

Registration Details

- + Rs. 500 per participant.
- + Payment should be made by cash or DD/Cheque to be drawn in favour of "Director, R V Institute of Management" Payable at Bangalore.
- + Telephonic confirmation for spot registration is welcome.
- + Registration at 9.00 am.

Chief Patron

Dr. T V Raju, Director, RVIM

Organising Committee

Ms. Mary Metilda J, Sr. Assistant Professor
Mr. Manjunath S Menedhal, Assistant Professor
Ms. Pavithra S T, Assistant Professor
Ms. Bhavya Vikas, Assistant Professor
Mr. Gowrisha, Assistant Professor

Contact Details

9900246239, 9916395850, 080-42540312
Email: rvim.financedept@gmail.com



Rashtreeya Sikshana Samithi Trust

R V Institute of Management

CA 17, 36th Cross, 26th Main, 4th 'T' Block, Jayanagar, Bangalore – 560 041

Phone : 080-26547048 Fax : 080-26654920 E-mail : contact@rvim.in Website : www.rvim.in

Faculty Development Programme

on

Financial Case Studies and Analysis

Thursday, October 10, 2013

Organised by

Department of Finance

A Premier Institute in Management Education, Training, Research & Consultancy

R V Institute of Management

RVIM was started during the academic year 1999-2000, with the purpose of providing quality management education to aspiring youngsters. The Institute aims at imparting value based education in business administration and provide need based training, research and consultancy. The primary goal of the institution is to train and mould the students into professionally committed and socially responsible corporate leaders and entrepreneurs. Our Vision is to be, one of the Premier Institute in Management Education, Training, Research and consultancy.

Faculty Development Programme

The continuous enhancement of knowledge and institutional facilities is the need of the hour. Case study method reveals a comprehensive and complete presentation of facts, as they occur, in a single unit of analysis. Researchers have used case study method as research for many years across a variety of disciplines. The case study method exhibits the dynamic process of exchanging perspectives, countering, defending and building on each others ideas. By this, the students become adept at analyzing issues, exercising judgement and dealing with difficult decisions. Finance case studies cover the strategic approach to finance as well as tools for analysing financial data in the business. The FDP aims to apply the major aspects of finance theory to general problem solving. The resource persons for the FDP have rich experience and knowledge in the area of Finance, Consultancy and Research.

Objective

FDP attempts to supplement and refurbish the approach of faculty teaching in the area of finance to effectively deliver various concepts of Finance through case study analysis, thereby enhancing the quality of learning for students and nurturing in them, an integrated mindset to all problems in business and management.

Participation

Faculty members teaching finance subjects and guiding the finance projects.

Participants of FDP 2012



Session Details

Key Note Address	Dr. Prasanna Chandra
Session 1	Discussion on Financial Case Studies Dr. V Rajesh Kumar
Session 2	Case Study Analysis Dr. V Rajesh Kumar
Session 3	Practical Aspects of Financial Cases for Research Study Prof. S Ramesh

Resource Persons

Dr. Prasanna Chandra - Finance Guru

He is the Director, Centre for Financial Management, Bangalore. He has more than three and half decades of teaching experience in postgraduate and executive education programmes. He served as a professor of finance at Indian Institute of Management, Bangalore, for nearly two decades. He was a visiting professor of finance at Southern Illinois University, USA, for two years. He was appointed as a member of several government committees and has served on the board of a number of companies.

Dr. V Rajesh Kumar - Academic Consultant

He has 20 years of experience in the areas of finance and tax laws. He has co-authored many text books on Accounting and has also authored study materials on Finance and Taxation for various Universities. He has presented a paper on "Capital Asset Pricing Model" at Harvard University and has also conducted training programmes on Finance and Taxation for executives and managers of various companies like Wipro, Godrej, FCG, Sarfan Aerospace, Honeywell, KPCL, Fouress Engineers, Triveni Engineering, Tyco Electronics etc.

Prof. S. Ramesh - Company Secretary & Financial Consultant

He is a Professor at Indus Business Academy and a Management Consultant. He has also been associated with ASB Corporations on Global Survey of VAT implications on few electrical products, Central Tax Policy on Goods and Services. He is working on projects in the area "Investor's perception analysis of securities and related instruments". His recent publications include Modern approach to Accounting for Management (e - book), Case Books on Basics of Management, Finance & Accounting.



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Tel:080-26547048, Fax: 080-26654920

e-mail: contact@rvim.in, Web : www.rvim.in

Invitation

**INAUGURATION
OF
FACULTY DEVELOPMENT PROGRAMME
ON
FINANCIAL CASE STUDIES AND ANALYSIS**

Dr. Prasanna Chandra

*Director, Centre for Financial Management, Bangalore
has consented to be the Chief Guest*

Dr. T V Raju

*Director, R V Institute of Management, Bangalore
Will preside*

*at 10.00 am
on Thursday, October 10, 2013
in the Conference Hall, RVIM*

you are cordially invited

*Faculty Members
Department of Finance*

A Premier Institute in Management Education, Training, Research & Consultancy



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Department of Finance
Centre for Excellence in Financial Studies
Faculty Development Programme
on
FINANCIAL CASE STUDIES AND ANALYSIS

Thursday, October 10, 2013

Programme Schedule

	Inauguration	
10.00 am - 10.40 am	Keynote Address	Dr. Prasanna Chandra Former Professor Indian Institute of Management Bangalore
10.45 am - 12.15 pm	Technical Session 1 Discussion on Financial Case Studies	Dr. Rajesh Kumar Academic Consultant Resource person in Finance
12.15 pm – 12.30 pm	Tea Break	
12.30 pm – 2.00 pm	Technical Session 2 Case Study Analysis	Dr. Rajesh Kumar Academic Consultant Resource person in Finance
2.00 pm – 2.45 pm	Lunch Break	
2.45 pm – 4.15 pm	Technical Session 3 Practical Aspects of Financial Cases for Research Study	Prof. S Ramesh Company Secretary and ^o Financial Consultant
4.15 pm – 4.45 pm	Valedictory	



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A PREMIER INSTITUTE IN MANAGEMENT EDUCATION, TRAINING, RESEARCH & CONSULTANCY

October 10, 2013

Dr. Prasanna Chandra
Director,
Centre for Financial Management,
Bangalore.

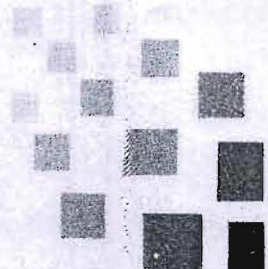
Dear Sir,

We are highly grateful to you for having inaugurated the Faculty Development Programme on "Financial Case Studies and Analysis" today.

Please accept our sincere thanks for sharing your most valuable knowledge and wisdom. Thank you very much for the support you have extended in making the inaugural session a highly memorable one.

With Warm Regards

Dr. T V Raju
Director





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A PREMIER INSTITUTE IN MANAGEMENT EDUCATION, TRAINING, RESEARCH & CONSULTANCY

October 10, 2013

Dr. Rajesh Kumar,
Academic Consultant,
Bangalore.

Dear Sir,

We are highly grateful to you for having engaged the sessions on "Discussion on Financial Case Studies" & "Case Study Analysis" during the Faculty Development Programme held on Thursday, October 10, 2013.

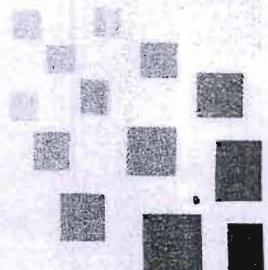
It was pleasure learning from you. Your talk has enlightened and motivated the participants in enhancing their skills which are very much required in their profession and to build a niche for themselves.

Please accept our sincere thanks for sharing your most valuable knowledge and wisdom. Thank you very much for the support you have extended in making the session a highly memorable one.

With Warm Regards

Dr. T V Raju

Director





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October 10, 2013

Prof. S Ramesh,
Professor, Indus Business Academy,
Bangalore.

Dear Sir,

We are highly grateful to you for having engaged the session on the topic "Practical Aspects of Financial Cases for Research Study" during the Faculty Development Programme held on Thursday, October 10, 2013.

It was a pleasure listening and learning from you. Your talk has enlightened and motivated the participants in enhancing their skills which are very much required in their profession and to build a niche for themselves.

