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Autonomous Institution Affiliated to Bangalore City University

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

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CROSS-CUTTING ISSUES COMPENDIUM

NAAC Criteria 1.3.1 | Professional Ethics · Gender · Human Values · Environment · Sustainability

A compendium of courses and activities through which cross-cutting issues are embedded across the MBA and PGDBA curricula at R V Institute of Management.

The pages that follow are retained in their original form, without any modification.

R V INSTITUTE OF MANAGEMENT

(Autonomous under Bengaluru City University)

CROSS-CUTTING ISSUES IN THE CURRICULUM

NAAC Criteria 1.3.1 | Professional Ethics - Gender - Human Values - Environment - Sustainability

FIVE CADRES, ONE CURRICULUM

PROFESSIONAL ETHICS	16 courses (2023 Scheme) · 39 courses (2026 Scheme)
GENDER	1 courses (2023 Scheme) · 6 courses (2026 Scheme)
HUMAN VALUES	6 courses (2023 Scheme) · 8 courses (2026 Scheme)
ENVIRONMENT	14 courses (2023 Scheme) · 25 courses (2026 Scheme)
SUSTAINABILITY	9 courses (2023 Scheme) · 27 courses (2026 Scheme)

Total courses integrating cross-cutting issues: 34 (2023 Scheme) · 59 (2026 Scheme)

Beyond the classroom: RERB & Research Ethics Policy - SIP with NGOs - 54 functional MoUs - senior-citizen digital literacy - KGBV teacher capacity building - yoga & wellness - social outreach

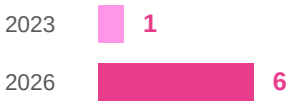
NUMBER OF COURSES UNDER EACH CADRE (item k)

Course-level integration identified from syllabus content - 2023 vs 2026 Scheme

Professional Ethics



Gender



Human Values



Environment



Sustainability



Note: a course may map to more than one cadre. Identification: 2+ substantive mentions in syllabus content (modules, outcomes, topics). Detailed gists on the following pages.

COURSES INTEGRATING CROSS-CUTTING ISSUES - 2023 SCHEME (MBA)

Course code | semester | cadres | gist of relevant topics (item c)

21MBA231 Strategic Management & Corporate Governance — Sem 3

Professional Ethics

- Title STRATEGIC MANAGEMENT & CORPORATE GOVERNANCE Term/Semester III Course ID 21MBA231 Credits 3

23MBA121 Digital Marketing — Sem 2

Environment

- marketing - Online marketplace analysis: micro-environment · customer characteristics; personas; customer

23MBA132 Consumer Behaviour And Neuro Marketing — Sem 3

Professional Ethics

- and its techniques. CO5: To be ab;e to explain ethics in neuromarketing. Course content and

23MBA135 Business And Social Marketing — Sem 3

Environment

- or actions. It promotes Health and Safety, Environment causes, Social activism etc. This course will teac

23MBA136 Application Of Digital Marketing — Sem 3

Environment **Sustainability**

- can pursue solutions to pain points caused by environmental change or to social problems across the globe
- MANAGEMENT SPECIALIZATION Introduction: Social entrepreneurs use their business model to make a social im

23MBA143 Rural And Green Marketing — Sem 4

Environment **Sustainability**

- Title RURAL AND GREEN MARKETING Term/Semester IV Course ID 23MBA143 Credits
- Title RURAL AND GREEN MARKETING Term/Semester IV Course ID 23MBA143

23MBA221 Entrepreneurship And Start-Up Management — Sem 2

Professional Ethics

- Kindersley (India Pvt Ltd) 6. Bangalore Business ethics, ethical decision making and cases 6th edition O.

23MBA232 Social Entrepreneurship And Innovation — Sem 3

Sustainability

- Title SOCIAL ENTREPRENEURSHIP AND INNOVATION Term / Semester III Course ID 23MBA232

23MBA233 Business Model Canvas & Business Plan Development — Sem 3

Professional Ethics

- Kindersley (India Pvt Ltd) 6. Bangalore Business ethics, ethical decision making and cases 6th edition O.

23MBA234 Entrepreneurship In Action Part I (Practice Based — Sem 3

Professional Ethics **Environment** **Sustainability**

- Kindersley (India Pvt Ltd) 6. Bangalore Business ethics, ethical decision making and cases 6th edition O.
- Hours · Defining SEERS; Social · Environmental · Economic Responsibility and Sustainability · Sustainabil
- Social · Environmental · Economic Responsibility and Sustainability · Sustainability Matrix · Financial C

23MBA235 Entrepreneurial Leadership — Sem 3

Professional Ethics

- Kindersley (India Pvt Ltd) 7. Bangalore Business ethics, ethical decision making and cases 6th edition O.

