

Rashtreeya Sikshana Samithi Trust
R.V. Institute of Management
CA 17, 26th Main, 36th Cross, 4th 'T' Block Jayanagar, Bangalore 560041

Ref No- 131/RVIM/MBA/CIR/2014-15

Date: 20.11.2014

CIRCULAR

Department of Systems Management is organizing Training Programme on the topic "**JEBSCO Database**" for all the I Year/ II Year students (Sections – A, B, C and D) from 4:15 pm to 5.15 pm at Computer Labs (Ground Floor).

The details of the seminar are given below: smooth

Date	Time	Sections	Resource person
November 19,2014 Tuesday	4:15 pm to 5.15 pm	1 year – A & B	Mr.D.T.Edwin Training Specialist – South India EBSCO Information Services India Pvt.Ltd. New Delhi, India
November 20,2014 Thursday	4:15 pm to 5.15 pm	II Year – A & B	
November 21,2014 Friday	4:15 pm to 5.15 pm	1 Year - C & D	

All the students are hereby informed to attend the same without fail. Attendance is compulsory.

MBA I Sem.

MBA II Sem.

Sec. 'A' ✓

Sec. 'A' ✓

Sec. 'B' ✓

Sec. 'B' ✓

Sec. 'C' ✓
20/11

Sec. 'C'

Sec. 'D' ✓
20/11/14

Sec. 'D'


Director

R V Institute of Management

Report on Training Programme

A Training Programme was organized by Library committee for I and III semester MBA students on the topic "EBSCO online Databases" in the below mentioned dates

Si. No	Semester/Section	Date	Faculty In-charge
1	I sem Sec 'A' & Sec 'B'	18.11.2014	Ms. Bhavya Vikas Ms. Sowmya D S
2	III sem Sec 'A' & Sec 'B'	20.11.2014	Ms. Pavitra S T Ms. Das Sangita Hemanth
3	I sem Sec 'C' & Sec 'D'	21.11.2014	Ms. Anitha D'Silva Ms. Maithri R

Main objective of the programme was to train the students on the usage of EBSCO online database with various options in the database. Resource person for the programme was Mr. D T Edwin, Training specialist, EBSCO Information Services India Pvt. Ltd, Bangalore. Various topics covered in the session were as follows:

- ❖ Basic Search: It helps in searching with key words or title of the research paper at a single level without any filters
- ❖ Advanced Search: This is the main option which helps in searching papers at various levels with the help of multi level filtering like period, author, keywords, title and so on with AND operation
- ❖ Search History: Provides you the information about pervious searches
- ❖ Alert Creation: Provides the option of alerting the users at the time of new arrivals
- ❖ Publication: Recent publications can be viewed with this option
- ❖ Company Profiles: Search can be done based on the Company Profiles
- ❖ Folder Creation: Folders can be created and research information can be stored in the folder and can be viewed by the respective username alone.

Students were very happy about the training programme and also expressed their thanks for conducting such programmes.





Rashtriya Sikshana Samithi Trust

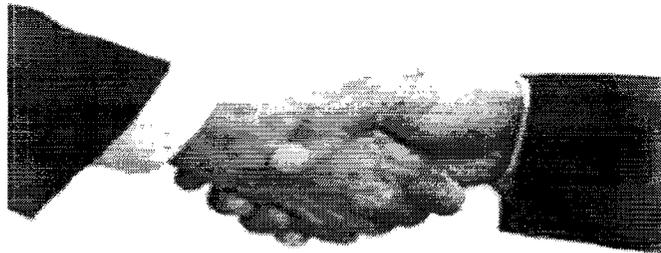
R V Institute of Management

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Department of Marketing
Centre for Business Development studies

A Report and Relevant documents of Workshop on

“The Art of Selling”
selling skills



Thursday, 15th December, 2016

Organized by Department of Marketing
R V Institute of Management
Bangalore

15/12/16

Rastreeya Sikshana Samithi Trust
R V Institute of Management

Circular

Date: 09.12.2016

It is to inform first semester students that, the Department of Marketing is organizing a Workshop on “The Art of Selling” for all the students of I semester from 9:00 am to 4.00 pm on Thursday, 15th December, 2016. The Details of the programme is given here:

Name of the Resource person	Topic	Time
Mr. Vijetha S Shastry, CEO, BH Media house, Bangalore	Introduction to Sales and Marketing	09:00 am-11.00 am
	Process of Selling	11:15 am -1.15 pm
	Hand on experience of selling	2:00 pm -4: 00 pm

Attendance is compulsory for all the first semester students.