Please accept our sincere thanks for sharing your most valuable knowledge and wisdom. Thank you very much for the support you have extended in making the session a highly memorable one.

With Warm Regards

Dr. T V Raju

Director



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Department of Finance

Centre for Excellence in Financial Studies

A Report on

Faculty Development Programme

on

"FINANCIAL CASE STUDIES AND ANALYSIS"

Thursday, October 10, 2013

Organised by

Department of Finance

Centre for Excellence in Financial Studies

R.V.INSTITUTE OF MANAGEMENT

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About the Programme -

The continuous enhancement of knowledge and institutional facilities is the need of the hour. Case study method reveals a comprehensive and complete presentation of facts, as they occur, in a single unit of analysis. Researchers have used case study method as research for many years across a variety of disciplines. The case study method exhibits the dynamic process of exchanging prospective, countering, defending and building on each other ideas. By this, the students become adept at analyzing issues, exercising judgment and dealing with difficult decisions. Finance case studies cover the strategic approach to finance as well as tools for analyzing financial data in the business. The FDP aims to apply the major aspects of finance theory to generate problem solving. The resources for the FDP have rich experience and knowledge in the area of Finance, Consultancy and Research.

Objectives –

FDP attempts to supplement and refurbish the approach of faculty teaching in the area of finance to effectively deliver various concepts of Finance through case study analysis, thereby enhancing the quality of learning for students and nurturing in them, an integrated mindset to all problems in business and management.

For Whom –

The programme was designed for the faculty members from various management schools teaching finance specialisation subjects and for guiding the finance projects.

Approximately 50 colleges were chosen to distribute the brochure for the programme and participants confirmed their registration through telephone or registered on the spot.

Faculty Development Programme Details

Details	Topics	Resources Persons
Key Note Address	Overall View on Financial Case Studies	Dr. Prasanna Chandra
Session 1	Discussion on Financial Case Studies	Dr. V Rajesh Kumar
Session 2	Case Study Analysis	Dr. V Rajesh Kumar
Session 3	Practical Aspects of Financial Cases for Research Study	Prof. S Ramesh

Arrangements made

The programme schedule was sent to all the resource persons well in advance and telephonic confirmation was also obtained from the resource persons well in advance to the programme. The materials on each of the topic concerned were photocopied and kept ready before the commencement of the programme. A file containing programme schedule was distributed to the registered participants. The material of the session was given to the participants in the concerned session. The refreshments and lunch was provided for all the participants on the day of the programme. The institution also awarded the certificates for the participants on the day of the programme. At the end of the programme, the participants were asked to give their feedback.

The programme was organised in the conference hall of our institute.

Inauguration session

Ms Penubarthi V Amulya, I semester student, RVIM invoked the blessings of God for the programme. Ms Mary Metilda, Senior Assistant Professor, RVIM gave the Welcome Address.

Dr. Prasanna Chandra, Director, Centre for Financial Management , Bangalore, was the chief guest for the inauguration.

Dr Prasanna Chandra discussed 4 guidelines of case study preparation & analysis. Sir also spoke about the Value Octagon like Corporate Governance, Capital Allocation, Strategic Financing Decisions, organizational architecture, cost mgmt, corporate risk mgmt, mergers and acquisition. Participants posed a few questions during the interaction session. Sir concluded by mentioning that for case study writing there must be a passion to discover truth and move closer to reality.

The Vote of thanks for the inaugural session was proposed by Ms Mary Metilda, Senior Assistant Professor, RVIM.

The technical session 1 & 2 was handled by Dr Rajesh Kumar, Academic Consultant. Sir spoke about in-depth about financial case studies and analysis.

TECHNICAL SESSION 1 and TECHNICAL SESSION 2

Resource Person: Dr Rajesh Kumar, Academic Consultant

Resource Persons Profile -

Dr. V Rajesh – Academic Consultant

He has 18 years of experience in the areas of finance and tax laws. He has co-authored many textbooks on Accounting and has also authored study materials on Finance and Taxation for various Universities. He has presented a paper on "Capital Asset Pricing Model" at Harvard University. He has also conducted training programmes on Finance and Taxation for executives and managers of various companies like Wipro, Godrej, FCG, Sarfan Aerospace, Honeywell, KPCL, Fouress Engineers, Triveni Engineering, Tyco Electronics etc.

Topic: Discussion on Financial Case Studies and Case Study Analysis

The session was a very informative & an interactive one. Sir covered about the basics on the financial case studies and how to analyse the cases for exam/university purpose. A case study from HBR on Marriott Corporation-on Cost of Capital was taken and discussed in-depth and the analysis of the same was also discussed in detail.

He conducted many of the activities in the session to make the concepts clear to the participants. The various activities conducted were Discussion Vs. Argument, Reactions, Don't Quit and also a case on Wonderland Super Market was discussed in detail.

Overall it was a knowledge enhancing session which facilitates to take up case study approach to classroom. Sir concluded by stressing on the importance of case study method & its relevance in today's scenario. Overall it was a very fruitful session, knowledge enhancing and has truly motivated the participants in a huge way.

TECHNICAL SESSION 3

Resource person: Prof. S Ramesh, Company Secretary and Financial Consultant.

Resource Persons Profile -

Prof. S Ramesh – Secretary and Financial Consultant

He is a Professor at Indus Business Academy and a Management Consultant. He has also been associated with ASB Corporations on Global Survey of VAT implications on few electrical

products , Central Tax Policy on goods and services. He is working on projects in the area “ Investors perception analysis of securities and related instruments. His recent publications include Modern Approach to Accounting for Management (e-book) . Case Books on Basics of Management, Finance and Accounting.

Topic: Practical Aspects of Financial Cases for Research Study

The third session was handled by Prof. S Ramesh discussed about the practical aspects of Financial cases for Research study. Mr Ramesh covered the steps in preparing cases on our chosen topic & cases that can be useful in our research work. He took up illustration of Maruti Suzuki case study and discussed about the same. There is a need to develop our own cases instead of discussing cases that are already available. By building up one case at a time a compilation of all the cases will lead to research.

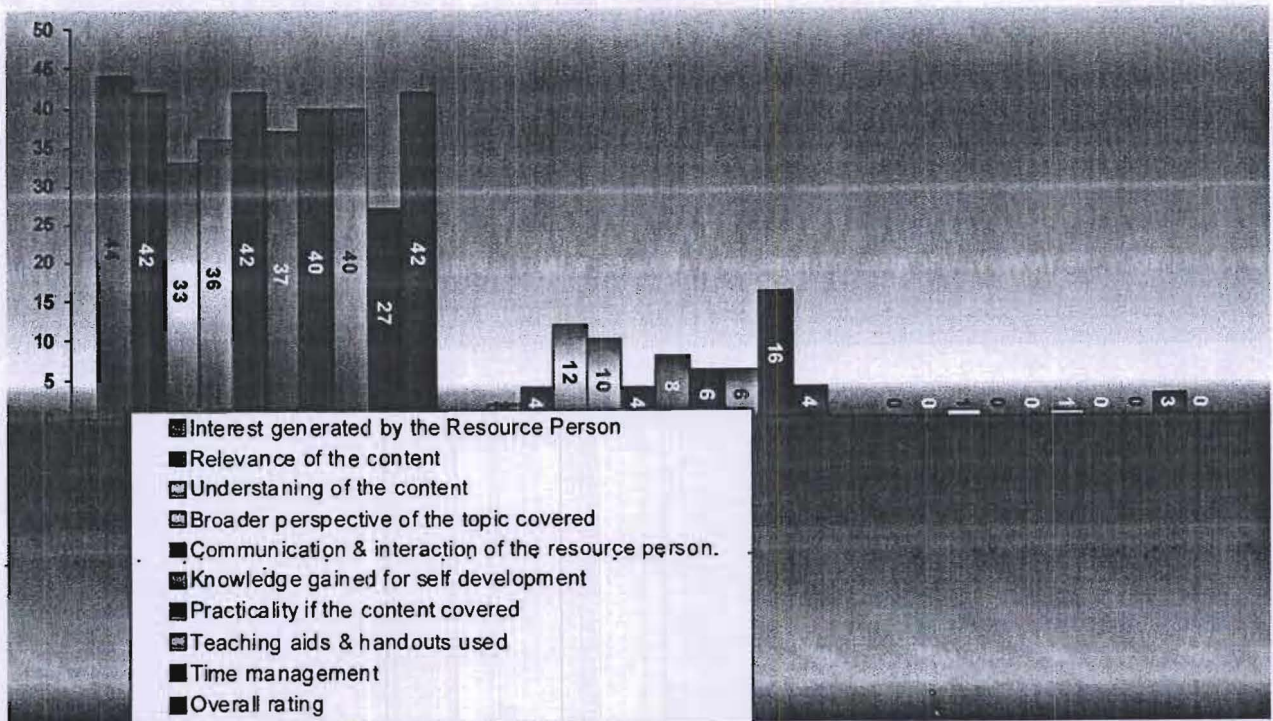
Valedictory Session

Valedictory session was organised in the conference hall. Four of the participants gave their feedback about the programme. Prof. S Ramesh and Dr T V Raju, Director, RVIM distributed the certificates to the participants. Ms. Bhavya Vikas gave a brief report about the technical sessions and proposed the vote of thanks.

