

Rashtreeva Sikshana Samithi Trust
RV Institute of Management

ACADEMIC COUNCIL MEETING 3-
PROCEEDINGS

The third AC meeting was held on 18.10.2023 from 4:00 PM onwards. Following members were present;

External Members

1. Dr. Ritika Sinha, Associate Professor & Chairperson, CBSMS, BCU, Bengaluru
2. Dr. Nirmala M, Associate Professor , CBSMS, BCU, Bengaluru
3. Dr. Anuradha B A, Principal, Al Ameen Institute of Management Studies, Bengaluru
4. Dr. A H Chachadi, Former Dean and Director, Kousali Institute of Management Studies, Karnatak University,Dharwad
5. Prof Mathew Manimala, Former Professor, IIMB

6. Mr. K B Nagaraju, Director, Innovative Retail Concepts Pvt. Ltd (Big Basket), Bengaluru
7. Mr Shrihari Udupa, Independent Director, Triton Valves, Bengaluru
8. Dr. Y S R Murthy, VC, RV University Bangalore

Internal Members

1. Dr. Purushottam Bung, Professor and Director-Chairman
2. Dr. Anupama K Malagi, Professor-Member Secretary
3. Dr. Noor Firdoos Jahan, Professor- Member
4. Dr Tamizharasi D, Professor- Member
5. Dr. Santhosh M, Associate Professor- Member
6. Dr. Padmalini Singh, Associate Professor- Member
7. Dr. Jahnvi M , Associate Professor- Member
8. Prof. Payal Jindal, Assistant Professor- Member
9. Prof. Anitha D'Silva, Assistant Professor- Member
10. Prof. N. Nagasubba Reddy, Assistant Professor- Member
11. Prof Mithun D J, Co-ordinator, Centre for Business Analytics

The Chairman of the AC extended a warm welcome to all the members present.

AGENDA POINT 1: Approval of the minutes of the second AC Meeting held on 19.12.2022

All the members approved the minutes of the second AC meeting with the confirmation to conduct SEE for all subjects every semester (agenda point ...) which was deferred by the GB.

AGENDA POINT 2. Induction of new members to the AC and thanking the members who left

The Chairman of the AC introduced and extended a warm welcome to the new members to the AC :

1. Prof Mathew Manimala, Former Professor & Former Director XIME,
2. Prof Mithun D J, Co-ordinator, Centre for Business Analytics, RVIM

The Chairman thanked the member who has left the Academic Council for personal reasons.

1. Dr N R Parasuraman, Director, SDMIMD, Mysore
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AGENDA POINT 3: The Strategic Retreat organised to re-visit the Vision, Mission, POs and revision of curriculum

The chairman explained about the Strategic Retreat organised to revisit the Vision, Mission, POs and revision of Curriculum. The Chairman shared with the members, the revised Mission statement wherein two new areas have been included- Health Care and Joint Research and also the revised POs. He also explained about the elaborate exercise pertaining to revision of the curriculum.

OBSERVATIONS

- Members were happy about the rigorous Strategic Retreat exercise carried out.
- They appreciated the idea of including Health care in the Mission statement.
- The members were happy about the change in the number of POs from 11 to 8.
- The members appreciated the idea of collaboration and joint research.
- The members appreciated the efforts towards revising the curriculum.

DISCUSSION

- Regarding the electives, it was suggested to consider short duration certification courses in health care.

- Regarding the Business Analytics domain, it was suggested to include a module on the application of AI in Business as part of the domain specific skills course.

RESOLUTION

- It was resolved to follow the suggestion and consider add-on certification in Health care management during the III Semester.
 - It was resolved to follow the suggestion and include a module pertaining to applications of AI in Business as part of Domain Specific Skills course.
 - The same will be presented to the members of Governing Body for approval.
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AGENDA POINT 4: Revised curriculum framework

- The chairman presented the revised curriculum framework and highlighted the major changes that are proposed in the revised curriculum framework as mentioned here-in under: Total number of credits retained at 106 with minor changes in credit distribution.
- No. of courses in I Sem reduced from 11 to 08
- No. of courses in II Sem reduced from 12 to 10
- All core quantitative & lab driven subjects of 3 credits (MA, ASB, AORB, IT skills, FM) have been assigned 4 credits
- Micro economics & Macro economics merged and made 4 credits course (EFM)
- Business Communication (2 Cr) merged with Soft Skills (2 Cr) and converted into SEC of 4 credits (Communication and soft skills)
- Principles of Management (1 Cr)& Organisation Behaviour (3 Cr) have been merged and made 4 Credits course titled MOB.
- Advanced IT Skills (2 Cr) has been merged with Introduction to Business Analytics (3 Cr) and converted into SEC (Business Analytics Skills) and assigned 4 credits. The duration for Business Immersion has been increased from 6 weeks to 8 weeks and given 4 credits and will be offered after II sem instead of I sem.
- The credits for open electives I & II have been reduced to 1 from 2.
- Domain Specific skills has been assigned 2 credits (earlier it was Audit Course)
- BGS & Values Ethics and Social Responsibility have been merged to form Values-Ethics-ESG in III Sem
- Strategic Management course has been moved to III Sem from IV Sem.
- Credits for MRSL has been increased to 4 from 2 as it will be made more rigorous and is going to be substitute for Internship and will be spread across 3 semesters (II, III & IV Sem)
- Removed Foreign Language course from I Sem

