



RV Institute of Management

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RVIM Curriculum

2023-25 Batch





I. Semester [2 Year Full time Programme]

II. Total number of Credits : 106

- 4 credits - 11
- 3 credits - 17
- 2 credits - 4
- 1 credit - 3

CREDITS	SEMESTER				TOTAL CREDITS
	I	II	III	IV	
	30	27	30	19	

III. Specialisations : Dual Specialisation

[3 Major + 2 Minor in 3rd Semester] & [2 Major + 1 Minor in 4th Semester]

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

[Major – 5 Subjects & Minor - 3 Subjects] *3 Credits

SI.NO	TITLE	CREDITS
1	Experiential Courses: Design Thinking and Creativity for Business Managerial Research Skills Lab	2 4
2	Core Courses: 3 Credit- 9 Course = 27 4 Credit- 6 Course = 24	51
3	Specialization Courses [3 Cr * 8 courses]	24
4	Open Elective Courses: Open Elective I (MOOC) Open Elective II (MOOC)	1 1
6	Immersion Program: Social immersion (Rural/ Urban/ NGO/ Govt.) (or) International Immersion Business Immersion	1 4
9	Liberal Education / Arts: Health & Wellness (Practice based course)	2
10	Skill Enhancement Courses IT Skills Communication and Soft Skills Employability Skills Business Analytics Skills Domain Specific Skills	4 4 2 4 2
Total credits		106



Subject Coding Pattern

Particulars	Course Coding
Marketing	1
General Management and Entrepreneurship	2
Finance	3
Operations and Supply Chain	4
Business Analytics	5
Human Resources	6
Skill Enhancement	7
Other Courses	8

Example: 23MBA321- “23- Year”, “MBA- Course”, “3-Course Coding”, “2- Semester”, “3-Sl. No.”



SI.NO	Subject Code	NAME OF THE SUBJECT	SEMESTER	CREDITS
1	23MBA111	Marketing Management	I	3
2	23MBA211	Application of Statistics in Business	I	4
3	23MBA212	Economics for Managers	I	4
4	23MBA213	Business Research Methods	I	3
5	23MBA311	Managerial Accounting	I	4
6	23MBA611	Management and Organizational Behavior	I	4
SE 1	23MBA711	IT Skills for Managers	I	4
SE 2	23MBA712	Communication and Soft skills	I	4
		TOTAL		30



Sl.NO	Subject Code	NAME OF THE SUBJECT	SEMESTER	CREDITS
1	23MBA121	Digital Marketing	II	3
2	23MBA221	Entrepreneurship and Start Up Management	II	3
3	23MBA321	Financial Management	II	4
4	23MBA421	Application of Operations Research in Business	II	4
5	23MBA621	Human Resource Management	II	3
SE3	23MBA721	Business Analytics Skills	II	4
SE4	23MBA722	Employability skills	II	2
IP1	23MBA821	Social Immersion	II	1
OE1	23MBA822	Open Elective I [MOOC] 6-12 weeks	II	1
LE1	23MBA823	Health & Wellness	II	2
		TOTAL		27



Sl.NO	Subject Code	NAME OF THE SUBJECT	SEMESTER	CREDITS
1	23MBA231	Strategic Management & Corporate Governance	III	3
2	23MBA431	Operations and Supply Chain Management	III	3
SE5	23MBA731	Domain Specific Skills	III	2
IP2	23MBA831	Business Immersion	III	4
EC1	23MBA832	Design Thinking and Creativity for Business	III	2
OE2	23MBA833	Open Elective II [MOOC] 6-12 weeks	III	1
		Specialization subjects (3 Major & 2 Minor)	III	15
		TOTAL		30



SI.NO	Subject Code	NAME OF THE SUBJECT	SEMESTER	CREDITS
1	23MBA241	International Business	IV	3
2	23MBA242	Values-Ethics-ESG	IV	3
EC2	23MBA841	Managerial Research Skills Lab (MRSL)	IV	4
		Specialization subjects (2 Major & 1 Minor)	IV	9
		TOTAL		19



