



**RV Institute of  
Management®**

*Go, change the world*

# Curriculum

## 2021-23 First Autonomous batch



## I. Semester [ 2 Year Full time Programme ]

### II. Total number of Credits : 107

4 credits - 0

3 credits - 29

2 credits - 10

1 credit - 0

CREDITS	SEMESTER				TOTAL CREDITS
	I	II	III	IV	
	28	28	26	25	
					107

## III. Specialisations : Dual Specialisation

[4 Major + 2 Minor in 3<sup>rd</sup> Semester] & [2 Major + 2 Minor in 4<sup>th</sup> Semester]

1. Marketing
2. Entrepreneurship and Family Enterprise Management
3. Finance
4. Operations and Supply Chain Management
5. Business Analytics
6. Human Capital Management

[ Major - 6 Subjects & Minor - 4 Subjects ] \*3 Credits

**AC- Audit Course**

SI.NO	TITLE	CREDITS
1	<b>Experiential Courses:</b> Leadership and Team Management	AC
	Design Thinking and Creativity for Business	AC
2	Core Courses	56
3	Specialization Courses	30
4	Open Elective I (MOOC)	AC
	Open Elective II (MOOC)	AC
5	<b>Immersion Programmes:</b> Research Immersion	3
	Business Immersion I	3
	Business Immersion II	3
	Social immersion (Rural/ Urban/ NGO/ Govt.) (or)	AC
	International Immersion	
6	<b>Liberal Education / Arts:</b> Foreign language	2
7	Health & Wellness (Practice based course)	AC
8	Performing Arts, Photography & Movie Making	AC
9	<b>Skill Enhancement Courses</b> (IT Skills, Soft Skills, Employability Skills, Advance IT Skills & Domain Specific Skills)- (5 Courses * 2 Credits)	10
	<b>Total credits</b>	<b>107</b>



# Core Subjects offered – I Semester

SI.NO	Subject Code	NAME OF THE SUBJECT	SEMESTER	CREDITS
1	21MBA211	Business Communication	I	2
2	21MBA212	Application of Statistics in Business	I	3
3	21MBA213	Macro Economics	I	3
4	21MBA611	Principles of Management and Organisational Behaviour	I	3
5	21MBA311	Financial Accounting	I	3
6	21MBA111	Marketing Management	I	3
7	21MBA214	Business, Government and Society	I	2
8	21MBA215	Business Research Methods	I	3
SE 1	21MBA711	IT Skills	I	2
SE 2	21MBA712	Soft skills	I	2
EC 1	21MBA811	Leadership and Team Management	I	AC
LE 1	21MBA812	Foreign Language	I	2
LE 2	21MBA813	Health & Wellness	I	AC
		<b>TOTAL</b>		<b>28 + 2 AC</b>

8/18/2023

RVIM, Bangalore





# Core Subjects offered – II Semester

SI.NO	S-Code	NAME OF THE SUBJECT	SEMESTER	CREDITS
1	21MBA221	Micro Economics	II	3
2	21MBA421	Application of Operations Research in Business	II	3
3	21MBA521	Foundation of Business Analytics – Conceptual Framework	II	3
4	21MBA621	Human Capital Management	II	3
5	21MBA321	Financial Management	II	3
6	21MBA222	Entrepreneurship and Start Up Management	II	3
7	21MBA121	New Age Marketing	II	3
SE 3	21MBA721	Employability Skills	II	2
SE 4	21MBA722	Advanced IT Skills	II	2
IP 1	21MBA821	Business Immersion I	II	3
OE 1	21MBA822	Open Elective I [MOOC] 6-12 weeks	II	AC
LE 3	21MBA823	Performing Arts, Photography & Movie making	II	AC
	8/18/2023	<b>TOTAL</b>		<b>28 + 2 AC</b>

# Subjects offered – III Semester

Sl.NO	Subject Code	NAME OF THE SUBJECT	SEMESTER	CREDITS
1	21MBA437	Operations and Supply Chain Management	III	3
2	21MBA231	Strategic Management	III	3
SE 5	21MBA731	Domain Specific Skills- II	III	2
IP 2	21MBA831	Social Immersion [ Rural / Urban / NGO / Government ] Two Weeks after II Semester	III	AC
IP 3	21MBA832	International Immersion [Two Weeks after II Semester]		
EC 2	21MBA833	Design Thinking and Creativity for Business	III	AC
OE 2	21MBA834	Open Elective II [MOOC] 6-12 weeks	III	AC
		Specialisation subjects (4 Major & 2 Minor)	III	18
		<b>TOTAL</b>		<b>26 + 3 AC</b>



# Core Subjects offered – IV Semester

Sl.NO	Subject Code	NAME OF THE SUBJECT	SEMESTER	CREDITS
1	21MBA245	International Business	IV	3
2	21MBA246	Ancient Indian Wisdom and Human Values	IV	2
3	21MBA247	Business Ethics, Social Responsibility and Corporate Governance	IV	2
IP 4	21MBA841	Research Immersion	IV	3
IP 5	21MBA842	Business Immersion II	IV	3
		Specialisation subjects (2 Major & 2 Minor)	IV	12
		<b>TOTAL</b>		<b>25</b>