OBSERVATIONS

- The members felt that having more number of courses in each semester will burden the students and hence reducing it to manageable number is a positive move.
- The members felt that learning a foreign language could not happen effectively within one semester and hence dropping it from the curriculum is a positive move.

- The members felt that the proposal to increase the number of credits from 3 to 4 for the MRSL course is a good step and will help in enhancing the research acumen of the students.
- The members appreciated the proposal to allocate credits to the Domain Specific Skills course.

DISCUSSION

- The members appreciated the proposed revisions put forth for discussion which are based on the experience of all the faculty members.
- The members suggested that foreign language course can be offered as a value addition course.
- The members were happy about the emphasis laid on the research aspect in the institution.
- The members suggested that the Domain Specific Skills course should have robust evaluation rubrics.

RESOLUTION

- It was resolved to include the suggestion pertaining to offering foreign language course as a value addition course.
- It was resolved to ensure robust evaluation rubrics for the domain specific skills course.
- The same will be presented to the members of Governing Body for approval.

AGENDA POINT 5: Revised detailed syllabus

The chairman presented before the AC, the revised detailed syllabus which is in accordance to the revised framework proposed.

OBSERVATIONS

- The members felt that the CO-PO mapping has to be re-looked into for all the courses as some courses are mapped to many POs which usually does not happen.
- Weightage for Principles of Management to be emphasized as part of MOB course since it is a foundational course.
- The members felt that Management control systems should be included as part of Strategic Management Course offered in the III sem.
- Weightage for the courses/modules pertaining to Family Enterprise Management needs to be strengthened in the Entrepreneurship and Family Business Management specialization.

DISCUSSION

- The members appreciated the efforts in revising the detailed syllabus in accordance to the revised curriculum framework.

RESOLUTION

- It was resolved to revise the CO-PO mapping wherever required.
- It was resolved to re-look and make necessary changes in the curriculum structure for Entrepreneurship and Family Business Management specialization in the next iteration.

- It was resolved to make the necessary changes in the Strategic Management Course.
 - The same will be presented to the members of Governing Body for approval.
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AGENDA POINT 6: Proceedings of the 2nd Meeting of the RAC

The convenor the Centre for Research & Consultancy presented to the members the proceedings of the 2nd meeting of the Research Advisory Committee.

The convenor highlighted about the recommendations of the RAC members and accordingly implementation of institutional funding facility provided to the faculty members to carry out minor research projects.

The convenor shared with the members that presently there are 6 ongoing projects which have been sanctioned institutional funding of Rs 50,000/- each..

The convenor also informed the members about the recommendation of the RAC regarding enhancing the incentive from Rs 10,000/- to Rs 25,000/- for publishing in top tier journals.

OBSERVATIONS, DISCUSSIONS & RESOLUTION

- The BOS members appreciated the recommendation of the RAC to extend institutional funding to the faculty members.
 - The members appreciated the recommendation of the RAC regarding the higher incentive for top tier publications.
 - The same will be presented to the members of Governing Body for approval.
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AGENDA POINT 7: The Contitution of the Research Ethics Review Board(RERB) and proceedings of the 1st meeting.

The convenor of the Centre for Research & Consultancy presented the recommendation of the RAC to constitute the RERB and shared the details about the constitution and proceedings of the 1st meeting of the RERB. The convenor informed about the recommendation to design the Research Ethics Policy and also to ensure strict adherence of the same.

OBSERVATIONS, DISCUSSIONS & RESOLUTION

- The BOS members appreciated the recommendation of the RERB to have a clear Research Ethics Policy.
 - The members appreciated the efforts of the institution in terms of strengthening research ecosystem.
 - The same will be presented to the members of Governing Body for approval.
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AGENDA POINT 8: Proceedings of the IQAC meetings

The convenor of the Internal Quality Assurance Cell (IQAC) presented the details about the regular quarterly meeting of the IQAC and also about the Quality initiatives adopted in the institution. The convenor emphasized on the various initiatives like

- Offering the PG Diploma Program in Business Analytics
- Effective implementation of the Social Immersion Program,

- Partnering with Coursera and offering unlimited access to the students to complete as many courses as they like ,
- Partnering with Harvard Business Publishing,
- Strategy and efforts in terms of better performance in NIRF ranking and also preparations for NAAC re-accreditation which is due in June 2024.