23MBA236 Technology For Start-Ups And Family Businesses — Sem 3

Environment

- as it is the need for the hour in the uncertain environment. Course Outcomes: After successful completion

23MBA237 Corporate Entrepreneurship — Sem 3

Professional Ethics

- entrepreneurial behaviour. CO4: Evaluate the ethical dimensions of corporate entrepreneurial behaviour. C

23MBA241 International Business — Sem 4

Professional Ethics

- MANAGEMENT Module 3: Export Import Procedures and Ethics in IB 10 Hours · Documentation

23MBA242 Values ·Ethics ·Esg — Sem 4

Professional Ethics | Human Values | Environment | Sustainability

- Title VALUES ·ETHICS ·ESG Term/Semester IV Course ID 23MBA242
- of India. CO2 - Accept the nature of Universal Human values and Harmony in society. CO3 - Assess the impo
- (customers, owners, employees, communities, and environmentalists) and the challenges for business in the
- Title VALUES ·ETHICS ·ESG Term/Semester IV Course ID 23MBA242

23MBA243 Entrepreneurship Ecosystem In India — Sem 4

Professional Ethics

- Kindersley (India Pvt Ltd) 5. Bangalore Business ethics, ethical decision making and cases 6th edition O.

23MBA244 Entrepreneurship In Action Part- Ii (Practice — Sem 4

Professional Ethics

- 6. Bangalore Business ethics, ethical decision making and cases 6th edition O.C Ferrell,

23MBA342 International Financial Management — Sem 4

Professional Ethics

- Euro Currency Markets, Anti-money laundering compliance measures, and international banking services. Cou

23MBA432 Supply Chain Designing,Sourcing — Sem 3

Environment

- planning: Technical, schedule, cost, funding, and environmental risks. · Business continuity planning and

23MBA433 Scm For E -Commerce — Sem 3

Environment

- SRM; Components of SRM - Internet driven SRM environment; e-SRM services function; e · SRM processing; e

23MBA434 Logistics Management — Sem 3

Sustainability

- V. Sople (2nd Edn.) Pearson Limited, 2009. 2. "Sustainable Logistics and Supply Chain Management: Princip

23MBA543 It Risk Management And Data Security — Sem 4

Professional Ethics

- Evolution; Principles; CIA · Confidentiality, Integrity, Availability · Vulnerabilities: People-Process-T

23MBA611 Management And Organisational Behaviour — Sem 1

Environment

- for information exchange, collaborative working environment and other presentation tools CO5: Analyse var

23MBA632 Performance Management And Competency Mapping — Sem 3

Human Values

- Management for Performance - Mental Health and Wellness for Better Productivity - Happiness Index and Per

23MBA636 International Human Resource Management — Sem 3

Professional Ethics | Environment | Sustainability

- Benefits Systems - Virtual Organizations - Ethics in IHRM Pedagogy: 1. Classroom Discussion 2. Activity
- and Brand Management 3 23MBA143 Rural and Green Marketing 4 23MBA144 Customer Experience Management
- 3 36 50 50 2 23MBA242 Values-Ethics-ESG 3 36 50 50 EC2 23MBA841 Managerial Research Skills

23MBA643 Leadership And Change Management — Sem 4

Professional Ethics | Environment

- leadership - Leadership framework - Leadership ethics - Leadership Theories: - Great Man Theory of Leader
- Managing Change - Concept of Analyzing the Environment - Perspectives on Change: Contingency; Resource De

23MBA712 Communication And Soft Skills — Sem 1

Human Values

- hrs.) · Emotional Intelligence · Five steps to enhance EQ (Social Skills, Self-Regulation,

23MBA731 Domain Specific Skill — Sem 3

Gender Sustainability

- 6.8 16 81 Gender Analytics: Gender Equity through Inclusive Design(HR)
- Universi ty of New Jersey Beginner 7.2 4.8 ESG Investing: Financial Decisions in Flux(Finance)

23MBA821 Social Immersion Programme — Sem 2

Sustainability

- skills and to understand the problems of Rural/Urban/NGOs/Government or any other social issues of the

23MBA822 Open Electives I — Sem 2

Human Values

- INSTITUTE OF MANAGEMENT Introduction: Health and Wellness is a matter of concern at times and routine mos

