	3	Dr. Narasima Venkatesh
5	21MBA321	Financial Management	II	3	Prof. Dileep
6	21MBA222	Entrepreneurship and Start Up Management	II	3	Prof. Rashmi Shetty
7	21MBA121	New Age Marketing	II	3	Dr. Padmalini Singh
SE 3	21MBA721	Employability Skills	II	2	Ms. Payal Jindal
SE 4	21MBA722	Advanced IT Skills	II	2	Prof. NNS Reddy
IP 1	21MBA821	Business Immersion I	II	3	Prof. Anitha D'Silva & Prof. Dileep
OE 1	21MBA822	Open Elective I [MOOC] 6-12 weeks	II	AC	Dr. Anupama K Malagi
LE 3	21MBA823	Performing Arts, Photography & Movie making	II	AC	Prof. Ramya S
	12/24/2022	TOTAL		28 + 2 AC	6

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



Subjects offered – III Semester

SI.NO	Subject Code	NAME OF THE SUBJECT	SEMESTER	CREDITS	FACULTY INCHARGE
1	21MBA437	Operations and Supply Chain Management	III	3	Dr. Santhosh M
2	21MBA237	Strategic Management	III	3	Prof. Uma Sharma
SE 5	21MBA731	Domain Specific Skills- II	III	2	Ms. Payal Jindal
IP 2	21MBA831	Social Immersion [Rural / Urban / NGO / Government] Two Weeks after II Semester or	III	AC	Prof. Sowmya D S
IP 3	21MBA832	International Immersion [Two Weeks after II Semester]			Dr. Anupama K Malagi
EC 2	21MBA833	Design Thinking and Creativity for Business	III	AC	Prof. Uma Sharma
OE 2	21MBA834	Open Elective II [MOOC] 6-12 weeks	III	AC	Dr. Anupama K Malagi
		Specialisation subjects (4 Major & 2 Minor)	III	18	
		TOTAL		26 + 3 AC	



Core Subjects offered – IV Semester

SI.NO	Subject Code	NAME OF THE SUBJECT	SEMESTER	CREDITS	FACULTY INCHARGE
1	21MBA245	International Business	IV	3	Dr. Noor Firdoos Jahan
2	21MBA246	Ancient Indian Wisdom and Human Values	IV	2	Dr. Suresh N
3	21MBA247	Business Ethics, Social Responsibility and Corporate Governance	IV	2	Dr. Suresh N
IP 4	21MBA841	Research Immersion	IV	3	Dr. Padmalini Singh
IP 5	21MBA842	Business Immersion II	IV	3	Prof. Anitha D'Silva & Prof. Dileep
	21MBA244	Specialisation subjects (2 Major & 2 Minor)	IV	12	
		TOTAL		25	

MARKETING

SL NO.	Subject Code	SUBJECTS OFFERED	SEMESTER	Credits	FACULTY IN-CHARGE
1	21MBA131	Digital Marketing	III	3	Dr. Padmalini Singh
2	21MBA132	Sales and Distribution Management	III	3	Dr. Noor Firdoos Jahan
3	21MBA133	Integrated Marketing Communication	III	3	Dr. Padmalini Singh
4	21MBA134	Neuromarketing and Consumer Behaviour	III	3	Dr. Padmalini Singh
5	21MBA135	Product and Brand Management	III	3	Prof. Uma Sharma
6	21MBA136	Customer Experience Management	III	3	Prof. Anitha D'Silva
7	21MBA141	Service and Retail Marketing	IV	3	Dr. Noor Firdoos Jahan
8	21MBA142	Business and Social Marketing	IV	3	Prof. Anitha D'Silva
9	21MBA143	Business Analytics for Marketing	IV	3	Dr. Santhosh M
10	21MBA144	Rural and Green Marketing	IV	3	Dr. Noor Firdoos Jahan

ENTREPRENEURSHIP AND FAMILY ENTERPRISE MANAGEMENT

SL NO.	Subject Code	SUBJECTS OFFERED	SEMESTER	Credits	FACULTY IN-CHARGE
1	21MBA231	Social Innovation and Entrepreneurship	III	3	Prof. Rashmi Shetty
2	21MBA232	Entrepreneurial Leadership	III	3	Prof. Rashmi Shetty
3	21MBA233	Business Model and Business Plan development	III	3	Prof. Rashmi Shetty
4	21MBA234	Entrepreneurship in Action – I (Practice based course)	III	3	Prof. Rashmi Shetty
5	21MBA235	Technology for Entrepreneurs	III	3	Prof. Rashmi Shetty
6	21MBA236	Corporate Entrepreneurship	III	3	Prof. Rashmi Shetty
7	21MBA241	Entrepreneurship Ecosystem in India	IV	3	Prof. Rashmi Shetty
8	21MBA242	Entrepreneurship in Action - II (Practice based course)	IV	3	Prof. Rashmi Shetty
9	21MBA243	Managing and Growing Family Enterprises	IV	3	Prof. Uma Sharma
10	21MBA244	Financial Management for Entrepreneurs	IV	3	Prof. Rashmi Shetty