## MARKETING

SL NO.	Subject Code	SUBJECTS OFFERED	SEMESTER	Credits
1	21MBA131	Digital Marketing	III	3
2	21MBA132	Sales and Distribution Management	III	3
3	21MBA133	Integrated Marketing Communication	III	3
4	21MBA134	Neuromarketing and Consumer Behaviour	III	3
5	21MBA135	Product and Brand Management	III	3
6	21MBA136	Customer Experience Management	III	3
7	21MBA141	Service and Retail Marketing	IV	3
8	21MBA142	Business and Social Marketing	IV	3
9	21MBA143	Business Analytics for Marketing	IV	3
10	21MBA144	Rural and Green Marketing	IV	3

## ENTREPRENEURSHIP AND FAMILY ENTERPRISE MANAGEMENT

SL NO.	Subject Code	SUBJECTS OFFERED	SEMESTER	Credits
1	21MBA231	Social Innovation and Entrepreneurship	III	3
2	21MBA232	Entrepreneurial Leadership	III	3
3	21MBA233	Business Model and Business Plan development	III	3
4	21MBA234	Entrepreneurship in Action – I (Practice based course)	III	3
5	21MBA235	Technology for Entrepreneurs	III	3
6	21MBA236	Corporate Entrepreneurship	III	3
7	21MBA241	Entrepreneurship Ecosystem in India	IV	3
8	21MBA242	Entrepreneurship in Action - II (Practice based course)	IV	3
9	21MBA243	Managing and Growing Family Enterprises	IV	3
10	21MBA244	Financial Management for Entrepreneurs	IV	3



## FINANCE

SL NO.	Subject Code	SUBJECTS OFFERED	SEMESTER	Credits
1	21MBA331	Direct Tax	III	3
2	21MBA332	Investment Analysis and Portfolio Management	III	3
3	21MBA333	Business Valuation & Financial Modeling	III	3
4	21MBA334	Indirect Tax	III	3
5	21MBA335	Banking Financial Services and Insurance	III	3
6	21MBA336	Behavioural Finance	III	3
7	21MBA341	Financial Risk Management and Derivatives	IV	3
8	21MBA342	International Finance	IV	3
9	21MBA343	Financial Analytics	IV	3
10	21MBA344	Cost Management	IV	3

## OPERATIONS AND SUPPLY CHAIN MANAGEMENT

SL NO.	Subject Code	SUBJECTS OFFERED	SEMESTER	Credits
1	21MBA431	Supply chain designing, Sourcing and Optimization	III	3
2	21MBA432	Logistics Management	III	3
3	21MBA433	Lean Management	III	3
4	21MBA434	Business Process Modeling and ERP	III	3
5	21MBA435	Business Dynamics Modeling and Simulation	III	3
6	21MBA436	SCM for E-Commerce	III	3
7	21MBA441	World Class Manufacturing	IV	3
8	21MBA442	Business Process Improvement	IV	3
9	21MBA443	Business Analytics for SCM	IV	3
10	21MBA444	Continues Quality Improvement	IV	3

## BUSINESS ANALYTICS

SL NO.	Subject Code	SUBJECTS OFFERED	SEMESTER	Credits
1	21MBA531	Predictive Analytics using R	III	3
2	21MBA532	Big Data Analytics	III	3
3	21MBA533	Descriptive Analytics and Data Visualization	III	3
4	21MBA534	Analytics applications in Functional Areas	III	3
5	21MBA535	Business Intelligence	III	3
6	21MBA536	Data Warehousing and Data Mining	III	3
7	21MBA541	Emerging technologies	IV	3
8	21MBA542	Machine Learning using R	IV	3
9	21MBA543	IT Risk Management and Data Security	IV	3
10	21MBA544	Analytics for E-Commerce and Retail	IV	3

## HUMAN RESOURCE MANAGEMENT

SL NO.	Subject Code	SUBJECTS OFFERED	SEMESTER	Credits
1	21MBA631	Talent Management and Employee Engagement	III	3
2	21MBA632	Performance Management and Competency Mapping	III	3
3	21MBA633	Industrial Relations and Employment Laws	III	3
4	21MBA634	Learning and Development	III	3
5	21MBA635	Organisation Change and Development	III	3
6	21MBA636	Leadership and Team Management	III	3
7	21MBA641	Strategic and International HRM	IV	3
8	21MBA642	Compensation and Reward Management	IV	3
9	21MBA643	Business Analytics for HR and HR Information System	IV	3
10	21MBA644	Knowledge Management and Learning Organisation	IV	3

SL.NO	Subject Code	COURSE TITLE	CREDITS	SEMESTER
1	21MBA711	IT Skills	2	I
2	21MBA712	Soft Skills ( Communication, Presentation, Interpersonal Skills, Negotiations Skills, Agility Building, Resilience Building, life skills, Business Etiquettes, Aptitude, Personality Development)	2	I
3	21MBA721	Employability Skills ( Futuristic skills, Resume Building and Aptitude, GD, PI, Current Affairs)	2	II
4	21MBA722	Advanced IT Skills	2	II
5	21MBA731	Domain Specific Skills- II	2	III
		<b>TOTAL</b>	<b>10</b>	





