RV Institute of Management®
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Jayanagar, Bengaluru - 560041, Karnataka, India

Autonomous Institution Affiliated to Bangalore City University

Approved by AICTE, New Delhi, Accredited by NAAC with 'A+' Grade

QS I-Gauge Diamond Rated

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NAAC CRITERIA 1.2.2 — ELECTIVE COURSES SHOWCASE

Number of courses in the programmes offering CBCS / elective course system

About this Document

This document showcases the elective courses offered under the Choice Based Credit System (CBCS) at R V Institute of Management, including specialization electives, open electives (MOOC / Coursera) and domain-specific courses, with syllabus pages highlighting the elective components. The original showcase pages follow.

The pages that follow are retained in their original form as submitted evidence.

R V INSTITUTE OF MANAGEMENT

(Autonomous under Bengaluru City University)

CHOICE BASED CREDIT SYSTEM & ELECTIVES

NAAC Criteria 1.2.2 | AY 2025-26

ELECTIVE ECOSYSTEM AT A GLANCE

178 students
Coursera Open Elective MOOCs (II Sem)

111+ distinct MOOCs
chosen from global universities & industry

175 students
Open Elective tracks in III Semester

175 students
Domain Specific Courses (III Sem)

6 specializations
Marketing | E&FEM | Finance | OSCM | AI&BA | HRM

100% programmes
under CBCS - MBA, PGDBA & PhD

Contents: Coursera MOOC catalogue - Open Elective tracks - Domain Specific courses - Specialization electives (2023 & 2026 Schemes) - PGDBA electives

COURSERA OPEN ELECTIVE MOOCs - II SEMESTER (2024-26 BATCH)

178 students | 111 distinct courses | 1 credit each, 20-30 hours

Course chosen by students	Students
Financial Markets	23
Supply Chain Management And Analytics	12
Leadership Skills	11
Business Finance And Data Analysis Fundamentals	7
Leadership And Society	4
Leading People And Teams	4
Excel Skills For Data Analytics And Visualization	3
Discontinued	3
Preparatory Certificate In Finance And Financial Markets	2
Financial Management Specialization	2
Financial Market	2
Supply Chain Management Specialization	2
Organisational Leadership	2
English For Career Development	2
Leading People And Teams Specialization	2
Foundational Finance For Strategic Decision Making	2
Supply Chain Management & Analytics	1
Generative Ai : Introduction And Application	1
Six Sigma Green Belt	1
Product Manager	1
Workplace Psychological Health And Safety Specialization	1
Think Like A Cfo (Corporate Finance)	1
Organizational Leadership	1
Financial Analysis Skills For Success	1
Project Management And Planning Specialization	1
Supply Chain Management Strategy	1
Introduction To Generative Al Learning Path Specialization	1
Python For Data Science,Ai & Development	1
Understabding Financial Markets	1
Project Management And Planning	1
Oracle Sql Database	1
Python For Data Science And Ai	1
Human Anatomy And Medical Terminology Fundamentals	1
Project Planning: Putting It All Together	1
Product Management	1
Generative Ai For Growth Marketing	1
Business Finance And Data Analysis Fundamentals Specialisation	1
Generative Ai Fundamentals, Advance Data Analysis With Generative Ai	1

COURSERA OPEN ELECTIVE MOOCs - II SEMESTER (2024-26 BATCH)