Director

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Website : www.rvim.edu.in

Department of Marketing

Workshop on “Art of Selling”

Date: Thursday 15-12-2016

Target Audience: I Semester Students

Resource Person: Mr. Vijetha Shastri, CEO BH Media House, Bangalore

The session started at 10 am in the seminar hall. Mr. Pradeep MP, faculty Department of Marketing welcomed the resource person and the audience. Dr. Noor Firdoos Jahan handed over the bouquet and welcomed the Resource person. Ms. Kaveri of I semester MBA, rendered the invocation song.

Mr. Vijetha Shastri introduced himself and made the audience comfortable with lively anecdotes. In his introduction he stressed upon the importance of a marketing guy and how essential it is to understand the customer. He explained the theory of selling which is more an art than knowledge. The data covered during the presentation is given below:

Art of selling: Any selling usually involves 7 steps, namely

The *selling process* is generally divided into seven steps that, once you understand them, will empower you to sell virtually anything you want and satisfy your customers:

- ⊙ Prospect and qualify: A *prospect* is a lead that is qualified or determined to be ready, willing, and able to buy.
- ⊙ Pre-approach is the “doing your homework” part of the process. A good salesperson researches his prospect, familiarizing himself with the customer’s needs and learning all the relevant background info he can about the individual or business.
- ⊙ Approach: :This usually involves introductions, making some small talk, asking a few warm-up questions, and generally explaining who you are and whom you represent
- ⊙ Presentation: It might involve a product demonstration, videos, PowerPoint presentations, or letting the customer actually look at or interact with the product

- ⦿ Overcome objections: After you've made your sales presentation, it's natural for your customer to have some hesitations or concerns called *objections*. Good salespeople look at objections as *opportunities* to further understand and respond to customers' needs
- ⦿ Close the sale: Eventually, if your customer is convinced your product will meet her needs, you *close* by agreeing on the terms of the sale and finishing up the transaction.
- ⦿ Follow-up: This might mean sending a thank-you note, calling the customer to make sure a product was received in satisfactory condition, or checking in to make sure a service is meeting the customer's expectations.

The First Session ended at 11 am and the students dispersed for the refreshments which was arranged by the institution. The next session was between 11.15-1.15pm. During the session the resource person gave a task for the students. It was as follows:

The task:

Create a brand for the given product which enlisted and handed over to each team of 10 students. A total of 14 groups were made. The students have to deliberate, debate on the given product in the group and make a presentation during the next session. 1 hour was given for discussion and the next 1 hour was for preparing power point presentation. They were also informed that there will be 14 buyer groups and 14 selling groups.

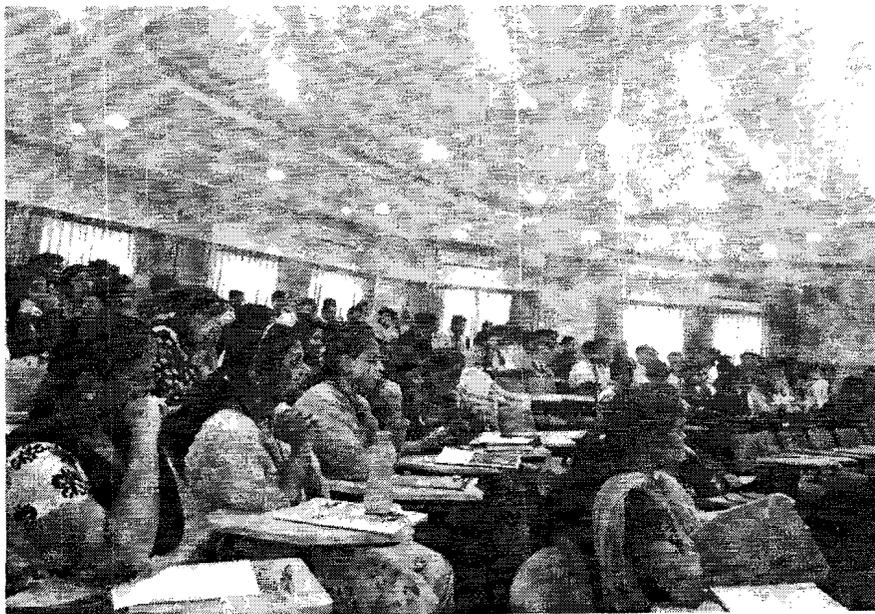


Photo: Students of I sem 2016 batch during the workshop

11.15am- 12.15 am – Discussion among the various students' teams

12.15 -1.15pm - Students went to the digital lab for preparing power point presentation on the assignment.

2.00-4.00pm Group presentation in the seminar hall

14 groups of 10 students each showcased their talents by explaining the features of the product, pricing, offers, make, ingredients and offering to the customers (other group who portray themselves as buyers). Many of the students group came out with innovative product name, features and radio jingle. The students also learnt the art of selling, negotiating, convincing, and asking a purchase. The groups also had to deal with the follow up after selling their product. All the groups actively presented and was well appreciated and cherished by the resource person.