23MBA823 Health And Wellness — Sem 2

Human Values

- Title HEALTH AND WELLNESS Term/Semester II Course ID 23MBA823 Credits 2 69

23MBA831 Business Immersion — Sem 3

Professional Ethics Environment

- Immersion and will be submitted to the mentor for plagiarism check before the completion of Immersion pro
- students to experience the rigor of professional environment in form and substance. It also develops tech

23MBA832 Design Thinking And Creativity For Business — Sem 3

Human Values

- the design thinking framework and develop an empathy map. CO2: Demonstrate the ability to define a proble

23MBA841 Managerial Research Skills Lab — Sem 4

Environment

- through student-centered research by creating an environment to develop research culture. Research- based

COURSES INTEGRATING CROSS-CUTTING ISSUES - 2026 SCHEME (MBA)

Course code | semester | alignment with the five cadres (item c)

Course Code	Course Title	Sem	Prof. Ethics	Gender	Human Values	Environment	Sustainability
26MBA111	Marketing Management	1	✔	–	–	✔	–
26MBA132	Business And Social Marketing	3	✔	–	–	✔	✔
26MBA133	Service And Retail Marketing	3	✔	–	–	–	✔
26MBA135	Consumer Behavior And Neuromarketing	3	–	–	–	✔	–
26MBA136	International Marketing	3	–	–	–	✔	✔
26MBA137	E-COMMERCE And Digital Supply Chain Marketing	3	–	–	–	✔	✔
26MBA142	Rural And Green Marketing	4	✔	–	–	✔	✔
26MBA213	Business Research Methods	1	✔	–	–	–	–
26MBA221	New Age Entrepreneurship	2	✔	–	–	–	✔
26MBA231	Strategic Management & Corporate Governance	3	✔	–	–	✔	✔
26MBA232	Social Entrepreneurship And Innovation	3	–	–	–	✔	✔
26MBA233	Business Model Canvas & Business Plan Development	3	✔	–	–	–	–
26MBA234	Entrepreneurship In Action Part I	3	✔	–	–	–	–
26MBA235	Green And Agri-Tech Entrepreneurship	3	–	–	–	✔	✔
26MBA236	Entrepreneurial Leadership	3	✔	–	–	✔	✔
26MBA237	Technology For Startups And Family Businesses	3	–	–	–	✔	–
26MBA238	Corporate Entrepreneurship	3	✔	–	–	–	–
26MBA241	International Business	4	✔	–	✔	✔	✔
26MBA242	Values – Ethics – ESG	4	✔	–	✔	✔	✔
26MBA243	Entrepreneurship Ecosystem In India	4	✔	–	–	–	–
26MBA244	Entrepreneurship In Action Part- II	4	✔	–	–	–	–
26MBA333	Tax Management	3	✔	–	–	–	–
26MBA334	Fintech & Financial Analytics	3	✔	–	–	–	–
26MBA337	Forensic Accounting And Auditing	3	✔	–	–	–	–
26MBA342	International Financial Management	4	✔	–	–	✔	✔
26MBA343	Banking And Insurance	4	✔	✔	–	✔	✔
26MBA422	Supply Chain Management	2	✔	–	✔	–	✔
26MBA431	World Class Manufacturing	3	–	–	–	–	✔
26MBA432	Demand And Supply Management	3	–	–	–	–	✔
26MBA433	Logistics Design And Management	3	–	–	–	✔	–
26MBA434	Scm Technology And Analytics	3	✔	–	–	✔	✔
26MBA435	Service Operations Management	3	–	–	–	✔	–
26MBA437	Operations Strategy And Network Design	3	–	–	–	✔	✔
26MBA441	Strategic Sourcing And Supplier Relationship Management	4	✔	✔	–	–	✔
26MBA443	Quality Management And Lean Six Sigma	4	✔	–	–	✔	–
26MBA531	Generative Artificial Intelligence For Business	3	✔	–	–	–	–
26MBA534	Database Management Using MySQL	3	✔	–	–	–	–
26MBA536	Data Warehousing And Data Mining	3	✔	–	–	–	–
26MBA538	Applications Of Generative AI	3	✔	–	–	–	–
26MBA542	Emerging Technologies	4	✔	–	–	–	✔
26MBA543	Cybersecurity Fundamentals: Risk, Governance & Privacy	4	✔	–	–	✔	–
26MBA611	Management And Organisational Behaviour	1	–	✔	–	–	–

COURSES INTEGRATING CROSS-CUTTING ISSUES - 2026 SCHEME (MBA) (contd.)