FINANCE

SL NO.	Subject Code	SUBJECTS OFFERED	SEMESTER	Credits	FACULTY IN-CHARGE
1	21MBA331	Direct Tax	III	3	Prof. Dileep
2	21MBA332	Investment Analysis and Portfolio Management	III	3	Prof. Dileep
3	21MBA333	Business Valuation & Financial Modeling	III	3	Prof. Dileep
4	21MBA334	Indirect Tax	III	3	Prof. Pooja T
5	21MBA335	Banking Financial Services and Insurance	III	3	Prof. Pooja T
6	21MBA336	Behavioural Finance	III	3	Prof. Sreevallabhan
7	21MBA341	Financial Risk Management and Derivatives	IV	3	Prof. Sreevallabhan
8	21MBA342	International Finance	IV	3	Prof. Sreevallabhan
9	21MBA343	Financial Analytics	IV	3	Dr. Bikramaditya Ghosh
10	21MBA344	Cost Management	IV	3	Prof. Dileep

OPERATIONS AND SUPPLY CHAIN MANAGEMENT

SL NO.	Subject Code	SUBJECTS OFFERED	SEMESTER	Credits	FACULTY IN-CHARGE
1	21MBA431	Supply chain designing, Sourcing and Optimization	III	3	Dr. Santhosh M
2	21MBA432	Logistics Management	III	3	Dr. Santhosh M
3	21MBA433	Lean Management	III	3	Dr. Santhosh M
4	21MBA434	Business Process Modeling and ERP	III	3	Prof. Vandana
5	21MBA435	Business Dynamics Modeling and Simulation	III	3	Dr. Santhosh M
6	21MBA436	SCM for E-Commerce	III	3	Dr. Santhosh M
7	21MBA441	World Class Manufacturing	IV	3	Dr. Suresh N
8	21MBA442	Business Process Improvement	IV	3	Dr. Suresh N
9	21MBA443	Business Analytics for SCM	IV	3	Dr. Santhosh M
10	21MBA444	Continues Quality Improvement	IV	3	Dr. Suresh N

BUSINESS ANALYTICS

SL NO.	Subject Code	SUBJECTS OFFERED	SEMESTER	Credits	FACULTY IN-CHARGE
1	21MBA531	Predictive Analytics using R	III	3	Prof. Dileep
2	21MBA532	Big Data Analytics	III	3	Prof. Shreya Shankar
3	21MBA533	Descriptive Analytics and Data Visualization	III	3	Prof. Vandana
4	21MBA534	Analytics applications in Functional Areas	III	3	Prof. NNS Reddy
5	21MBA535	Business Intelligence	III	3	Prof. NNS Reddy
6	21MBA536	Data Warehousing and Data Mining	III	3	Prof. NNS Reddy
7	21MBA541	Emerging technologies	IV	3	Prof. Vandana
8	21MBA542	Machine Learning using R	IV	3	Prof. Vandana
9	21MBA543	IT Risk Management and Data Security	IV	3	Prof. Vandana
10	21MBA544	Analytics for E-Commerce and Retail	IV	3	Dr. Santhosh M



HUMAN RESOURCE MANAGEMENT

SL NO.	Subject Code	SUBJECTS OFFERED	SEMESTER	Credits	FACULTY IN-CHARGE
1	21MBA631	Talent Management and Employee Engagement	III	3	Dr. Anupama Malagi
2	21MBA632	Performance Management and Competency Mapping	III	3	Dr. Narasima Venkatesh
3	21MBA633	Industrial Relations and Employment Laws	III	3	Dr. Anupama Malagi
4	21MBA634	Learning and Development	III	3	Dr. Narasima Venkatesh
5	21MBA635	Organisation Change and Development	III	3	Dr. Anupama Malagi
6	21MBA636	Leadership and Team Management	III	3	Prof. Ramya S
7	21MBA641	Strategic and International HRM	IV	3	Dr. Narasima Venkatesh
8	21MBA642	Compensation and Reward Management	IV	3	Prof. Sowmya D S
9	21MBA643	Business Analytics for HR and HR Information System	IV	3	Prof. Dileep
10	21MBA644	Knowledge Management and Learning Organisation	IV	3	Prof. Ramya S