MARKETING

SL NO.	Subject Code	SUBJECTS OFFERED	SEMESTER	Credits
1	23MBA131	Sales and Distribution Management	III	3
2	23MBA132	Consumer Behaviour and Neuromarketing	III	3
3	23MBA133	Service and Retail Marketing	III	3
4	23MBA134	Business Analytics for Marketing	III	3
5	23MBA135	Business and Social Marketing	III	3
6	23MBA136	Applications of Digital Marketing	III	3
7	23MBA141	Integrated Marketing Communication	IV	3
8	23MBA142	Product and Brand Management	IV	3
9	23MBA143	Rural and Green Marketing	IV	3
10	23MBA144	Customer Experience Management	IV	3



ENTREPRENEURSHIP AND FAMILY ENTERPRISE MANAGEMENT

SL NO.	Subject Code	SUBJECTS OFFERED	SEMESTER	Credits
1	23MBA232	Social Entrepreneurship and Innovation	III	3
2	23MBA233	Business Model Canvas and Business Plan development	III	3
3	23MBA234	Entrepreneurship in Action – I (Practice based course)	III	3
4	23MBA235	Entrepreneurial Leadership	III	3
5	23MBA236	Technology for Start-ups and Family Businesses	III	3
6	23MBA237	Corporate Entrepreneurship	III	3
7	23MBA243	Entrepreneurship Ecosystem in India	IV	3
8	23MBA244	Entrepreneurship in Action - II (Practice based course)	IV	3
9	23MBA245	Managing and Growing Family Enterprises	IV	3
10	23MBA246	Financial Management for Entrepreneurs	IV	3



FINANCE

SL NO.	Subject Code	SUBJECTS OFFERED	SEMESTER	Credits
1	23MBA331	Investment Analysis and Portfolio Management	III	3
2	23MBA332	Business Valuation & Financial Modeling	III	3
3	23MBA333	Tax Management	III	3
4	23MBA334	Merchant Banking and Financial Services	III	3
5	23MBA335	Financial Analytics	III	3
6	23MBA336	Cost Management	III	3
7	23MBA341	Risk Management and Derivatives	IV	3
8	23MBA342	International Financial Management	IV	3
9	23MBA343	Behavioral Finance	IV	3
10	23MBA344	Banking and Insurance	IV	3



OPERATIONS AND SUPPLY CHAIN MANAGEMENT

SL NO.	Subject Code	SUBJECTS OFFERED	SEMESTER	Credits
1	23MBA432	Supply chain designing, Sourcing and Optimization	III	3
2	23MBA433	SCM for E-Commerce	III	3
3	23MBA434	Logistics Management	III	3
4	23MBA435	Business Process Modeling and ERP	III	3
5	23MBA436	Business Dynamics Modeling and Simulation	III	3
6	23MBA437	Lean Management	III	3
7	23MBA441	World Class Manufacturing	IV	3
8	23MBA442	Business Process Improvement	IV	3
9	23MBA443	Business Analytics for SCM	IV	3
10	23MBA444	Strategic Quality Management	IV	3



BUSINESS ANALYTICS

SL NO.	Subject Code	SUBJECTS OFFERED	SEMESTER	Credits
1	23MBA531	Predictive Analytics using R	III	3
2	23MBA532	Descriptive Analytics and Data Visualization and Story telling	III	3
3	23MBA533	Big Data Analytics	III	3
4	23MBA534	Data Warehousing and Data Mining	III	3
5	23MBA535	Analytics Applications in Functional Areas	III	3
6	23MBA536	Business Intelligence	III	3
7	23MBA541	Machine Learning using Python	IV	3
8	23MBA542	Emerging technologies	IV	3
9	23MBA543	IT Risk Management and Data Security	IV	3
10	23MBA544	Analytics for E-Commerce and Retail	IV	3



Specialisation Courses

HUMAN RESOURCE MANAGEMENT

SL NO.	Subject Code	SUBJECTS OFFERED	SEMESTER	Credits
1	23MBA631	Talent Management and Employee Engagement	III	3
2	23MBA632	Performance Management and Competency Mapping	III	3
3	23MBA633	Industrial Relations and Employment Laws	III	3
4	23MBA634	HR Analytics	III	3
5	23MBA635	Compensation and Reward Management	III	3
6	23MBA636	International HRM	III	3
7	23MBA641	Managing Teams	IV	3
8	23MBA642	Learning Organizations and Knowledge Management	IV	3
9	23MBA643	Leadership and Change Management	IV	3
10	23MBA644	Learning and Development	IV	3