Course code | semester | alignment with the five cadres (item c)

Course Code	Course Title	Sem	Prof. Ethics	Gender	Human Values	Environment	Sustainability
26MBA621	Human Resource Management	2	✔	✔	–	–	✔
26MBA631	International Human Resource Management	3	✔	–	–	–	–
26MBA632	Performance Management And Competency Mapping	3	–	–	✔	–	–
26MBA633	Industrial Relations And Employment Laws	3	✔	–	–	–	✔
26MBA635	Compensation And Reward Management	3	✔	–	–	–	–
26MBA636	Talent Management And Employee Engagement	3	–	–	✔	–	–
26MBA637	Strategic Human Resource Management	3	✔	✔	–	✔	✔
26MBA641	Leadership And Change Management	4	✔	–	–	–	–
26MBA642	Learning Organisations And Knowledge Management	4	–	–	–	–	✔
26MBA643	Managing Teams	4	–	–	–	✔	–
26MBA712	Communication And Soft Skills	1	–	–	✔	–	–
26MBA721	Business Analytics Skills	2	–	–	–	✔	–
26MBA821	Business Immersion Programme	2	✔	–	–	–	–
26MBA823	Open Elective- III (During BIP)	2	–	–	✔	–	✔
26MBA824	Health And Wellness	2	✔	–	✔	–	–
26MBA831	Social Immersion Programme	3	–	✔	–	–	✔
26MBA841	Managerial Research Skills Lab	4	✔	–	–	✔	–

Detailed evidence: the relevant subjects and syllabus content are highlighted in “1.3.1 2026 SCHEME MBA SYLLABI.pdf” (same folder).

EVIDENCE CHECKLIST (a - k)

Status of supporting documents for Criteria 1.3.1

a **BoS, AC & GB meeting minutes**

5th BoS / 5th AC (02.01.2026) / 5th GB (19.01.2026) in criteria folders; highlighted copies in 1.2.1 evidence PDF

b **Syllabus highlighted by cadre with different colors**

This document (cadre color tags + topic gists); full-syllabus color highlighting can be generated on request

c **Year-wise course table with code, credits, semester & topic gist**

Course pages of this document + companion Word version

d **Strategic retreat meeting minutes**

To be appended when available

e **Ethics: plagiarism check, RERB, project & internship reports**

'Approved Research Ethics Policy and research Ethics review.pdf' (1.1.1 folder); plagiarism reports to be attached

f **Student research projects & papers showcased**

IISc Conference report (1.3.1/Courses); BIDA 2026 & ICDTE 2025 papers; MRSL publications 2024

g **SIP details with specific causes**

SIP (23MBA821) NGO list & student reports - 'Criteria 1 (New) V1/1.3.3' folder

h **MoUs with NGOs / community partners**

54 functional MoUs in 1.3.1/Courses/Functional MoU's (incl. Gyanarjan, Amrus Innovate Green Technologies)

i **Yoga; village/school adoption; CSR; social hackathons**

Centre for Peace & Yoga; KGBV teachers capacity building (Aditya Birla JK Trust); Computer Literacy for Senior Citizens (38th batch); free eye camp; Training for Youth Champions

j **SDPs (skill development programmes)**

37 activity/workshop reports in 1.3.1/Courses (Tally, Prowess, AI workshops, bootcamps, FDPs)

k **Number of courses under each cadre**

Infographic on page 2 of this document

BEYOND THE CLASSROOM - OUTREACH MAPPED TO CADRES

Activities & partnerships during AY 2025-26 (from 1.3.1 evidence folder)

HUMAN VALUES

- Computer Literacy Programme for Senior Citizens - 38th batch (Dec 2025 - May 2026)
- Free Eye Camp & wellness sessions for senior citizens and staff
- Centre for Peace & Yoga - regular yoga and mindfulness activities
- Training for Youth Champions

GENDER

- Panel discussion 'Inspiring Inclusiveness' - International Women's Day (14.03.2026)
- Self-Defense workshops for students
- Capacity Building for Teachers of KGBV (girls') Schools - with Aditya Birla Fashion Retail Jan Kalyan Trust

PROFESSIONAL ETHICS

- Research Ethics Review Board (RERB) & approved Research Ethics Policy
- Plagiarism screening for MRSL / SIP / BIP reports
- Audit awareness sessions ('Beyond Compliance', CA-led audit workshops)

ENVIRONMENT

- MoU with Amrus Innovate Green Technologies
- Green & Agri-tech Entrepreneurship (26MBA235) - new 2026 Scheme course
- Rural & Green Marketing (26MBA142)

SUSTAINABILITY

- SIP - Social Immersion Project with NGOs (180 students, cause-mapped)
- 17 SDG-linked institutional projects (Silver Jubilee initiative)
- Values-Ethics-ESG (26MBA242) core course; ESG certification within Strategic Management

