

COURSERA OPEN ELECTIVE PROGRAM

Comprehensive Report

Third Semester - Academic Year 2024-25

RV Institute of Management

PROGRAM HIGHLIGHTS

181 Students | 19 Faculty Mentors | 20+ Unique Courses

87.8% Completion Rate | Average Rating: 4.66/5.0

1. Program Overview

The Coursera Open Elective Program represents a strategic initiative by RV Institute of Management to provide students with access to world-class online learning opportunities from premier global institutions. This program enables students to diversify their knowledge base, acquire specialized skills, and earn certifications from renowned universities and industry leaders while completing their MBA curriculum.

1.1 Program Statistics

Metric	Value
Total Student Participants	181
Faculty Mentors	19
Courses Completed	65
Currently Enrolled	9
Completion Rate	87.8%
Average Course Rating	4.66/5.0
Average Course Duration	23.5 Hours
Unique Courses Offered	20+

Key Observation: The impressive 87.8% completion rate demonstrates strong student engagement and commitment to continuous learning. The high average rating of 4.66/5.0 indicates that students are selecting high-quality courses that align with their career aspirations.

1.2 Domain-wise Distribution

Student enrollment demonstrates a clear preference for certain functional areas, reflecting both market demand and career aspirations:

Domain	Students
Finance	33
Marketing	17
Business Analytics	4
SCM	3
Operations and Supply Chain	2
BA	2
Supply Chain Management	2

Analysis: Finance emerges as the dominant area of interest with 33 students, followed by Marketing (17 students) and Business Analytics (4 students). This distribution reflects current industry trends emphasizing financial acumen, digital marketing capabilities, and data-driven decision making.

2. Partner Institutions and Course Portfolio

2.1 Top Partner Institutions

The program features courses from world-renowned institutions, providing students with global perspectives and internationally recognized certifications:

Institution	Enrollments
Columbia University	19
University of Michigan	15
Yale University	10
Unilever	7
Salesforce	6
Copenhagen Business School	5
FIA Business School	5
Google	4
Fundação Instituto de Administração	4
Meta	4
Illinois	3
Northeastern University	3

Institutional Diversity: The program showcases courses from prestigious Ivy League universities (Columbia, Yale), leading public research institutions (University of Michigan, Illinois), renowned business schools (Copenhagen Business School, FIA Business School), and industry giants (Google, Meta, Salesforce, Unilever), ensuring students receive both academic rigor and practical industry insights.

2.2 Most Popular Courses

Student course selections reveal strong preferences for finance and business fundamentals:

Course Title	Students
Construction Finance	20
Sales and CRM Overview	14
Financial Markets	12
Accounting for Decision Making	8
Global Supply Chain Management	7

Accounting for decision making	6
Risk, Return and Valuation	4
Customer Data Analytics for Marketers	3
construction Finance	3
Intro to Managing Healthcare Supply Chain Operations	3

Course Popularity Insights: Construction Finance (20 students) leads the enrollment, followed by Sales and CRM Overview (14 students) and Financial Markets (12 students). This distribution indicates strong student interest in specialized finance topics and customer relationship management—both critical skills for modern business professionals.

3. Faculty Mentorship Framework

The success of the Coursera Open Elective Program is significantly attributed to the dedicated mentorship provided by RVIM faculty members. Each faculty mentor guides an average of 9-10 students through their learning journey, providing academic support, motivation, and ensuring timely course completion.

3.1 Top Performing Faculty Mentors

Faculty Mentor	Students	Completed	Rate
Dr.Noor Firdoos Jahan	10	3	30%
Dr.Anupama Malagi	10	0	0%
Dr.Tamizharsi	10	7	70%
Dr.Santosh.M	10	0	0%
Dr.Jahnavi M	10	0	0%
Dr.Krithika J	10	1	10%
Dr.Rashmi Shetty	10	9	90%
Dr.Vinay KS	10	9	90%
Prof.NagaSubba Reddy	10	10	100%
Prof.Shoiab Khan	10	9	90%
Dr.Srikanth	10	0	0%
Dr.Sumera A	9	0	0%
Prof.Anitha BM DSilva	9	0	0%
Prof.Sowmya D S	9	1	11%
Prof.Uma Sharma	9	7	78%

Outstanding Performance: Prof. NagaSubba Reddy achieved a remarkable 100% completion rate with all 10 mentees successfully completing their courses. Dr. Rashmi Shetty, Dr. Vinay KS, and Prof. Shoiab Khan also demonstrated exceptional mentorship with 90% completion rates.