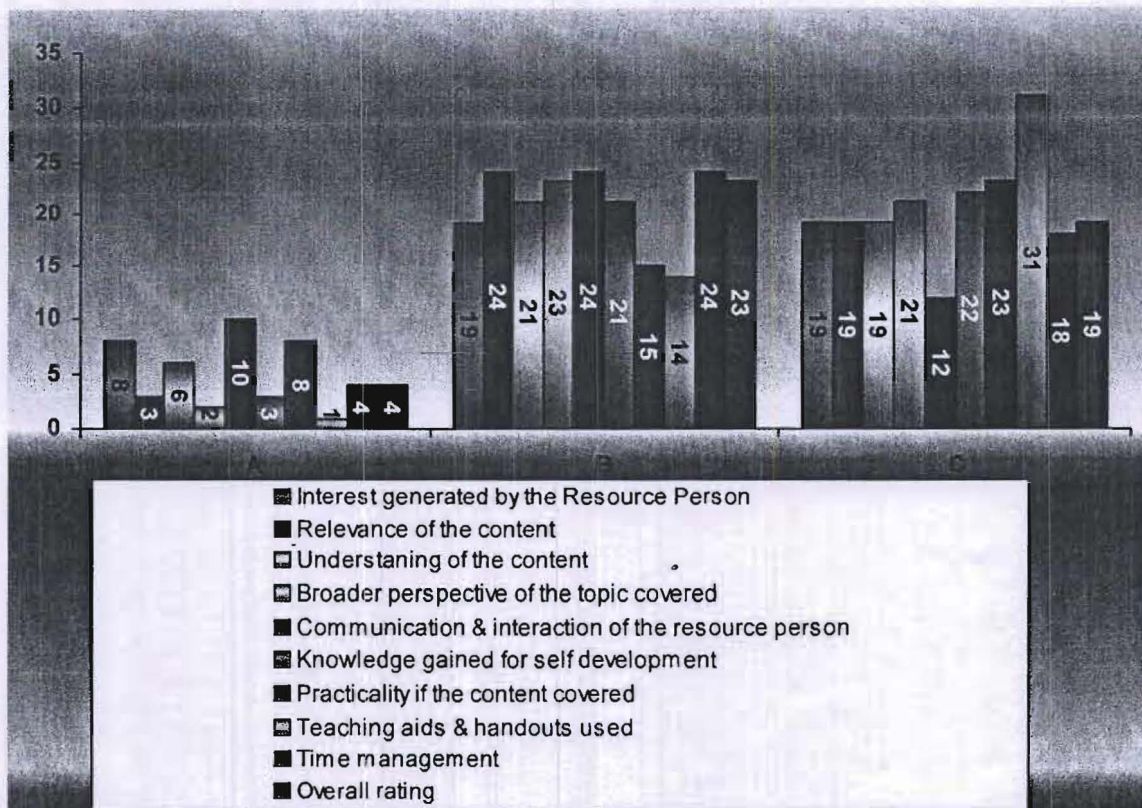
FEEDBACK ANALYSIS:

A total of 58 **participants** had attended the programme of which 46 participants gave their feedback. The feedback from the participants was taken considering the following criteria - Interest generated by the resource person , Relevance of the content , Understanding of the content, Broader prospective of the topics covered , Communication and interaction of the resource person, Knowledge gained for the self development, Practicality of the content covered, Teaching aids and handouts used during the session, Time management during the session, and Overall rating on a scale of A, B, C where A is Excellent, B is Good and C is Satisfactory.

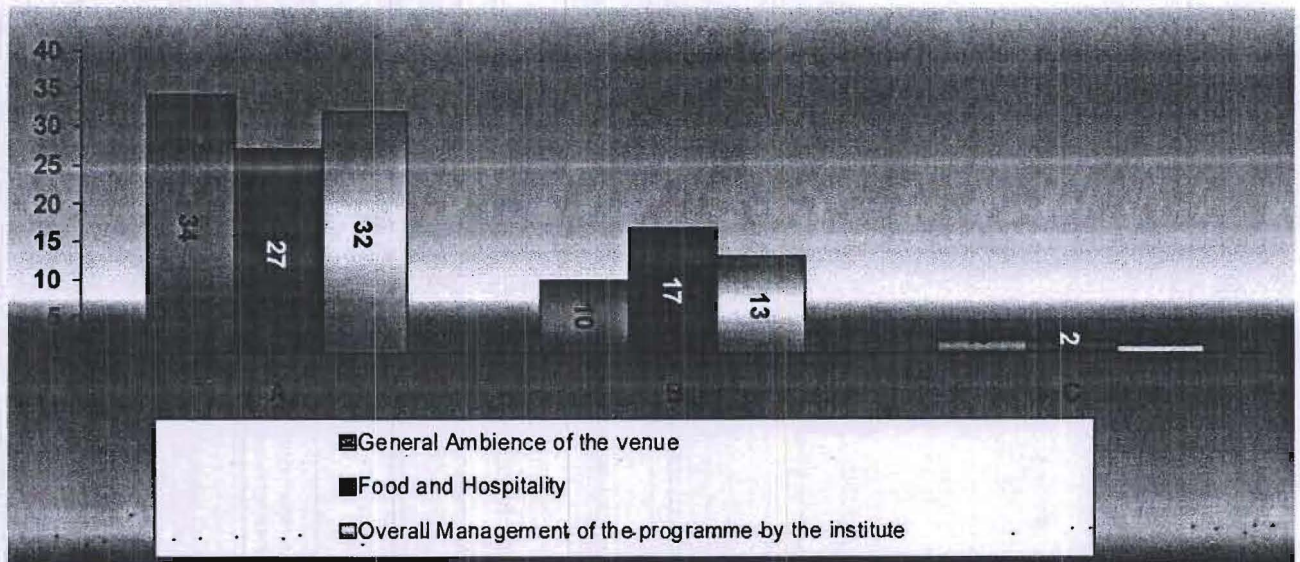
Feedback Analysis of Resource Persons: Dr. V Rajesh Kumar



Feedback Analysis of Resource Persons: Prof. S Ramesh



Programme Feedback



Participant's comments:

- ❖ Inputs we have received are very useful to make the classes more interesting and value additions to the participants.
- ❖ Mail the topics which were covered in the programme
- ❖ Well organized programme. Willing to participate in the future FDPs.
- ❖ Good experience, should conduct more such FDP for more than one day. Good job done. Keep up the good work.

Suggestions for improvements

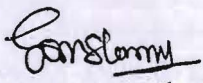
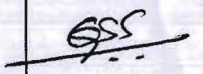
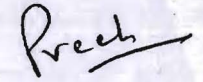
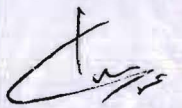

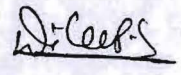

- ❖ Wishing to see more in-depth knowledge of the topic
- ❖ Dr. Prasanna Chandra Should had engaged a one complete session.
- ❖ Manage the time and try to complete on time.
- ❖ Extend the sessions for two days instead of one day programme.