The session ended at 4pm with a vote of thanks from Mr. Mahesh, faculty. Feedback was distributed and the attendance was marked towards the end of the session.

Report prepared by

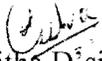
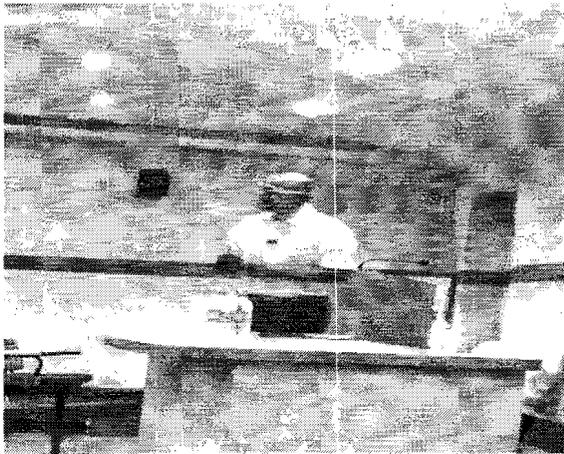
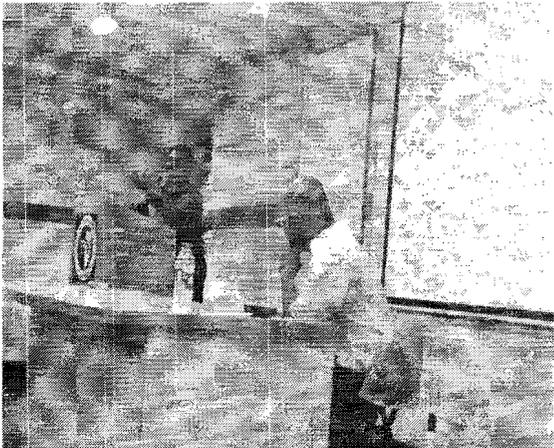
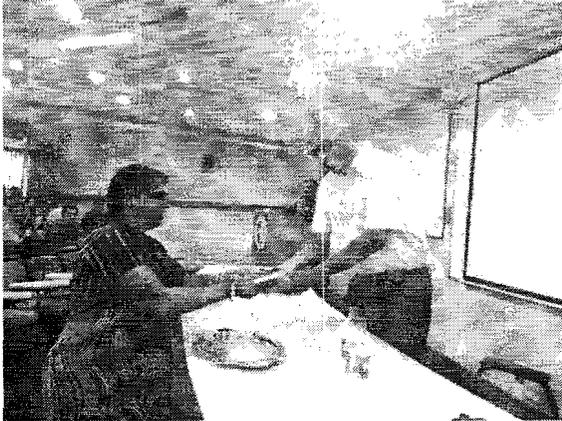

Ms. Anitha D'silva
Faculty, Department of Marketing
RVIM.

Photo Gallery



R V Institute of Management

Report on Workshop

Topic: Digital Marketing

Resource Person : Mr.Supreeth G

Date & Time: 4th December 2017

Venue: Seminar Hall, RVIM

Depart of Systems Management conducted a workshop for 1 semester students on the topic “Digital Marketing”. Resource person for the **Mr.Supreeth G**, Corporate Traner, NICT Bangalore.

Various topics covered in the course duration were as follows:

Digital Marketing – Introduction

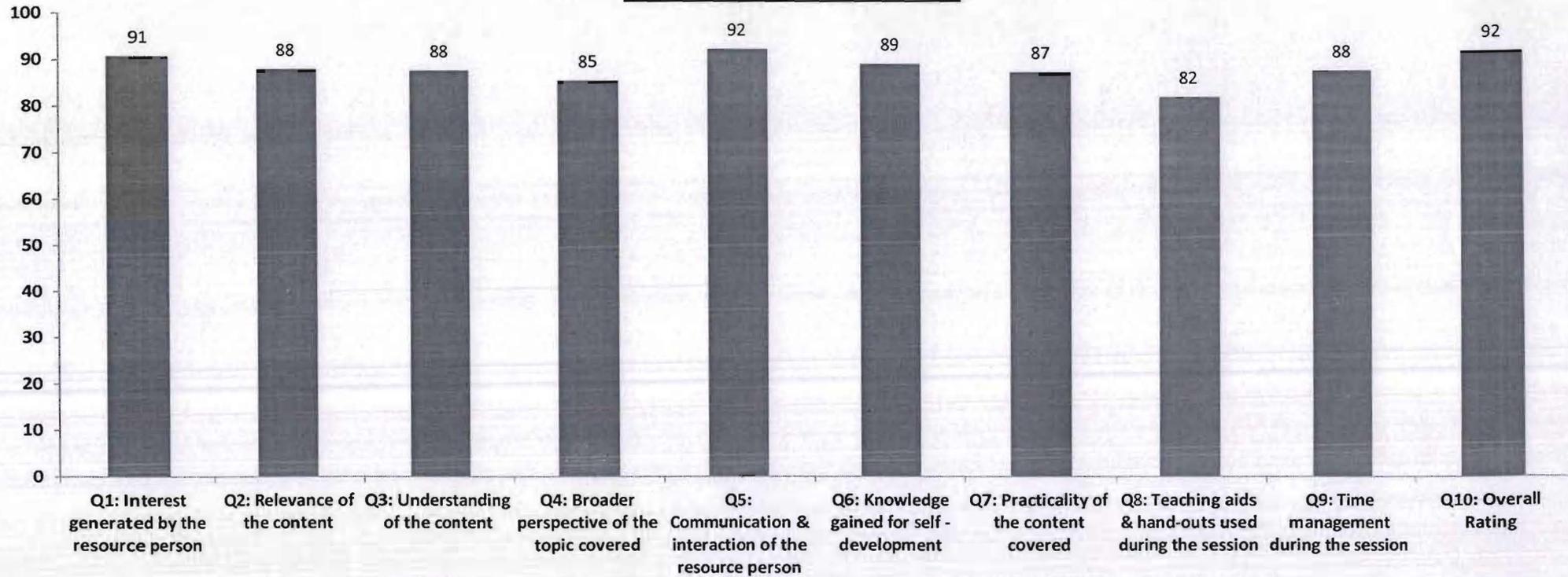
1. Introduction to Digital marketing
2. Search engine optimization
3. Social media marketing
4. Email marketing
5. Keyword research
6. Youtube marketing
7. Facebook marketing

Session was more interactive practical oriented with real time corporate examples take from Flipkart. Main objective of the programme was to help the students in creating awareness about the Digital marketing concepts in the organization. Resource person shared their industry experience to the students and even students clarified many doubts regarding the topic. Students were very much satisfied with his workshop and the feedback was good.



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Feedback analysis of Mr.Supreeth Garla
Topic : Digital Marketing



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Department of Information Technology

Seminar

Seminar on “Data Analytics” was organised for the students of III Semester MBA on December 22, 2017. The resource person for the seminar was Mr. Shankar M M, CARES, Corporate Trainer, Bangalore.

Workshop

The workshop on “Online Marketing” was organised for the students of I Semester MBA on December 4, 2017. The resource person for the workshop was Mr. Supreeth G, Manager, NICT, Bangalore.

Value Added Courses for Enhancing Employability Skills

Department of Information Technology conducted value added courses for the students of III Semester on Digital Marketing and SAP-FICO for enhancing employability skills. Mr. Supreeth G, Manager, NICT, Bangalore and Mr. Shashidhar Rao, Corporate Trainer, NICT, Bangalore engaged the theory and practical sessions. Both the courses were conducted during the months September-December 2017. The students of I Semester were provided with basics on evolving trends in digital marketing with real world applications.

Department of General Management

Mahakavi Valmiki Jayanthi was celebrated on October 5, 2017. Dr. S.R.Leela, Former Member of the Legislative Council, Government of Karnataka and Former Professor and Head, Department of Sanskrit, NMKRV College for Women, Bangalore addressed the gathering.

She provided a lot of insights on Valmiki Ramayana, Tulasi Ramayana and Kamba Ramayana. Faculty members and students of III Semester MBA attended the programme.

RVIM-CSR is one of the Centres of Excellence in RVIM. The students are inculcated societal concerns through various programmes designed from the Department of General Management. The programmes held during the third and fourth quarter of 2017 is provided in the table. Next page

“My Faith is in the Younger Generation, the Modern Generation, out of them will come my workers. They will work out the whole problem, like Lions.”

- Swami Vivekananda



RVIM Management Team outperformed and displayed their best talents and skills to receive series of awards and certificates in all the Management Fests held in the year 2017. Ms. Vibha Nayak student of III Semester MBA had an opportunity to visit Singapore during the month of November 2017 after she won the top position in finance event in the international management fest ‘CRANIUM 2017’.