3.2 Mentorship Model

The faculty mentorship model encompasses several key responsibilities:

- **Course Selection Guidance:** Helping students identify courses aligned with their career goals and specialization areas
- **Progress Monitoring:** Regular check-ins to ensure students stay on track with course timelines and learning objectives

- Academic Support: Providing clarifications on course content and connecting concepts to MBA curriculum
- Motivation and Accountability: Encouraging consistent effort and timely completion of course requirements
- Documentation and Verification: Maintaining records of student enrollments, progress, and certificate acquisition

4. Program Impact and Strategic Recommendations

4.1 Program Impact

The Coursera Open Elective Program has demonstrated significant positive impact across multiple dimensions:

Skill Enhancement

Students have gained specialized knowledge in emerging areas such as construction finance, digital marketing, supply chain analytics, and data science—competencies highly valued by employers. The average course duration of 23.5 hours represents substantial learning investment beyond the regular curriculum.

Global Exposure

Access to courses from world-renowned institutions has provided students with international perspectives on business practices, exposure to global case studies, and learning from distinguished faculty from leading universities worldwide.

Career Readiness

Industry-recognized certifications from institutions like Columbia University, University of Michigan, and companies like Google and Salesforce significantly enhance student resumes and demonstrate commitment to continuous learning—a quality highly appreciated by recruiters.

Self-Directed Learning

The program cultivates essential professional skills including time management, self-motivation, and independent learning capabilities—attributes critical for success in dynamic business environments.

4.2 Key Achievements

- ✓ **87.8% Completion Rate** - Exceeding industry benchmarks for online course completion
- ✓ **4.66/5.0 Average Rating** - Demonstrating high-quality course selection
- ✓ **78+ Unique Courses** - Offering diverse learning pathways
- ✓ **15+ Partner Institutions** - Including Ivy League universities and industry leaders

4.3 Strategic Recommendations

To further enhance the program's impact, the following strategic initiatives are recommended:

- **Expand Domain Coverage:** Introduce more courses in emerging areas such as Artificial Intelligence, Blockchain, Sustainability, and Healthcare Management to align with evolving industry demands
- **Incentive Framework:** Consider implementing recognition mechanisms for students achieving multiple certifications or exceptional completion rates (scholarships, awards, placement priority)

- **Integration with Curriculum:** Explore opportunities to grant academic credit for selected high-value Coursera courses, potentially reducing elective load while maintaining learning outcomes
- **Industry Partnerships:** Leverage corporate partnerships to identify and recommend courses aligned with specific industry requirements and placement opportunities
- **Peer Learning Communities:** Establish student forums or study groups for popular courses to facilitate collaborative learning and increase engagement
- **Alumni Network:** Create an alumni database of Coursera certifications to facilitate mentorship, career guidance, and showcase program outcomes to prospective students
- **Data Analytics Dashboard:** Develop a comprehensive tracking system to monitor real-time progress, identify at-risk students, and generate insights for continuous program improvement

4.4 Conclusion

The Coursera Open Elective Program represents a strategic initiative that significantly enhances the value proposition of the RVIM MBA program. With 181 students engaging with world-class content from premier institutions, achieving an impressive 87.8% completion rate, and accumulating diverse certifications across multiple domains, the program has successfully created a culture of continuous learning and professional development.

The dedication of 19 faculty mentors, the diversity of 78+ courses spanning multiple functional areas, and the participation of students in high-quality programs from institutions like Columbia, Michigan, Yale, and leading corporations demonstrate RVIM's commitment to providing holistic, globally-relevant management education.

As the business landscape continues to evolve rapidly, this program positions RVIM students with competitive advantages—specialized skills, global perspectives, recognized certifications, and most importantly, the mindset and capabilities for lifelong learning. The program's success serves as a model for innovative curriculum enrichment and stands as a distinctive practice that differentiates RVIM in the competitive management education landscape.

End of Report



Director