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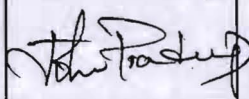
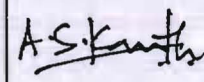
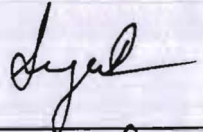
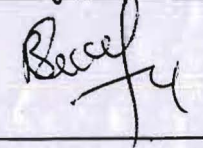

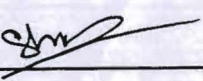
R V INSTITUTE OF MANAGEMENT
CENTRE FOR EXCELLENCE IN FINANCIAL STUDIES
DEPARTMENT OF FINANCE
FACULTY DEVELOPMENT PROGRAMME ON FINANCIAL CASE STUDIES AND ANALYSIS
ON OCTOBER 10, 2013 - THURSDAY
REGISTRATION FORM

SI No	Name of the Participant	Organisation / Institution	Contact No.	E-mail ID	Signature
1 ✓	SANDHYA. CH.V.L <i>not sure</i>	AMCEC	9886821243	sandhyasrinivasd@gmail.com	
2 ✓	KAVITHA VANI S.D <i>n.y.</i>	R.B.S. GOVERNMENT FIRST GRADE COLLEGE R.T. NAGAR B'lore-32	<i>no call 4 times</i> 9845706286	kavitharaghu885@gmail.com	
3 ✓	DEVIKA. A <i>will inform later not sure</i>	R.B.S. GOVERNMENT FIRST GRADE COLLEGE R.T. NAGAR B'lore	<i>will call back.</i> 9880285776	Devkaranjanappa@gmail.com	
4 ✓	LATHA. R <i>not sure. no location</i>	R.B.S. G.F.G.C R.T. Nagar, B'lore	<i>NO</i> 9632034049	Latharameppa@gmail.com	
5 ✓	Dr. GEETHA. M. RAJARAM <i>+ 2 more [already confirmed]</i>	REVA INSTITUTE OF SCIENCE & MGMT	9448310254	geetha_r@revainstitution.org	
6 ✓	NARESH KN <i>confirmed</i>	<i>11</i>	9611448435	nareeshkn@gmail.com	
7 ✓	Dr. Sachin Kulkarni <i>for women</i>	NMKRU College <i>Chubbarga</i>	9886170994	sachinchannimg@gmail.com	

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8 ✓	G.V.M. Sharma <i>not possible</i>	PESIT - MBA Dept.	9900128837 NO	gvmsharma@yahoo.co.in	
9 ✓	Soumya G.S <i>not possible</i>	Vivekananda Degree College - M.Com Dept	9480338552	soumya-2688@yahoo.co.in	
10 ✓	Preeti Garg	City College Dept of MBA	9611188100	preetigupta2k1@yahoo.com	
11 ✓	KIRAN KUMAR.P.W <i>to confirm (soumya)</i>	KLE Society's Degree College, Nagambhavi, B'lore	NO BOD. of NC 9964410444	kiranpnoi@yahoo.com	
12 ✓	RAGAVENDRA KUMAR.M <i>to confirm</i>	- II -	9945747677	ragavendrakumarm@gmail.com	
13 ✓	DILEEP.S <i>already confirmed through mail</i>	DSATM - Bangalore	8553276869	dileepudupi@gmail.com	
14 X	S. HARISH	VIJAYA EVENING COLLEGE	9448463466	harishvec@gmail.com	

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15 ✓	Prof. JOHN PRADEEP KUMAR	Cambridge Institute of Technology.	9008026522 No. dont exist	john.jpk@gmail.com	
16 ✓	Dr. Shivakanth Shetty	Krupanidhi School of Mgmt	9738704284	Shivakanthshetty@rediffmail.com	
17 ✓	Sangeetha. E. Mikkam (will confirm in 3 days)	NMRRV college for women	9902099975	Sangeethanikkam@gmail.com	
18 ✓	BASAVARAJU. H.N	Krupanidhi school of mgmt	9538118034 50 911 NO.	Brubhavan@gmail.com	
19 ✓	Saiprasad A.	MLA-Academy of Higher Learning	will fast 9808939130	Sai.m@mla1987@gmail.com	
20 ✓	K.S. Sreedharth.	KIMS Research	510 916 9844583315	Sreedharthmeeta@gmail.com	
21 ✓	Shivakumar S.L.	SABS will inform to Gowdika.	9880040316	Shivakumarmysorechuduga@gmail.com	

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



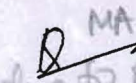

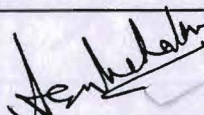
SI No	Name of the Participant	Organisation / Institution	Contact No.	E-mail ID	Signature
22 ✓	K.V SURESH	Govt P.U College Peresandra Chikballapur.	^{Work No:} 9743777963	shivarajfriends@ gmail.com	
23 ✓	Shivaraj Kumar.]	MS Ramaiah College	^{-NO-} 9743 777963	shivarajfriends@ gmail.com	
24 ✓	Rajasee Venugopal	Krupanidhi School of Management	^{Not interested} 9945693964	rajaseevenugopal @yahoo.com	
25	ABOUL RIZWAN SHARIFF	Al-Ameen Institute of Mgt studies ✓	990051977	rizoo.shariff@gmail. com	
26.	MOHAMMED WAJID	Al-Ameen Institute of mgt studies	9632557330	jna.hw@gmail. com	
27.	Anupama. M.A. <i>(will confirm on 2 days)</i>	NMKRV college	9844554585	anupamainrv@gmail.com	
28	Vishwaswasastoy V.N	Krupanidhi school of mgt	9916873999	sastoyunv@gmail.com	

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Sl No	Name of the Participant	Organisation / Institution	Contact No.	E-mail ID	Signature
1 ✓	Sunuk	See Aurobindo First grade college for women.	97382 13559	sunuk123456@gmail.com	 X 100%
2 ✓	J. MANJUNATHA RAO	SAFCO CIO ✓	97 39 20 5379	jm198630@gmail.com	 will supply by email
3 ✓	Aniruddha Das	Koshys Institute of Management Studies	9611243439	aniruddas@gmail.com	 Interand Test is going
4 ✓	RAVI DARSHINI	St-Joseph's college of commerce	9844164999	ravi.darshini@gmail.com	 X emergency (call @ home later)
5 ✓	Roopashree. X	NMKRV college for women	9980256105	roopash5@yahoo.co.in	 MAX due to X
6 ✓	Poonam B. Dongare	CMR Center For Business Studies	9008444955	bahubali.poonam@gmail.com	 X in town
7 ✓	A. SESHACHALAM	Bangalore Institute of Management Studies	8861314698	Prof asm1@gmail.com	

R V INSTITUTE OF MANAGEMENT
CENTRE FOR EXCELLENCE IN FINANCIAL STUDIES
DEPARTMENT OF FINANCE
FACULTY DEVELOPMENT PROGRAMME ON FINANCIAL CASE STUDIES AND ANALYSIS
ON OCTOBER 10, 2013 - THURSDAY
REGISTRATION FORM

SI No	Name of the Participant	Organisation / Institution	Contact No.	E-mail ID	Signature
8 ✓	RAVI. R.A	St. Joseph's College of Commerce	924670345	Prof ravi - rediffmail.com	R
9 ✓	KIRAN HIREMATH.	Dayananda Sagar college.	9886335383	kiranghiremath@ gmail.com	Kiran
10 ✓	V. Vikram. G.B.	vivekanand Deeg college	9964394093	Vikram.Nani3@ gmail.com	V. Vikram
11 ✓	PRATEEN KUMAR. R.	Bishop Cotton Women's Christian College.	9880577943	Prateen.shankar@ gmail.com	Prateen
12 ✓	Kanakalakshmi A.T	NMKRV college for women	8884911024	atkanakalakshmi@ gmail.com	Kanakalakshmi
13 ✓	BOURSETTI KISHOR	R.I.C.M. Bangalore	9483267268	bkishor1971@ gmail.com	Kishor
14 ✓	Shalini.R	Dayananda Sagar college	98459-90070	shalini_saraswamy 2001@yahoo.com	Shalini