# Other Courses

SL.NO	Subject Code	COURSE TITLE	CREDITS	SEMESTER
1		<b>Experiential Courses</b>		
	21MBA811	Leadership and Team Management	AC	I
	21MBA833	Design Thinking and Creativity for Business	AC	III
2		<b>Immersion Programs</b>		
	21MBA831	Social Immersion [ Rural / Urban / NGO / Government ] Two Weeks after II Semester or	AC	III
	21MBA832	International Immersion [Two Weeks after II Semester]		
	21MBA841	Research Immersion	3	IV
	21MBA821	Business Immersion I	3	II
	21MBA842	Business Immersion II	3	IV



SL.NO	Subject Code	COURSE TITLE	CREDITS	SEMESTER
3		Liberal Education / Arts		
	21MBA812	Foreign Language	2	I
	21MBA813	Health & Wellness	AC	I
	21MBA823	Performing Arts, Photography & Movie making	AC	II
4	21MBA822	Open Elective I [MOOC] 6-12 weeks	AC	II
	21MBA834	Open Elective II [MOOC] 6-12 weeks	AC	III

**Continuous Internal Assessment (CIA) : 50 Marks****Semester End Examination (SEE) : 50 Marks**Internal & External : **50% & 50%****Minimum requirement to get promoted :**

[Students should secure minimum of 40% marks in CIA to write the semester end exam and should secure minimum of 40% in SEE to pass the subject]

**CIA : [Attendance & Class participation- 10; Internal test (Average of 2 tests)- 10; Assignments & Projects-30]**\* Minimum **75%** attendance is required to write the final exam

\* Promoting to II year = Students should clear 75% of total credits

\* **Supplementary Exams** will be offered after every semester**EIGHT POINT ALPHA – SIGN/ LETTER GRADING SCALE**

Alpha – Sign/ Letter Grade	O (Outstanding)	A+ (Excellent)	A (Very Good)	B+ (Good)	B (Above Average)	C (Average)	P (Pass)	F (Fail)	Ab (Absent)
<b>SGPA/ CGPA</b>	9.00 -10.00	8.00- < 9.00	7.00 - < 8.00	6.00 - < 7.00	5.50 - <6.00	5.00 - < 5.50	4.00 - <5.00	Below 4.00	00
<b>Semester/Program percentage of marks</b>	90.0-100	80.0- < 90.0	70.0- < 80.0	60.0- < 70.0	55.0- < 60.0	50.0- < 55.0	40.0- < 50.0	Below 40	Absent
<b>Result/ Class description</b>	Outstanding	First class Exemplary	First class Distinction	First class	Higher second class	Second class	Pass class	Fail/ re-appear	Absent



# Consolidated Structure (MBA Semester System)

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S.NO	TITLE	I	Business Immersion I	II	SOCIAL/ Int. IMMERSION	III	Business Immersion II	IV	CREDIT S	
1	<b>Experiential courses</b> Leadership and Team Management- I Sem & Design Thinking and Creativity for Business-III Sem	AC				AC			AC	
2	Core Courses	8 [6*3 cr + 2*2 cr]		7 [7*3 cr]		2 [2*3 cr]		3 [1*3cr + 2*2cr]	56	
3	Specialization Courses	-----		-----		6 (4 Maj + 2 Min) [6*3 cr]		4 (2 Maj + 2 Min) [4*3 cr]	30	
4	Research Incubation / Immersion	Run across all 4 semesters- credit will be considered in IV Semester [ 3 credits ]							3	
5	Open Elective I & II (MOOC's) (II & III Sem for 6-12 weeks)	-----		AC		AC		-----	AC	
6	Business Immersion [Internship- Management in practice (2 months)]	-----	3 cr	-----		-----	3 cr		6	
7	Liberal Education / Arts:- Foreign language (I Sem)	1 [2 cr]							2	
8	Health & Wellness (I sem, Practice based course)	AC							AC	
9	Social immersion (Rural/ Urban/ NGO/ Govt.) After II Semester (Two Weeks) <b>or</b>				Social Immersion or International Immersion				AC	
	International Immersion After II Semester (Two weeks)									
10	Performing Arts, Photography & Movie Making			AC					AC	
11	Skill Enhancement courses	2* 2 cr		2* 2 cr		1* 2 cr			10	
	<b>Total credits</b>	<b>28</b>	<b>3</b>	<b>25</b>		<b>26</b>	<b>3</b>	<b>22</b>	<b>107</b>	
		<b>4.5 Months</b>	<b>1.5 Months</b>	<b>4.5 Months</b>	<b>2 weeks</b>	<b>4.5 Months</b>	<b>2 Months</b>	<b>4.5 Months</b>	<b>22 Months</b>	
		<b>Oct - Feb</b>	<b>Feb- March</b>	<b>April-August</b>	<b>August</b>	<b>Sep-Jan</b>	<b>Jan-March</b>	<b>March-July</b>		