SL.NO	Subject Code	COURSE TITLE	CREDITS	SEMESTER	FACULTY IN-CHARGE
1	21MBA711	IT Skills	2	I	Prof. Vandana
2	21MBA712	Soft Skills (Communication, Presentation, Interpersonal Skills, Negotiations Skills, Agility Building, Resilience Building, life skills, Business Etiquettes, Aptitude, Personality Development)	2	I	Ms. Payal Jindal
3	21MBA721	Employability Skills (Futuristic skills, Resume Building and Aptitude, GD, PI, Current Affairs)	2	II	Ms. Payal Jindal
4	21MBA722	Advanced IT Skills	2	II	Prof. NNS Reddy
5	21MBA731	Domain Specific Skills- II	2	III	Ms. Payal Jindal
		TOTAL	10		



Other Courses

SL.NO	Subject Code	COURSE TITLE	CREDITS	SEMESTER	FACULTY IN-CHARGE
1		Experiential Courses			
	21MBA811	Leadership and Team Management	AC	I	Prof. Ramya S
	21MBA833	Design Thinking and Creativity for Business	AC	III	Prof. Uma Sharma
2		Immersion Programs			
	21MBA831	Social Immersion [Rural / Urban / NGO / Government] Two Weeks after II Semester or	AC	III	Prof. Sowmya D S
	21MBA832	International Immersion [Two Weeks after II Semester]			Dr. Anupama K Malagi
	21MBA841	Research Immersion	3	IV	Dr. Padmalini Singh
	21MBA821	Business Immersion I	3	II	Prof. Anitha D'Silva & Prof. Dileep
	21MBA842	Business Immersion II	3	IV	Prof. Anitha D'Silva & Prof. Dileep

SL.NO	Subject Code	COURSE TITLE	CREDITS	SEMESTER	FACULTY IN-CHARGE
3		Liberal Education / Arts			
	21MBA812	Foreign Language	2	I	Dr. Anupama K Malagi
	21MBA813	Health & Wellness	AC	I	Prof. Chandran A
	21MBA823	Performing Arts, Photography & Movie making	AC	II	Prof. Ramya S
4	21MBA822	Open Elective I [MOOC] 6-12 weeks	AC	II	Dr. Anupama K Malagi
	21MBA834	Open Elective II [MOOC] 6-12 weeks	AC	III	Dr. Anupama K Malagi



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- 10; Internal test (Average of 2 tests)- 10; Assignments & Projects-30]

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

* Promoting to II year = Students should clear **75%** of total credits

* **Supplementary Exams** will be offered after every 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 description	Outstanding	First class Exemplary	First class Distinction	First class	Higher second class	Second class	Pass class	Fail/ re-appear	Absent

12/24/2022

RV Institute of Management

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Consolidated Structure (MBA Semester System)

S.NO	TITLE	I	Business Immersion I	II	SOCIAL/ Int. IMMERSION	III	Business Immersion II	IV	CREDIT S	FACULTY INCHARGE
1	Experiential courses Leadership and Team Management- I Sem & Design Thinking and Creativity for Business-III Sem	AC				AC			AC	Prof. Ramya - I & Prof. Uma - III
2	Core Courses	8 [6*3 cr + 2*2 cr]		7 [7*3 cr]		2 [2*3 cr]		3 [1*3cr + 2*2cr]	56	
3	Specialization Courses	-----		-----		6 (4 Maj + 2 Min) [6*3 cr]		4 (2 Maj + 2 Min) [4*3 cr]	30	
4	Research Incubation / Immersion	Run across all 4 semesters- credit will be considered in IV Semester [3 credits]							3	Dr. Padmalini Singh
5	Open Elective I & II (MOOC's) (II & III Sem for 6-12 weeks)	-----		AC		AC		-----	AC	Dr. Anupama Malagi
6	Business Immersion [Internship- Management in practice (2 months)]	-----	3 cr	-----		-----	3 cr		6	Prof. Anitha D Silva & Prof. Dileep
7	Liberal Education / Arts:- Foreign language (I Sem)	1 [2 cr]							2	Dr. Anupama Malagi
8	Health & Wellness (I sem, Practice based course)	AC							AC	Prof. Chandran A
9	Social immersion (Rural/ Urban/ NGO/ Govt.) After II Semester (Two Weeks) or				Social Immersion or International Immersion				AC	Prof. Sowmya D S
	International Immersion After II Semester (Two weeks)									Dr. Anupama Malagi
10	Performing Arts, Photography & Movie Making			AC					AC	Prof. Ramya S
11	Skill Enhancement courses	2* 2 cr		2* 2 cr		1* 2 cr			10	Prof. Payal Jindal & Prof. Reddy
	Total credits	28	3	25		26	3	22	107	
		4.5 Months	1.5 Months	4.5 Months	2 weeks	4.5 Months	2 Months	4.5 Months	22 Months	
		Oct - Feb	Feb- March	April-August	August	Sep-Jan	Jan-March	March-July		