{10% to 15%} is confirmed & reimbursement
 @ 3 participants

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DEPARTMENT OF FINANCE
FACULTY DEVELOPMENT PROGRAMME ON FINANCIAL CASE STUDIES AND ANALYSIS
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REGISTRATION FORM

Sl No	Name of the Participant	Organisation / Institution	Contact No.	E-mail ID	Signature
15 x	RUKSANA.	SSMRV Degree College	9620551115	rukana736@gmail.com	<u>Ruka</u> x
16 x	Shubha.c.	SSMRV Degree college.	9886065920	Muraliknshubc18@gmail.com	Shubha ^{work} ero
17 ✓	Chaya Devi.H B	Garden City College	9243750075	Chaya.bapuri@gmail.com	<u>Chaya</u> ^{with} off
18 ✓	Vinay H.V.	RNSIT	9591400795	vinaymar13@gmail.com	<u>Vinay</u> ^{will check} Hr. the mail so that
19 ✓	Deepak Kumar.D	RNSIT	9538321088	ddksagar@gmail.com	<u>Deepak</u> ^{is interested} - will apply by mail
20 ✓	Jyothi Shivakumar NM	LBS Govt. First Grade college, B'lore	9945383801	jyothishivakumar@gmail.com	<u>Jyothi</u> ^{busy}
21 ✓	Shivshankari KR	Govt. First Grade College. Bidadi	9986054948	Shank.bala123@gmail.com	<u>Shankari</u> Pure HR

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Sl No	Name of the Participant	Organisation / Institution	Contact No.	E-mail ID	Signature
22 ✓	Pavan Kumar G Sulkarni	HISBK	9844477348	pavanglsulkarni@gmail.com	
23 ✓	Dr. B. Nagaraju.	Mysore University	9845706286	karimnagar@gmail.com	Valuation for Jyothi
24 ✓	C. Prabhavathi	T. John College	9980914320	prabhavathi.vj@gmail.com	C. Prabhavathi
25 ✓	V. Chandrakala	T. John College	9880668840	chandrakala@tjohnmail.com	Chandra
26 ✓	A. Chandrakala	Govt. First Grade College Majadi	9886630799	chndr.kala@gmail.com	
27 ✓	PADMAVATHI K	BACKED HEART GIRLS' FIRST GRADE COLLEGE J.B. NAGAR, HAL, B'lor-15	9739843126	padmekrishnamurthy30@gmail.com	
28 ✓	Jyothis Mathew	Krupamidhi School of Management	9916686448	jyothivineeth@gmail.com	Switch off Jyothi

Department of Human Resources

Seminar – Campus to Corporate

Centre for Leadership and Human Excellence, Department of Human Resources, has organized a Seminar for III Semester MBA – HR Specialisation students of 2012-14 batch on the theme “Campus to Corporate” on 10th October 2013.

Name of Resource Person	Designation	Topic
Mr.Girish Manimaran	Trainer and Executive Coach, Still Water Consulting, Bangalore	“Launch Pad: Mindsets for making the transition from Academics to Corporate”
Mr.Ashok Narayan	Director, Open Mind Learning Systems	“Corporate Etiquette”

R V CENTRE FOR LEARNING AND DEVELOPMENT

Organised training programme for the faculty members of RVIM on the topic “Transforming Teachers and Students Performance through Self-Awareness” on November 5 & 23, 2013. The trainers were Mr. Venkatesh Seshadri and Ms. Vani Vasudev. The trainers emphasized on the following aspects:

- ◆ Wisdom and Meaning as the key to Emotional Balance
- ◆ Self Awareness and the Power of Ancient Wisdom
- ◆ Cultivating Inner Peace and the Practice of Emotional Freedom
- ◆ Understanding oneself- Effectively Managing components of being
- ◆ Self Deception in Relationships, Healing Relationships through Emotional Mastery
- ◆ Coaching edge of leadership for teachers- Individual Coaching sessions
- ◆ Applied Meditation techniques
- ◆ Discoveries of Modern science in using Heart Brain Synergy for heightened power performance and productivity using Emotional Mastery



Mr. Venkatesh Seshadri taking the session on Transforming Teachers and Students Performance through Self-Awareness

CENTRE FOR INDIAN CULTURE AND HERITAGE

A programme on “Inspirational Thoughts by Chanakya” was conducted for the faculty members of RVIM, by the Centre of Indian Culture and Heritage on Thursday, November 14, 2013. Mr. Manash Jyoti Mitra, Assistant Professor, Department of Marketing took over the session and spoke on the various Inspirational Thoughts by Chanakya.

CENTRE FOR YOGA AND MEDITATION

The centre organized a seminar on “Menu for Stress Management” for the I semester MBA students of RVIM on November 26, 2013. The resource persons invited for the seminar are Ms Uma Maheshwari and Ms Devambika, Yoga Experts, Bangalore. The aim of the seminar was to understand & practice the art & techniques of managing stress.



Investment Details

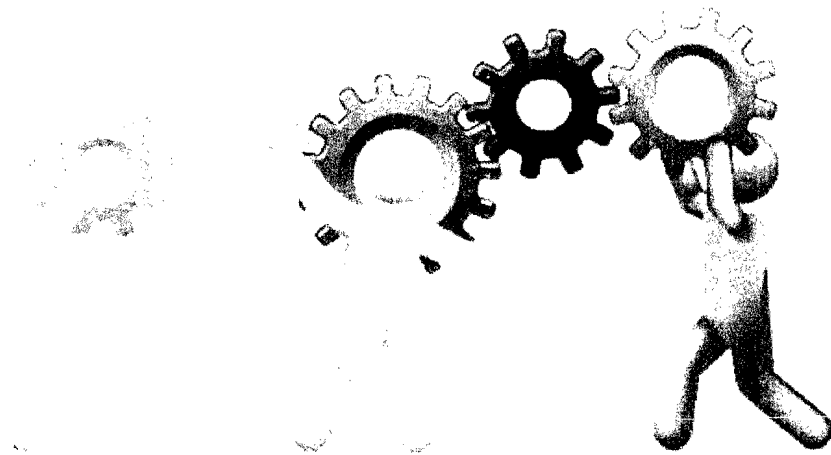
- Rs. 500/- per participant
- Registration time - 09:30 am to 10:30 am
- Venue: Conference Hall, RVIM.
- Programme Time - 10:30 am to 04:30 pm
- DD or Cheque to be drawn in favour of
"Director, R V Institute of Management" Payable at Bangalore
- Spot registration with Telephonic confirmation in advance is welcome

Chief Patron - Dr. T. V. Raju, Director, RVIM

Organising Committee

Mr. A.Narasima Venkatesh - 9986728377
Mrs. Anupama K Malagi - 080-42540334
Ms. Sowmya D.S - 080-42540335
Ms. Divyashree .S - 080-42540336

E-mail : hrfdp2013@gmail.com



Rashreeya Sikshana Samithi Trust

R.V. INSTITUTE OF MANAGEMENT

CA - 17, 36th Cross, 26th Main, 4th 'T' Block, Jayanagar, Bangalore - 560 04
Phone : 080-26547048 • Fax : 080-26654920 • Website : www.rvim.in

Centre for Leadership and Human Excellence
Department of Human Resources



Faculty Development Programme
on
Human Resource Excellence
for
Organisational Effectiveness

Thursday, November 28, 2013

A Premier Institute In Management Education, Training, Research & Consultancy

R.V. Institute of Management

R.V. Institute of Management is one of the 26 leading educational institutions managed by Rashtriteeya Sikshana Samithi Trust. Started in the academic year 1999-2000, with a purpose of providing quality management education to aspiring youngsters. Our aim is to educate and train potential future managers to develop capability to lead business enterprises effectively in reaching their corporate goals and thus set a benchmark for others to emulate.

About FDP

In today's competitive world, human resource is considered as the most significant element in determining the success of any organisation. Realizing the limited ability of other assets to differentiate the organisation from its competitors, effective managers are shifting their focus towards human assets. Critical HR aspects like Competency Mapping, Knowledge Management are practiced by organisations to take advantage of the human assets to create effective organisations. This program is designed to help participants to understand the role of human resource excellence in propelling organisational effectiveness.