178 students | 111 distinct courses | 1 credit each, 20-30 hours

Course chosen by students	Students
Generative Ai For Hr	1
Project Planning	1
Foundation Of Finance	1
Leadership Through Marketing	1
Professional Skills For Workplace	1
Organizational Leadership Specialozation	1
Generative Ai For Human Resource Management	1
Sustainable Cities And Communities	1
Ai For Business: Branding, Creative Content, And Market Specialization.	1
Graphic Design Elements For Non-Designers	1
Financial Marketing	1
Project Management Principles And Practices	1
Basics Of Statutory Compliance And Taxation	1
Google Data Analytics	1
Investment Management	1
Generative Al For Automation	1
The Digital Marketing Revolution	1
Human Resource Management: Hr For People Managers Specialization	1
Leadeship And Critical Thinking	1
Meta Marketing Science	1
Improve Your English Communication Skills	1
Excel Skill For Business, Advance	1
Life Of Happiness And Fulfilment	1
Agile Leadership Specialization	1
International Business	1
Aws Fundamentals	1
Finance For Everyone & Excel For Business	1
Using Data Analytics In Supply Chain	1
Accounting And Decision Making	1
Speak English Professionally	1
Fundamentals Of Accounting And Reporting	1
Federal Taxation I : Individuals, Employees And Sole Proprietors	1
Professional Skills For The Workplace	1
Generative Ai For Hr Professionals	1
Excel Skills For Business: Advanced	1
Ux Design	1
Supply Chain Management Speclization	1
Hotel Management: Distribution Revenue And Demand Management	1

COURSERA OPEN ELECTIVE MOOCs - II SEMESTER (2024-26 BATCH)

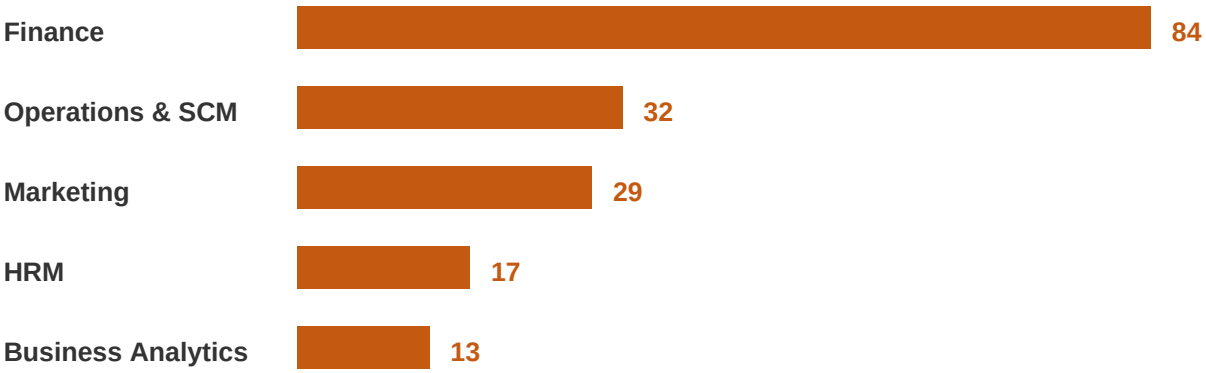
178 students | 111 distinct courses | 1 credit each, 20-30 hours

Course chosen by students	Students
Persuasive Communication	1
Generative Ai For Human Resources (Hr) Professionals	1
Strategic Leadership:Impact,Change And Decision Making.	1
Python For Data Science ,Ai And Development	1
Adobe Content Creator Professional Certificate	1
Generative Ai For Human Resouces (Hr) Professional	1
Supply Chain Management Specialisation	1
Ui / Ux Design	1
Excel Skill For Business:Advanced	1
Wilderness First Aid	1
Left The Institute	1
Generative Ai For Business Applications(Hr, Business Analyst, Business Intellige·	1
Preparatory Certification In Finance And Financial Markets	1
Ui / Ux Design Specialization	1
A Life Of Happiness And Fulfillment	1
Social Media Marketing In Practice	1
Quantitative Aptitude And Data Interpretation	1
Fedaral Taxation I : Individuals. Employees And Sole Proprietors	1
High Performance Collaboration : Leadership,Teamwork And Negotitation	1
Human Resource Management: Hr For People Managers	1
Fundamental Of Financial Analysis	1
Digital Marketing Revolution	1
Business Finance And Data Analysis Foundation	1
Customer Understanding And Digital Marketing Channels, Measurement Analysis	1
Microsoft 365 Essentials	1
Project Management- Principles And Practices	1
Supply Chain Management And Analytics. & Introduction To Data Analytics For Busi·	1
Salesforce Sales Operations	1
Modern And Contemporary Art Design	1
Unilever Digital Marketing Analyst	1
Generative Ai	1
Write Professional Emails In English	1
Excel Skills For Data Analytics And Visualizations	1
Human Resource Management-Hr For People Managers	1
Google Project Management	1