OBSERVATIONS, DISCUSSIONS & RESOLUTION

- The members were happy to note the quality initiatives implemented in the institution.
- The members were happy about the PG Diploma in Business Analytics which is scheduled to be rolled out in November 2023.
- The members appreciated the efforts in terms of partnering with Coursera and Harvard Business Publishing
- The members appreciated the efforts towards better performance in NIRF ranking.
- The same will be presented to the members of Governing Body for approval.

AGENDA POINT 9: Implementation of the recommendation to conduct examinations for all subjects after every semester.

The chairman informed the members that it was approved by the BoS and the Academic Council during the 2nd meeting of BoS and AC to conduct examinations for all subjects every semester. However, during the 2nd Governing Body meeting, it was recommended to defer it for some time and implement the fast track examinations from 2022-24 batch onwards. But now, we propose to implement the same from II Sem (Dec 2023) SEE examinations onwards.

OBSERVATIONS, DISCUSSION & RESOLUTION

- The members were happy about the proposal to conduct examinations for all subjects after every semester from II Sem (Dec 2023) SEE examination onwards.
- The members felt this proposal would help the students in completing the MBA program without wasting one year.
- The same will be presented to the members of Governing Body for approval.

AGENDA POINT 10 : About rolling out the PGDBA Program.

The chairman presented the details regarding the preparations to roll out the PG Diploma in Business Analytics from November 2023. The Chairman informed the members that our affiliating university, Bengaluru City University has granted permission for the same and accordingly it will be rolled out.

OBSERVATIONS, DISCUSSION & RESOLUTION

- The members appreciated the curriculum framework and detailed syllabi designed for the PGDBA programme and the efforts made towards launching of the same and promoting it across all the channels.
 - They commended the efforts of the institution for rightly identifying the need for a program in Business Analytics for the corporate executives and also for fresh graduates.
 - The same will be presented to the members of Governing Body for approval.
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AGENDA POINT 11 : Strengthening the process of examinations and results

The Controller of Examinations (CoE) presented the details about the examination reforms that have been implemented like;

- Conducting Fast Track examinations,
- Significant reduction in the number of students applying for challenge valuation,
- Continuous efforts in terms of building the database of examiners,
- Implementation of the practice of discussing the scheme of valuation before starting valuation which has resulted in the reduction in the number of scripts going for third valuation,
- Accepting all 4 question papers with modifications wherever necessary,
- Compiling all the data on the UUCMS portal and NAD (National Academic Depository) so that employers can access and verify the data pertaining to the students.

The CoE also presented the summary of the III Sem results of the 1st Autonomous Batch (2021-23) and the 1st Sem results of the 2nd Autonomous Batch (2022-24)

OBSERVATIONS/ DISCUSSION/RESOLUTION

- The members were happy to note the examination reforms implemented and also the efforts made in making the examination process more robust.
 - The members appreciated the rigour in the entire examination process.
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AGENDA POINT 12 : Activities & events organised by the institution since the previous AC meeting

The Chairman presented the details about the major events/activities organised in the institution since the previous AC meeting

OBSERVATIONS, DISCUSSIONS & RESOLUTION

- The members were happy to note the number of major events and activities organised in the institution.
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AGENDA POINT 13 : Campus infrastructure improvement & Enhancement

The chairman presented the various improvements that have been taken up in the campus infrastructure facilities. He presented the details about the refurbishment of the IQAC, setting

up of the Centre for Research & Consultancy, setting up of Centre for Peace & Yoga, setting up of the Centre for Financial Markets & research, and Centre for Business Analytics.

OBSERVATIONS/ DISCUSSION/RESOLUTION

- The members appreciated the initiative of the institution and congratulated the management.

AGENDA POINT 14 : Institutional Achievements

The chairman presented the major achievements of the institution like:

- B School Ranking by various agencies
- Placement updates
- Funded Research Projects/ sponsored programs undertaken
- Student achievements in the state level B-Plan competition- MANTHAN
- Recognition of the Institution as winner in the National Management Week category at the AIMS National Convention, etc

OBSERVATIONS/ DISCUSSION/RESOLUTION

- The members appreciated the institution's efforts and congratulated the management & Staff for the commendable achievements.

AGENDA POINT 15 : Any other matter with the permission of the Chair

As there were no other matters for discussion, the Chairman thanked all the members for their valuable suggestions.