FDP Objectives

- ❖ To help the participants to enhance their knowledge in the field of Organizational Behaviour, Human Resource Management, Performance Management, Human Resource Acquisition and Development
- ❖ To bridge the gap between academic theory and industry practices
- ❖ To understand, explore and focus on significant HR practices like Competency Mapping and Knowledge Management for Organisational Excellence.

For Whom

The programme is designed for faculty from management schools

FDP Participants - 2012



Programme Facilitators



Dr. Pallab Bandyopadhyay

Director-Human Resources, Citrix - Bangalore

He heads the country HR function - India for both R&D and Sales, Citrix at Bangalore. Citrix Systems (NASDAQ listed 2.6 billion US\$ revenue) is a leading provider of virtualization, networking and software as a service (SaaS) technologies for more than 230,000 organisations worldwide. Dr. Pallab is a doctoral fellow in HRD from XLRI, Jamshedpur and has also been trained at various human process and organization development interventions at NTL, USA. He is also an expert reviewer at **Harvard Business School (HBR)** Press. Dr. Pallab is a certified executive coach and spends considerable time in coaching and mentoring both senior business leaders as well as young HR professionals across the country.

Key Note Address : *Human Resource Excellence for Organisational Effectiveness*



Ms. Uma Maheshvari

*Learning and Organization Development (L&OD) Specialist,
Mindtree Limited - Bangalore*

She is a certified Organization Development Consultant by Indian Society for Applied Behavioral Science (ISABS). She is also a certified professional in Psychometric instruments from Carlton Advanced Management Institute (CAMI), USA. She is a practicing coach specialised in Emotional Capital Ratio (ECR). She is certified in coaching by Roche Martin, Australia. Her recent engagement with a Business account at Mindtree earned the Best Blended Learning Program Award by Tata Institute of Social Sciences at the Chief Learning Officers (CLO) Summit 2012.

Theme : *Knowledge Management for Competitive Advantage*



Ms. Smitha Murthy

Head-Organization Development, Infosys BPO - Bangalore

Her areas of proficiency include conceptualizing, implementing and refining strategy, policies and processes including Succession Planning, Leadership Development, Organisation Structure, Performance Management, Career Development, Skill and Competency Mapping and Learning and Development. At Infosys Limited, she has led the competency mapping exercise for the complete enterprise for behavioural and technical competencies. She is also passionate about making competencies come alive and strives to find solutions to the practical challenges that arise in leveraging competencies for different talent management applications like recruitment, promotions and succession planning.

Theme : *Competency Mapping for Superior Performance*

Rashtreeya Shikshana Samithi Trust

R.V. Institute of Management

CA 17, 26th Main, 36th Cross, 4th 'T' Block Jayanagar, Bangalore 560041

No. /RVIM/MBA/CIR./2013-14

26.11.2013

CIRCULAR

This is to inform all the faculty members that Centre for Leadership and Excellence, Department of Human Resources will be organizing a Faculty Development Programme on the theme "Human Resource Excellence for Organisational Effectiveness" on Thursday, 28th November 2013, from 09:30am to 04:30 pm in Conference Hall (First Floor).

Please find enclosed FDP Brochure for the details of the programme. Faculty Members who are free are requested to participate in the programme.


Director 26/11/13

Rashtreeya Shikshana Samithi Trust

R.V. Institute of Management

CA 17, 26th Main, 36th Cross, 4th T' Block Jayanagar, Bangalore 560041

No. 29/RVIM/MBA/CIR./2014-15

26.05.2014

CIRCULAR

This is to inform all the faculty members that Centre for Leadership and Human Excellence, Department of Human Resources will be organizing a Workshop on the topic "Using Knowledge Management in Strategic Planning within an Enterprise" for IV Semester HR Specialisation students on Monday, 26th May 2014, from 02:15 pm to 05:30pm in Seminar Hall (Third Floor).

Resource person invited for this programme is Mr.Soumen Choudhury, Deputy Manager – Human Resources, Foundry and Forge Division, Hindustan Aeronautics Limited (HAL), Bangalore.

Faculty Members who are free at the specified time are requested to participate in the programme.


Director

Entrepreneurship Development Cell

WORKSHOP : IDEAS WITH NEWSPAPER - Over 500 ideas generated in 20 minutes!!!



Mr. Saqib Chenoy, NEN taking the session on idea generation



II sem MBA Students searching for ideas from newspapers

The Cell organized a half day workshop on 'Ideas with Newspaper' for the II semester MBA students on April 30, 2014 to emphasize the importance of idea generation. The daily newspaper was used to generate ideas. Dr. Ghosh, Dr. Noor Firdoos, Prof. Mary Metilda and Prof. Rashmi Shetty conducted the workshop.

Each group was divided into teams of 4 or 5 and given a section of a recent newspaper. The teams were asked to come up with as many different ideas as possible as they can in 20 minutes. The teams came up with more than 500 ideas in just 20 minutes. The facilitators lead the participants through a discussion and emphasized the significance of change in making ideas possible, and also to look for changes in consumer taste/spending, regulatory changes and changes in technology. Mr. Saqib Chenoy, Innovation & Incubation Manager from NEN engaged the last session and spoke about the importance of ideas in business. He also demonstrated how to combine objects and create ideas. The entire session was highly interactive and informative and learning was done with a fun filled activity.

Hundred Rupee Venture



Hundred Rupee Venture was a two day activity for second semester MBA students organized by ED cell to break the mental block about entrepreneurship and also to create interest about entrepreneurship.

128 students were divided into 16 groups & each group were given Rs. 100 as the seed capital and asked to do any business and make money. The time given was from 4.00 pm on April 4, 2014 to 8:30 am on April 5, 2014.

On the second day, students presented their business. Mr. Asish Dutta, Director of CCE Software Pvt Ltd, Judge for the programme chose two teams as winners. Dr. T V Raju, Director, RVIM also addressed the students about the importance of entrepreneurship.

All the teams put together earned a profit of Rs. 5628. The activity was fun filled with students coming up with various businesses from selling buttermilk to applying mehndi.

Rashtreeya Shikshana Samithi Trust
R V INSTITUTE OF MANAGEMENT
 Jayanagar, Bangalore.

Ref No. 36

CIRCULAR

4-6-2014

The Department of Marketing is organizing co-curricular activities of "Marketing Manthan". Following is the schedule of the events.



Date	Events	Semester	Faculty In-charge
6-6-2014	Sales and Distribution in rural Area- "Nirvan"	II and IV semester	Mr. Mahesh G Dept. of Marketing
7-6-2014	Convince the customer- "Manomay"	II and IV semester	Ms. Sangita Das Dept. of Marketing
8-6-2014	Marketing Quiz- "Hunar Khoj"	II and IV semester	Ms. Divya Mohan Rao Dept. of Marketing

Interested students should register with the faculty in-charge at the earliest.

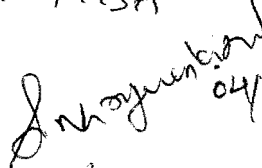
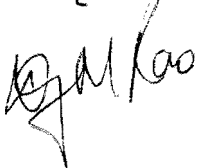

The events will start at 4pm on the respective days in Room No. 311, third floor.


 Director

II Sem. MBA

Sec. 'A'  04/06/14
 Sec. 'B' 
 Sec. 'C' - PG' 04/06/14

IV Sem MBA

Sec. 'A' -  04/06/14
 Sec. 'B'  4/6/14
 Sec. 'C'  4/6/14

R V INSTITUTE OF MANAGEMENT

DEPARTMENT OF MARKETING



MARKETING MANTHAN

Churning thoughts which lead to ideas!!

Sales and Distribution in Rural Area- "Nirvan"

Product will be given to students on the spot. Students have to analyse and solve the marketing issue and present it to judges.

No. of students : 2 per team
Total Presentation : 5 minutes + 2 Minutes Judges round
Faculty in-charge : Mr. Mahesh G
Date & Time : June 6, 2014 @ 4:00 pm in Room Number 311

Convince your customer- "Manomay"

Product will be given at random to the teams on the spot. The team members will convince the judges and persuade them to buy the product.

No. of students : 2 per team
Total Presentation : 5 minutes + 2 minutes Judges round
Faculty in-charge : Ms. Sangita Das
Date & Time : June 7, 2014 @ 2:00 pm in Room Number 311

Marketing Quiz- "Hunar Khoj"

The preliminary round is a written round for 30 minutes.
Eight best teams will be selected for the Final round.