OPEN ELECTIVE (III SEM) & DOMAIN SPECIFIC COURSES

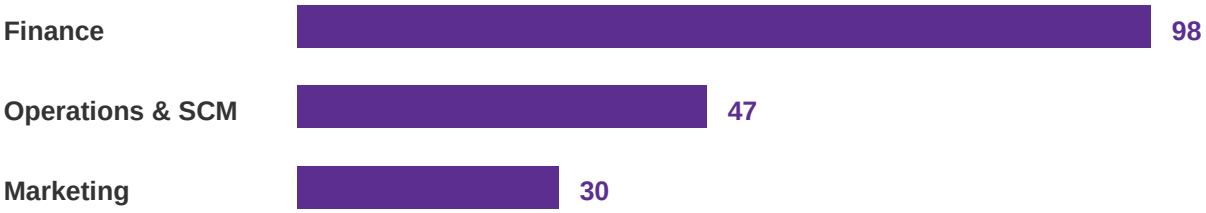
Student distribution across tracks - AY 2025-26

OPEN ELECTIVE - III SEMESTER



DOMAIN SPECIFIC COURSES (23MBA731)

MCQ + MOOC viva + guided presentation + workshop-based CIA



SPECIALIZATION ELECTIVES - MBA 2023 SCHEME

6 tracks | Semesters III & IV | 3 credits each

AI & BUSINESS ANALYTICS

23MBA531 Predictive Analytics Using R
23MBA535 Analytics Applications In Functional Areas
23MBA534 Data Warehousing And Data Mining
23MBA533 Big Data Analytics
23MBA541 Machine Learing Using Python
23MBA542 Emerging Technologies
23MBA544 Analytics For E-Commerce And Retail

ENTREPRENEURSHIP & FEM

23MBA232 Social Entrepreneurship And Innovation
23MBA233 Business Model Canvas & Business Plan Deve·
23MBA234 Entrepreneurship In Action Part I (Practic·
23MBA235 Entrepreneurial Leadership
23MBA236 Technology For Start-Ups And Family Busine·
23MBA237 Corporate Entrepreneurship
23MBA243 Entrepreneurship Ecosystem In India
23MBA244 Entrepreneurship In Action Part- Ii (Pract·
23MBA245 Managing And Growing Family Business
23MBA246 Financial Management For Entrepreneurs

FINANCE

23MBA332 Business Valuation And Financial Modeling
23MBA333 Tax Management
23MBA335 Financial Analytics
23MBA334 Merchant Banking And Financial Services
23MBA336 Cost Management
23MBA341 Risk Management And Derivatives
23MBA342 International Financial Management
23MBA344 Banking And Insurance
23MBA343 Behavioral Finance

HRM

23MBA636 International Human Resource Management
23MBA632 Performance Management And Competency Mapp·
23MBA633 Industrial Relations And Employment Laws
23MBA634 Hr Analytics
23MBA635 Compensation And Reward Management
23MBA631 Talent Management And Employee Engagement
23MBA444 Strategic Quality Management
23MBA643 Leadership And Change Management
23MBA642 Learning Organisations And Knowledge Manag·
23MBA641 Managing Teams
23MBA644 Learning And Development

MARKETING

23MBA131 Sales And Distribution Management
23MBA135 Business And Social Marketing
23MBA133 Service And Retail Marketing
23MBA134 Business Analytics For Marketing
23MBA132 Consumer Behaviour And Neuro Marketing
23MBA136 Application Of Digital Marketing
23MBA141 Integrated Marketing Communication
23MBA143 Rural And Green Marketing
23MBA142 Product And Brand Management
23MBA144 Customer Experience Management

OPERATIONS & SCM

23MBA441 World Class Manufacturing
23MBA431 Operations And Supply Chain Management
23MBA434 Logistics Management
23MBA543 It Risk Management And Data Security