Skill Enhancement Courses

SL.NO	Subject Code	COURSE TITLE	CREDITS	SEMESTER
1	23MBA711	IT Skills for Managers	4	I
2	23MBA712	Communication and Soft Skills (Communication, Presentation, Interpersonal Skills, Negotiations Skills, Agility Building, Resilience Building, life skills, Business Etiquettes, Aptitude, Personality Development)	4	I
3	23MBA721	Business Analytics Skills	4	II
4	23MBA722	Employability Skills (Futuristic skills, Resume Building and Aptitude, GD, PI, Current Affairs)	2	II
5	23MBA731	Domain Specific Skills	2	III
		TOTAL	16	



Other Courses

SL.NO	Subject Code	COURSE TITLE	CREDITS	SEMESTER
1		Experiential Courses		
	23MBA832	Design Thinking and Creativity for Business	2	III
	23MBA841	Managerial Research Skills Lab	4	IV
2		Immersion Programs		
	23MBA821	Social Immersion [Rural / Urban / NGO / Government] Two Weeks after II Semester	1	II
		International Immersion [Socio-Cultural Context] (Value Added course - Not compulsory)		
	23MBA831	Business Immersion	4	III
3		Liberal Education / Arts		
	23MBA823	Health & Wellness	2	II
4		Open Elective		
	23MBA822	Open Elective I [MOOC] 6-12 weeks	1	II
	23MBA833	Open Elective II [MOOC] 6-12 weeks	1	III
		TOTAL	15	

- † Experiential teaching-learning
- † Case based teaching
- † Class room discussion
- † Project based teaching - learning
- † Activity based teaching – learning and role play
- † Immersive teaching - learning
- † Practice-based teaching - learning
- † Internship/apprenticeship based teaching – learning
- † Industry Institution Interaction
- † Simulations and workshops

i) E-resources

- † Selected **100 e- books from Pearson** covering almost every subject that we offer
- † **Prowess-IQ** database
- † EBSCO
- † J-Gate
- † Limited enrollment **Coursera license to undertake 3 MOOCs from the 4500 plus MOOCs**

ii) Library resources:

- † No. of Books-15043
- † Journals- National- 77
- † Journals- International- 40
- † Magazines- 48
- † Newspapers- 13

iii) Competent faculty with industry experience

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- 05; Mid Term Test - 20; Assignments & Projects-25]

* Minimum **75%** attendance is required to write the final exam

* Promoting to II year = Students should clear 50% of total credits of I Year

* **Supplementary Exams** are conducted for Odd semester along with Odd semester and Even semester with Even 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)
SGPA/ CGPA	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
Semester/Program percentage of marks	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
Result/ Class discription	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)

S.NO	TITLE	I	Social Immersion	II	Business Immersion / Fast Track	III	IV	CREDITS	
1	Experiential courses Design Thinking and Creativity for Business-III Sem					2 cr		2	
2	Managerial Research Skills Lab	Run across 3 semesters- credit will be considered in IV Semester						[4 credits]	4
3	Core Courses	6 [3*2 cr + 4*4 cr]		5 [3*3 cr + 2*4 cr]		2 [2*3 cr]	2 [2*3cr]	51	
4	Specialization Courses	-----		-----		5 (3 Maj + 2 Min) [5*3 cr]	3 (2 Maj + 1 Min) [3*3 cr]	24	
5	Open Elective I & II (MOOC's) (II & III Sem for 6-12 weeks)	-----		1 cr		1 cr	-----	2	
6	Business Immersion	-----		-----		4 cr		4	
7	Liberal Education / Arts:- Health & Wellness (II Sem, Practice based course)			2 cr				2	
8	Social immersion (Rural/ Urban/ NGO/ Govt.) After II Semester (Two Weeks) or		Social Immersion or International Immersion	1 cr				1	
	International Immersion After II Semester (Two weeks)								
9	Skill Enhancement courses	2* 4 cr		1 * 4 + 1 * 2 cr		1*2		16	
	Total credits	30		27		30	19	106	
		4 Months	2 weeks	4 Months	2 Months	4 Months	4 Months	20 Months	
		Dec - March	April	April- August	August-Oct	Oct-Feb	Feb-June		