No. of students : Two per team
Faculty in-charge : Ms. Divya Mohan Rao
Date & Time : June 9, 2014 @ 4:00 pm in Room Number 311

Note:

- Teams can be formed by the across the sections.
- Student should register for the events with respective faculty in-charge at the earliest.
- **Individual participation is allowed for above event.**

R V INSTITUTE OF MANAGEMENT

DEPARTMENT OF MARKETING



Churning thoughts which lead to ideas!!

1. Event: Sales and Distribution in rural Area- "Nirvan"

Event Date: 6th June, 2014

Conducted by: Mr. Mahesh G

The event Sales and Distribution in rural Area- "Nirvan" was conducted on 6th June, 2014 between 4:00 pm to 5.30 pm in Room No. 311 for II and IV Semester MBA. Students have captivantly participated in this event. Total of 22 students have taken part in this event with inspired sales case study analysis. Students were precisely interested and they were keen to know about event, and learn sales techniques.

The event started at 4:00 pm, where in each team was given a case-let on the area of sales and distribution for analysis. The preparation time was 10 minutes. Presentation time of 5 minutes was given to each team. The student's team presented the salient points and possible solution to the problems identified in the case.

The judge for the event was Dr Noor Firdos, Professor from the General Management Department.

The following is the list of teams

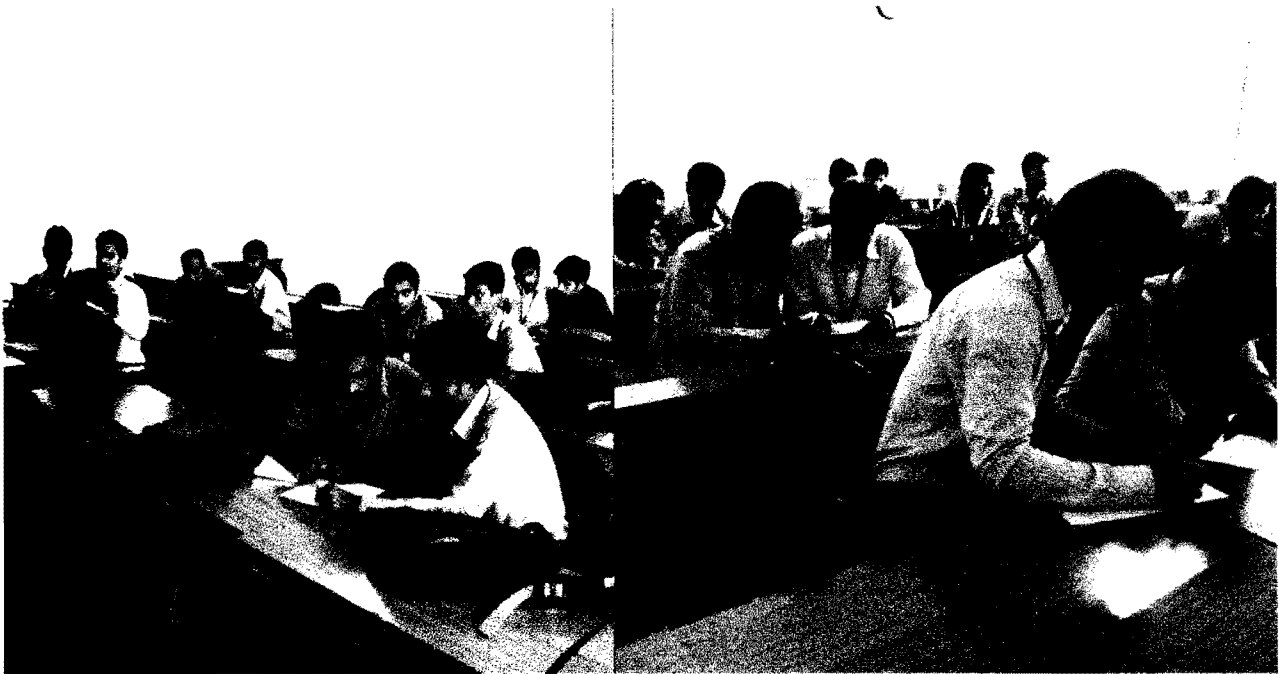
Team No	Team Members	Semester
1	Paramesh and Punith K S	IV Sem
2	Eapsita Baruah and Mohd. Zain Farhan	IV Sem
3	Sadia and Srilekha	IV Sem
4	Ravi Kiran and Ravi Chauhan	IV Sem
5	Rizwan and Kiran	II Sem
6	Srikanth and Irfan	II Sem
7	Chetan and Chetan Patil	II Sem
8	Jagadeesh and Rohan	II Sem
9	Viranjan and Maihaom	II Sem
10	Akila and Sushmitha	II Sem
11	Shivayogi and Vinayak A	II Sem

The winners of Sales and Distribution in rural Area- "Nirvan" are:

Noted
011
23/06/14

Sl No	Team Members	Semester	Total Score (50)	Winners
1	Akila and Sushmitha	II	23	First Place
2	Shivayogi and Vinayak A	II	21	Second Place
3	Ravi Kiran and Ravi Chauhan	IV	20	Third Place

Photographs:



2. Event: "Manomay: Convince the Customer"- 2014

Date: 7-6-2014

Conducted by: Ms. Das Sangita

As part of Marketing Manthan ,the department of Marketing organised "Manomay : Convince the Customer" event which was held for II and IV semester MBA students on Saturday, June 07, 2014 between 2pm -3.30 pm. The event was judged by Prof Noor Firdoos, Professor, R V Institute of Management. Nine teams participated in the event, each team comprising of two students. The teams were given different products and were required to convince the judge about its utility and benefits. Presentation time of 5 minutes was given to each team. The teams were judged on the criteria's like Market and Product knowledge, Convincing Ability, Clarity in communication and response to questions.

Rules for Manomay Event:

- ✓ Describe the Product and Market
- ✓ Why should we buy it?
- ✓ What is your offer?
- ✓ Total time - 5 minutes / team

Products for the event:

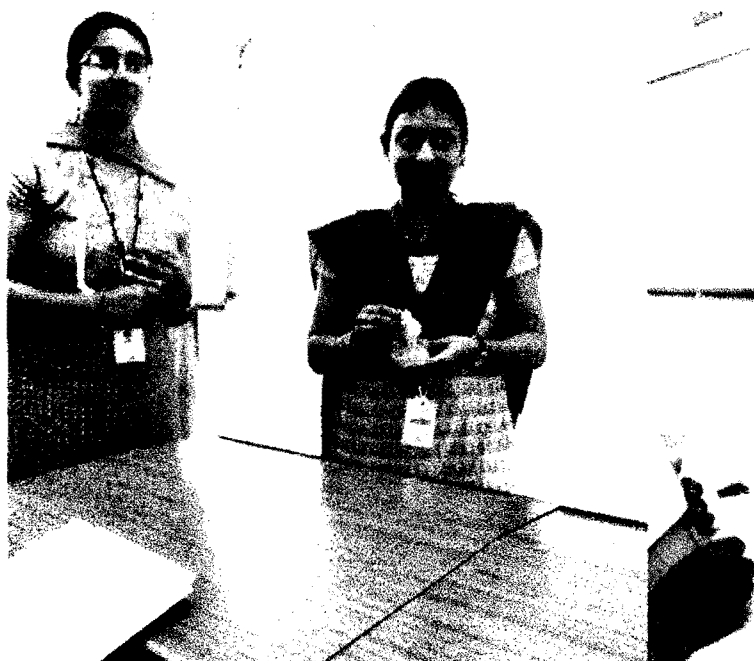
1. Jute Bag
2. Candles
3. Paper cups
4. Colored pebbles
5. Chennapattna toys
6. Cassette holder
7. Sponge
8. Laughing Buddha
9. Soft Toys

The following is the list of teams

Sl No	Team Members	Semester
1	Eapsita and Farhan Zain	IV Sem
2	Akila and Sushmitha	II Sem
3	× K. Paramesh and Dinesh Sharma	IV Sem
4	Meghashree and Gauthami	II Sem
5	× Kavya and Kavya	II Sem
6	× Rizwan and Beulah	II Sem
7	Wajid and Ibrahim	II Sem
8	Saurab and Meghashree	II Sem
9	Narasappa and Gauthami	II Sem

The winners of Manomay- "Convince the Customer "2014 are:

Sl No	Team Members	Semester	Total Score	Winners
1	Kavya and Kavya	II	38	First Place
2	Rizwan and Beulah	II	36	Second Place
3	K. Paramesh and Dinesh Sharma	IV	31	Third Place



**3. Event: Report on Marketing Event: HunarKhoj - Marketing Quiz
(HunarKhoj means search of talent or skill)**

Date: 9/6/2014

Conducted by: Ms. Divya Mohan Rao

Marketing Quiz was conducted on June 9, 2014 at 4:00 pm in R V Institute of Management for II semester and IV semester students in Room 311 (Third Floor).