SPECIALIZATION ELECTIVES - MBA 2026 SCHEME

6 tracks | Semesters III & IV | 3 credits each

AI & BUSINESS ANALYTICS

26MBA531 Generative Artificial Intelligence For Bus·
26MBA532 Predictive Analytics Using R
26MBA533 Data Visualization And Story Telling Using
26MBA534 Database Management Using Mysql
26MBA535 Analytics Applications In Functional Areas
26MBA536 Data Warehousing And Data Mining
26MBA537 Big Data Analytics
26MBA538 Applications Of Generative Ai
26MBA541 Machine Learing Using Python
26MBA542 Emerging Technologies
26MBA543 Cybersecurity Fundamentals: Risk, Governan·
26MBA544 Analytics For E-Commerce And Retail

ENTREPRENEURSHIP & FEM

26MBA232 Social Entrepreneurship And Innovation
26MBA233 Business Model Canvas & Business Plan
26MBA234 Entrepreneurship In Action Part I
26MBA235 Green And Agri-Tech Entrepreneurship
26MBA236 Entrepreneurial Leadership
26MBA237 Technology For Startups And Family
26MBA238 Corporate Entrepreneurship
26MBA243 Entrepreneurship Ecosystem In India
26MBA244 Entrepreneurship In Action Part- Ii
26MBA245 Managing And Growing Family Business
26MBA246 Financial Management For Entrepreneurs

FINANCE

26MBA332 Business Valuation And Mergers &
26MBA333 Tax Management
26MBA334 Fintech & Financial Analytics
26MBA335 Investment Banking And Financial Services
26MBA336 Cost Management
26MBA337 Forensic Accounting And Auditing
26MBA341 Risk Management And Derivatives
26MBA342 International Financial Management
26MBA343 Banking And Insurance
26MBA344 Behavioral Finance

HRM

26MBA631 International Human Resource Management
26MBA632 Performance Management And Competency Mapp·
26MBA633 Industrial Relations And Employment Laws
26MBA634 Ai And Hr Analytics
26MBA635 Compensation And Reward Management
26MBA636 Talent Management And Employee Engagement
26MBA637 Strategic Human Resource Management
26MBA641 Leadership And Change Management
26MBA642 Learning Organisations And Knowledge Manag·
26MBA643 Managing Teams
26MBA644 Learning And Development

MARKETING

26MBA131 Sales And Distribution Management
26MBA132 Business And Social Marketing
26MBA133 Service And Retail Marketing
26MBA134 Business Analytics For Marketing
26MBA135 Consumer Behavior And Neuromarketing
26MBA136 International Marketing
26MBA137 E-Commerce And Digital Supply Chain
26MBA141 Integrated Marketing Communication
26MBA142 Rural And Green Marketing
26MBA143 Product And Brand Management
26MBA144 Customer Experience Management

OPERATIONS & SCM

26MBA431 World Class Manufacturing
26MBA432 Demand And Supply Management
26MBA433 Logistics Design And Management
26MBA434 Scm Technology And Analytics
26MBA435 Service Operations Management
26MBA436 Project Management For Operational
26MBA437 Operations Strategy And Network Design
26MBA441 Strategic Sourcing And Supplier Relationship
26MBA442 E-Commerce And Digital Supply Chain Manage·
26MBA443 Quality Management And Lean Six Sigma
26MBA444 Cross-Functional Integration For Scm

PGDBA - FUNCTIONAL & OPEN ELECTIVES (2026 SCHEME)

Functional electives: any one | Open electives: 4 MOOCs across two semesters

FUNCTIONAL ELECTIVES (3 credits, Sem II)

26PGB221	AI and Financial Analytics
26PGB222	AI and HR Analytics
26PGB223	Marketing & Retail Analytics
26PGB224	SCM Technology & Analytics

OPEN ELECTIVES (MOOC, 1 credit each)

26PGB311	Open Elective I - Sem I
26PGB312	Open Elective II - Sem I
26PGB323	Open Elective III - Sem II
26PGB324	Open Elective IV - Sem II

CBCS COVERAGE

MBA (2021-22) - PGDBA (2023-24) - PhD (2013-14): 100% of programmes under CBCS/electives