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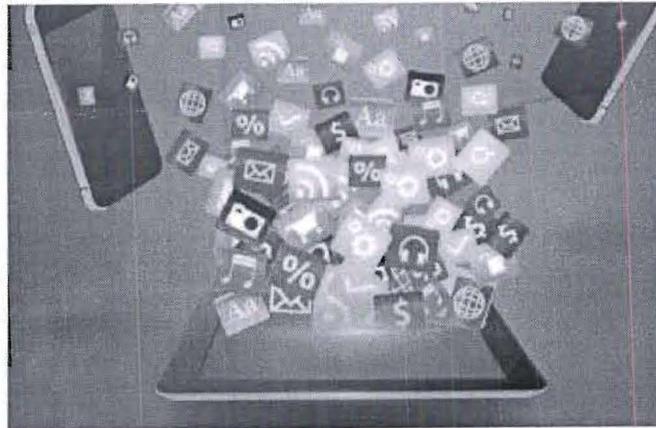
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Work Shop

Department of Marketing
Centre for Business Development studies

A Report and Relevant documents of Workshop on
“Recent Trends in Marketing”



Thursday, 1st June, 2017

Organized by Department of Marketing
R V Institute of Management
Bangalore

Thank you

SM

06/07/17

Rastreeya Sikshana Samithi Trust
R V Institute of Management

Circular

Date: 31.05.2017

It is to inform second semester students that, the Department of Marketing is organizing a Workshop on "Recent Trends in Marketing" for all the students of II semester from 9:00 am to 4.00 pm on Thursday, 1st June, 2016. The Details of the programme is given here:

Name of the Resource person	Topic	Time
Mr. Krishna B Mariyanka, Director, Ajira Global, Bangalore	Event Marketing	09:00 am-11.00 am
	Brand and Reputation Management	11:15 am -1.15 pm
	Advertising Management	2:00 pm -4: 00 pm

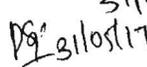
Attendance is compulsory for all the second semester students.

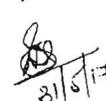

Director

IInd Sem MBA

Sec 'A' -  31/05/17

Sec 'B' - Arshfadu
31/05/2017

Sec 'C' -  31/05/17

Sec 'D' -  31/05/17



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Department of Marketing

Workshop on "Recent Trends in Marketing"

Date: Thursday, June 1, 2017

Target Audience: II Semester Students

Resource Person: Mr. Krishna Mariyanka, Public Relations (PR) and Communications Director, Social Brand and Digital Media Consultant at Ajira Global, Bangalore

The session started at 9 am in the seminar hall. Mr. Pradeep MP, faculty Department of Marketing introduced the theme of the workshop and welcomed the resource person Mr. Krishna Mariyanka, faculty members and the students for the workshop. Dr. Noor Firdoos Jahan handed over the bouquet and welcomed the Resource person. Ms. Meghashree of II semester MBA rendered invocation song.

1st session- Event Marketing: 9.10 am- 10.00am

The resource person said that event marketing is all about planning, experience and interaction. The activity of designing or developing a themed activity, occasion, display, exhibit (such as a sporting event, music festival, fair, or concert) to promote a product, cause, or organization is called as event marketing.

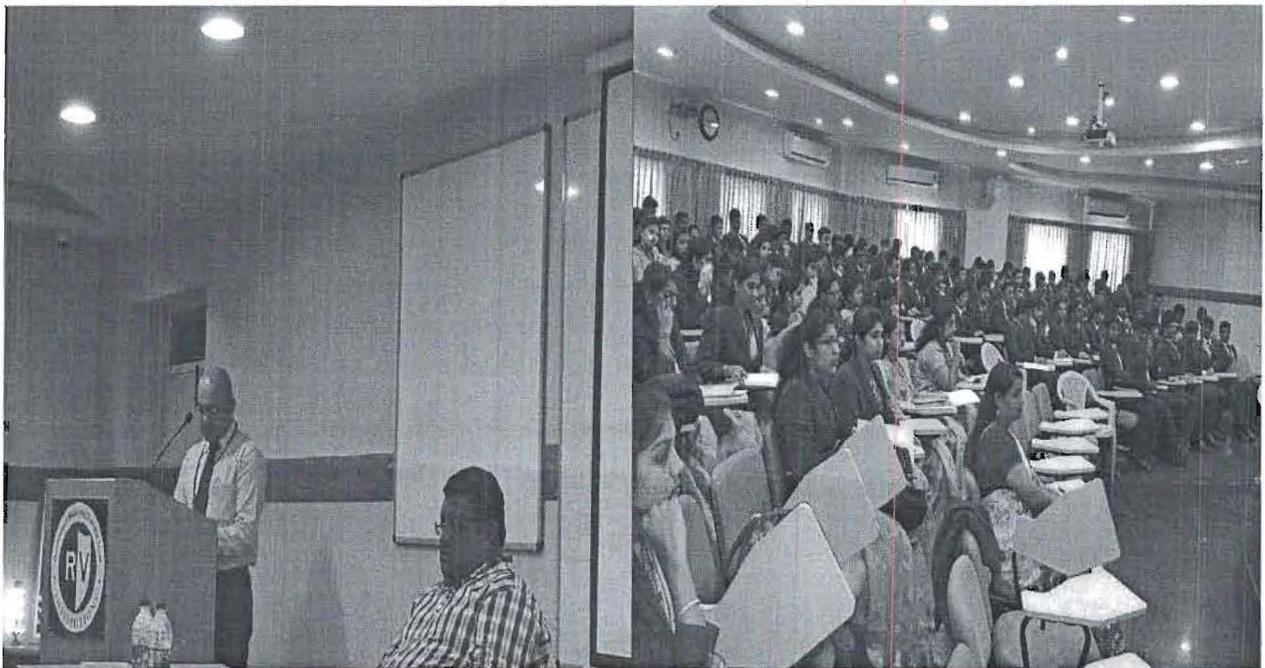
Types of Event Marketing:

1. Product launch
2. Workshops and Seminar
3. Road shows
4. Exhibitions
5. Sports events

Why event marketing? Generally event marketing is done to generate leads. It is done usually when the firm is ready for the sale of their products. It usually determines the message that need to be communicated to the customers. Event marketing is done on social platform. It defines target audiences. It is focused on relevant target audiences. Based on this the students were divided into various groups and each group had to take up one event and market the same to all.

10.00-11.00 Group activity/ Team presentation

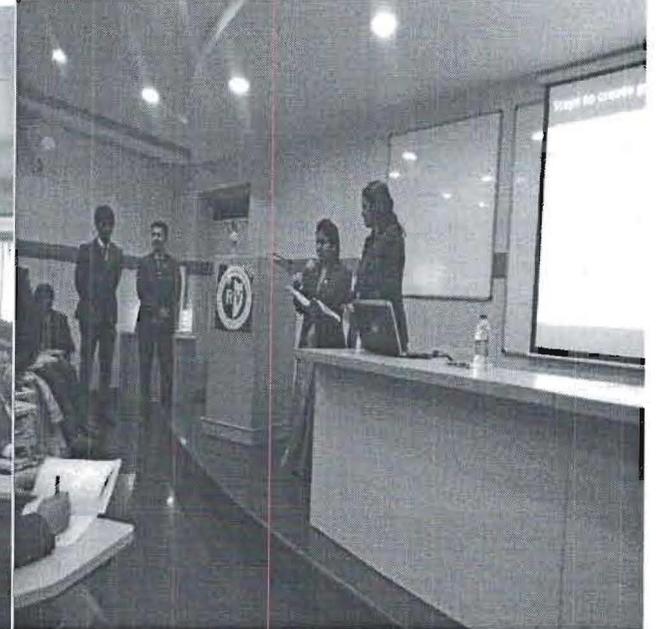
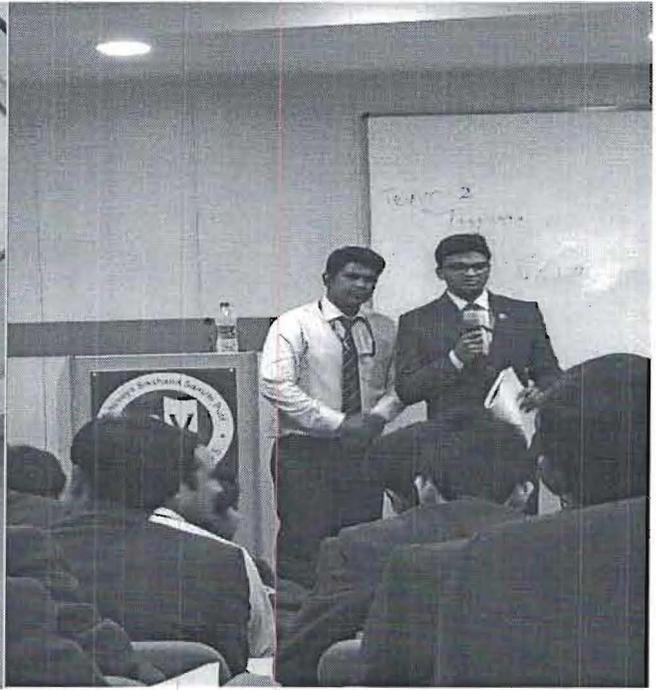
Products like mobile, Nike, Health products, Baby health Indicator, and Organic world were some products the teams displayed and explained on the dais.



2nd Session - 11.15-12.15 Session on Brand management: Ms. Anitha D'silva, faculty, department of marketing introduced the second session to the audiences.

During this session Mr. Krishna Mariyanka explained about the meaning of brand management and how it is important for the firm. He explained that it includes developing a promise from marketing perspective making that promise as a perpetual and everlasting promise and maintaining it. Brand management is nothing but an art of creating and sustaining the brand. Branding makes customers committed to your business. A strong brand differentiates your products from the competitors.

12.15-1.15 Group activity: Here students were asked to make presentation on any one particular brand which is currently famous and relate the importance of such brand.



3rd Session: 2.00- 3.00pm -Advertisement: During this session the resource person showed some of the meaningful and social message oriented advertisements and how the firms are relating themselves with the product to the ultimate consumers.