Students have captivantly participated in this event. A total of 25 teams had registered before the start of the event. The students showed interest and were keen to know about the event, also to learn new words used in marketing.

The events started at 4:00 pm. The round 1 was an elimination round. Teams were given 30 multiple choice questions to be answered in 15 minutes. The papers were corrected and 6 teams were selected. To eliminate one team out of 6 teams, we gave 5 teams ten question to be answered in 5 minutes. These were team who had scored the same point. Finally, we had selected 5 teams for further rounds. The final 5 teams were as follows:

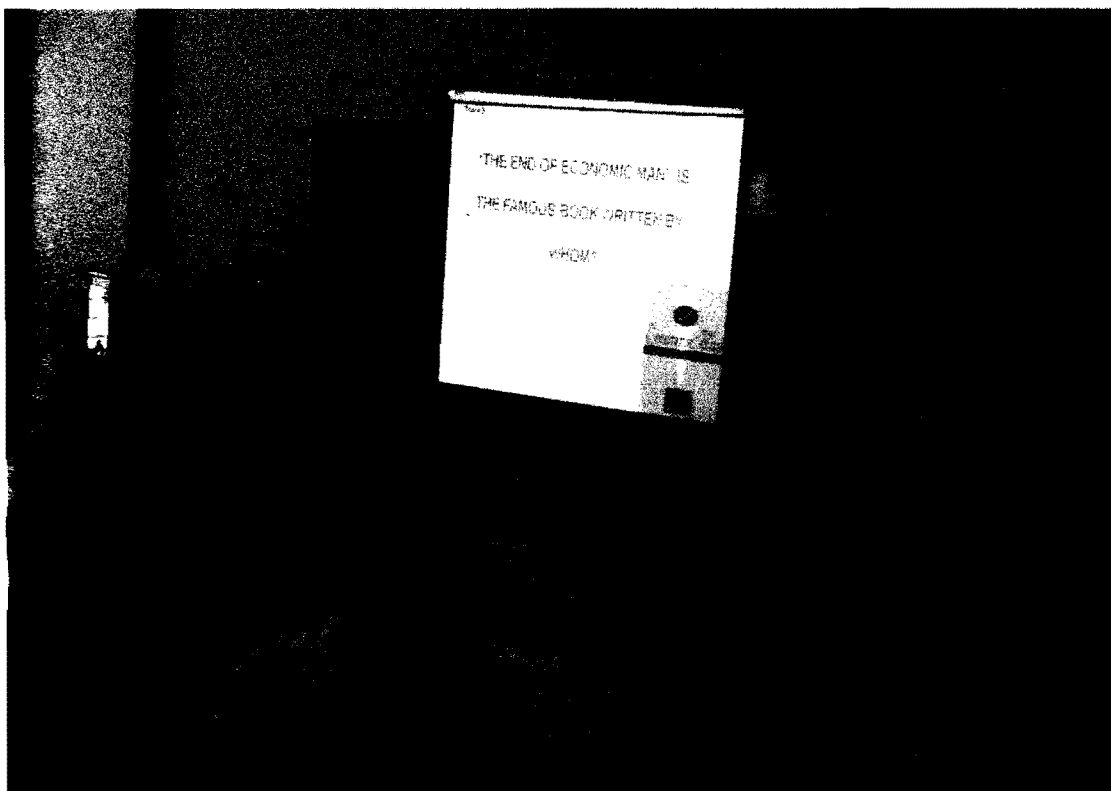
Sl No	Team Members	Semester & Section
1	Keerthiraj R & Dheeraj	II A, II A
2	Punith K S & Santosh K	IV B, II C
3	Suhas & Nitil	IV A, II C
4	Sumantha & Balaji K	IV C, II B
5	Kiran Kumar & Anand Prabhu	II B, II B

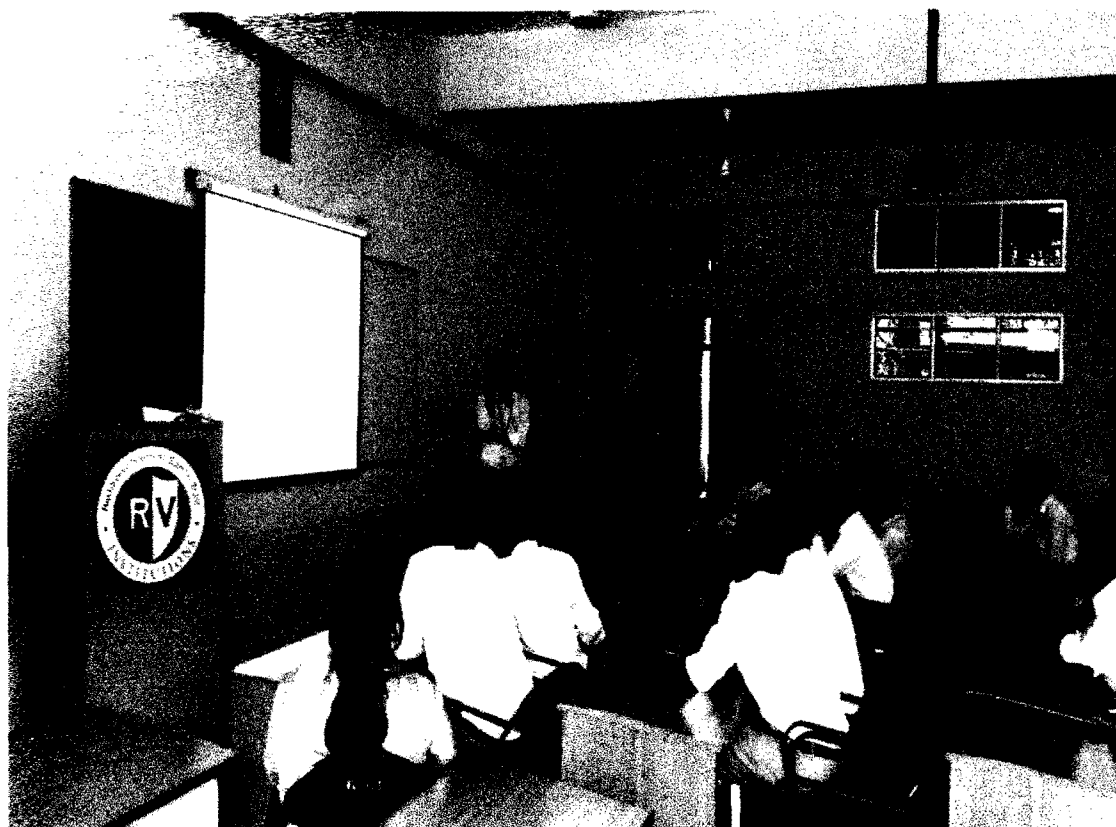
We conducted Round 2, 3, 4 & 5. The rounds included Who Am I, General Question, Cryptography, Guess the Company, Logo's and Slogans. Overall this event was compelling and good learning experience for students.

The winners of Marketing Quiz 2014 are:

Sl No	Team Members	Semester & Section	Total Score	Winners
1	Keerthiraj R & Dheeraj	II A, II A	60	First Place
2	Suhas & Nitil	IV A, II C	55	Second Place
3	Kiran Kumar & Anand Prabhu	II B, II B	45	Third Place

Snap shot of the event has been included for reference:





Report prepared by:

Ms. Anitha D'silva

Anitha

Faculty,

Department of Marketing,

RVIM