3.00- 4.00pm Group activity: Various Teams had to make presentation on a product advertisement which can be in print format, jingle or also can the ad on stage. All teams made good presentations. The session ended at 4 pm. Mr. Mahesh G, faculty, RVIM proposed vote of thanks and marked the attendance for the students.

Report prepared by 
Anitha D'silva, Faculty, RVIM



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Department of Human Resources

Centre for Leadership and Human Excellence

Presents

Seminar on

"HUMAN VALUES IN MANAGEMENT EDUCATION"

Tuesday, March 21, 2017.



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

Rashtreeya Sikshana Samithi Trust

Rashtreeya Vidyalyaya Group of Educational Institutions, a conglomerate of 21 educational institutions run by the Rashtreeya Sikshana Samithi Trust was established in the year 1940. All the institutions are governed by the trust comprising from schools to professional colleges, including Engineering, Dental, Management, Nursing and Teacher education. The Group is over 75 years old and operates all the Institutions with the main objective to impart quality education to its students. Presently, there are over 18000 students and 1700 personnel in all its campuses situated at Bangalore, the Silicon Valley of India. With a vision to excel in all its activities, the trust constantly strives to create an atmosphere of involved learning, instill a spirit of enquiry, induce healthy challenges and encourage sustainable accomplishments with enriching rewards to everyone i.e., - students, parents, teachers and its associates.

R V Institute of Management

R.V. Institute of Management is one of the leading educational institutions of national and international reputation, run by Rashtreeya Sikshana Samithi Trust, which is spearheading the cause of education in various fields for more than 75 years. The Institution was started during the academic year 1999-2000 which offers two year, full-time MBA Programme recognized by Government of Karnataka and is affiliated to the Bangalore University and approved by AICTE, New Delhi. The institution is accredited by NAAC with 'A' Grade. The institution was established with the aim of providing quality management education to aspiring youngsters with required academic knowledge and skills and also to groom them with all-round personality through various curricular and extra-curricular activities. The institution has added a feather to its cap by demonstrating its quest for academic excellence by securing "Three Ranks (First Rank, Third Rank and Fifth Rank) in MBA Programme out of FIVE Bangalore University Ranks for Batch 2014- 2016". The institution has demonstrated its commitment to serve the society by making an entry into "Limca Book of Records" for conducting "RVIM Computer Literacy Programme for Senior Citizens".

Theme of the Seminar

Education makes the human being well-informed, imparts self-preservation and may lead to attain success in their chosen field. The ultimate purpose of life for any individual is to realize oneself. Fostering human values among students of management education is necessary to facilitate them to know the purpose of their life. In the corporate world, every day, managers are dealing with human resources and in order to manage the other three resources like machine, money and materials, effective management of human resources is vital for achieving the primary goals of any organization. Fostering human values among students' of management education will certainly help them to love their job and also to show kindness to their colleagues in the work environment once they enter into the corporate world. It will surely help them to build cordial relationships with fellow human beings so that they can perform their assigned duties effectively to achieve organizational success. It will also assist managers to show the required concern towards the crucial factor called the 'human element' while making rational decisions. It will immensely motivate them to practice honesty and fairness in all their organizational deeds apart from being truthful and loyal to the organization they work for.

Today, managers in the corporate world are working under turbulent conditions coupled with enormous pressure to achieve the target results continuously. Therefore, nurturing human values will certainly help them to maintain peace and calmness to arrive right decision at right time without succumbing to the pressures of unhealthy competitions and unethical practices. It is an undeniable fact that the society and business organizations are inter-dependent and hence it is high time that all the stakeholders of management education need to understand that promoting human values in management education will not only provide profession for a student but also a meaningful purpose in life which will eventually help not only to build great organizations with ethical and moral values but also to build strong knowledge based societies at large. Hence, the aim of this seminar on the theme "Human Values in Management Education" is to create a platform to discuss and deliberate the essential need for imparting human values among students of management education in conjunction with imparting academic education for a better socio-economic development of a country.

Objectives of the Seminar

- To enable teaching fraternity in fostering human values among students of management education
- To establish a linkage between knowledge and human values while imparting the management education
- To discuss various ways and means to inculcate human values among the students of management education
- To foster human values among students of management education to benefit the society at large
- To promote Humility and Humanity and a positive attitude among the students

OUR SPEAKERS

Dr. H R Nagendra

Chancellor
S-VYASA University, Bangalore



He is the President of VYASA and also the Chairman, IDY (International Day of Yoga), Experts Committee, Task force of AYUSH (Ministry of Health and Family Welfare), and SAC of CCRY (Central Council for Research in Yoga and Naturopathy). He is honoured with Doctorate in Mechanical Engineering from IISc, Bangalore and served as faculty in the same department. He then served as Post-Doctoral Research Fellow in the University of British Columbia, Canada in 1969 and moved to NASA Marshall Space Flight Centre, USA as Post-Doctoral Research Associate in 1970 & has guided nearly 20 PhD students. Later, he also served as a Consultant at Engineering Science Laboratory, Harvard University, USA in 1972 and Visiting Staff at Imperial College of Science and Technology, London.

He has published 30 Research Papers in Engineering; authored & collected 110 papers on Yoga and co-authored 35 books on Yoga. He has been honoured with Bharata Ratna Sir M Visvesvaraya Science Award for the contributions in the field of Yoga Education and Yoga Therapy, International Yoga Grand Master Award, Bharat Gaurav Award in British Parliament, Global Peace Award, World Peace Council, Light of Yoga Award, and Padma Shri Award, Government of India - 2016.

Dr. Thimappa Hegde

Director & Senior Consultant Neurosurgeon,
Narayana Hrudayalaya, Institute of Neurosciences



He pursued medical and Neurosurgical training in India and further took specialized training in the USA, Japan & the Netherlands. He was the past President of the "Neuro-Spinal Surgeons Association" of India. He has delivered talks at various International and National Forums like International Gita Forum, Singapore, 14th Global Gita Conference, Bengaluru etc. Also, he has trained various corporates on Personal Mastery, Stress Management & Personal Growth. He has authored 30 scientific publications in leading journals and has been conducting Vedanta Study groups at his residence and hospital for over 5 years based on the teachings of Vedanta Acharyas. He has been honoured with "Dattathreya Prashasthi" Award and "Outstanding Citizen Award". Dr. Hegde enjoys travelling and has visited many places related to the life of Buddha in India, Nepal, Bhutan and the Tibetan Himalayas including Lake Manasarovar and Mount Kailash.

Mr. Meghashyam Karanam

Co-Founder and CEO
Megdap Innovation Labs Private Limited, Bangalore



He is a seasoned business professional with over 22+ years of extensive experience working with Microsoft Corporation (India) for 11+ years handling different roles. He is a Mentor and empaneled educator & trainer at National Entrepreneur Network and actively mentors start-ups. He is also the Co-Founder and Head of Siddhi Foundation, a NGO. It works towards advancement and propagation of education and learning with an endeavor to improve reading, writing and communication skills in local languages amongst school students in Rural India through Story Reading and Writing.

Dr. S. Ranganath

Professor and Head of the Department of Sanskrit studies,
NMKRV College for Women (Autonomous College), Bangalore



He is the Director, RV Institute of Sanskrit Studies. He has secured First Class, First Rank in M.A. Sanskrit from Bangalore University and the recipient of Hiriyanna Gold Medal & Hebbar Srivaishnava Sabha Gold Medal. The title "VEDABHOOSHANA" was conferred on him by Veda Dharma Paripalana Sabha and American Biographical Institute, U.S.A., has honoured him with the title "THE MAN OF THE YEAR 1996". He has studied Rigveda traditionally for Eight years. He was awarded D.Litt. from Himachal Pradesh University, Shimla for his Post-doctoral publications on Post-Independence Sanskrit Literature". World Association for Vedic Studies, U.S.A. (Bangalore Branch) has honoured him with the title "Vedashree". He has Seventy One books and hundred research papers to his credit. His Kannada translation of Prof. Satya Vrat Shastri's Ramakirti Mahakavyam was published in Bangkok (Thailand), (First Jnanapeeth Awardee in Sanskrit).

Programme Details

Session Timing	Session Topic	Speaker(s)
9.30 am to 10.45 am	Key Note Address	Dr. H R Nagendra
11.00 am to 12.30 pm	Values for Management	Dr. S.Ranganath
12.30 pm to 2.00 pm	Human Values & Business Management – The (Im)possible Balance	Mr. Meghashyam Karanam
2.30 pm to 4.00 pm	Spiritual Centered Leadership	Dr. Thimappa Hegde

PARTICIPANTS

Faculty members from management institutions

REGISTRATION DETAILS

Registration: 09.00 am to 9.30 am

There is no registration fee for participants

LAST DATE FOR REGISTRATION

Thursday, March 16, 2017

REGISTRATION CAN BE CONFIRMED THROUGH

E-mail ID: rvim.hrd@gmail.com

ORGANISING COMMITTEE

CHIEF COORDINATOR

Dr. T V Raju

Director, RVIM

MEMBERS

Dr. Anupama K Malagi

Associate Professor

9448079735

Dr. A.Narasima Venkatesh

Associate Professor

9986728377

Ms. Sowmya D S

Assistant Professor

080 - 42540335

Ms. Ramya S

Assistant Professor

080 - 42540336



Rashreeya Sikshana Samithi Trust

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