



# RV Institute of Management®

Autonomous Institute  
affiliated to  
Bengaluru City University

Approved by AICTE,  
New Delhi.



National Assessment & Accreditation Council



## HAND BOOK OF GENERAL INFORMATION

Academic Rules, Regulations & Guidelines for the Students of  
**Master of Business Administration (MBA)**  
2021 Scheme  
**2022-24 Batch**

## Institutions of RSS Trust

Sl. No.	Year Estd.	Institution
1.	1940	RV School
2.	1954	RV Teachers' College - IASE
3.	1954	RV Teachers' Training Institute
4.	1962	RV Girls' High School
5.	1963	RV College of Engineering
6.	1971	NMKRV P.U. College
7.	1973	NMKRV College for Women & P.G. Centre
8.	1982	SSMRV College - UG & PG Programs
9.	1982	SSMRV P.U. College
10.	1992	D A P M RV Dental College & Hospital
11.	1999	RV Public School - ICSE
12.	1999	RV Institute of Management
13.	2003	RV College of Nursing
14.	2003	RV College of Physiotherapy
15.	2008	RV PU College
16.	2012	RV College of Architecture
17.	2018	RV Institute of Legal Studies
18.	2019	RV Institute of Technology & Management
19.	2019	RV Skills
20.	2019	Aster RV Hospital
21.	2019	RV University
22.	2020	RV Training Academy

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## 1.1 PROFILE OF THE INSTITUTION

RV Institute of Management, a premier autonomous Institution of excellence (offering two-year full time MBA program) located in Jayanagar, the beautiful and central suburb of Silicon Valley of India, i.e. Bangalore, also known as IT capital of India.

RSST (Rashtreeya Sikshana Samithi Trust) to which RVIM belongs was established in 1940. One of the Fastest growing group of Institutions in the State of Karnataka, it has a presence in virtually every field of academics and research. As on date RSST has under its ambit over 21 institutions, in which 20,000 plus students from all over India and abroad are pursuing their dream education. Another new Institution RV University has come into existence from this academic year with three new schools.

As reflected in our motto **“We prepare our students for life”**, RVIM is well known throughout India for imparting holistic quality management education since 1999. Our dedicated and experienced faculty with industry background; contemporary and industry relevant curriculum at par with any best Institution; state-of-the-art infrastructure; student focus; exceptional placement support and a robust industry and institutional linkages (domestic and international) are some of the salient features of RVIM. This has resulted in best-in-class placements.

The activities at the institute are steered at creating ample opportunities for students which will support the students to learn beyond the curriculum, the class room and the campus and acquire the knowledge, skillsets and most importantly the attitude which are demanded by the industry 4.0 like; critical thinking, problem solving, analytics, global orientation, decision making, cognitive flexibility, people management, creativity and negotiation and lifelong learning. Hence we constantly offer numerous value add courses, domain specific skills, courses in liberal arts including health and wellness, immersion programs (domestic and international), internship projects and training programs. We also encourage students to take up live projects/assignments/internships which will help them broaden their horizons; augment their thought process and grow as professionals with entrepreneurial mindset who are still humane and ethical at the core.

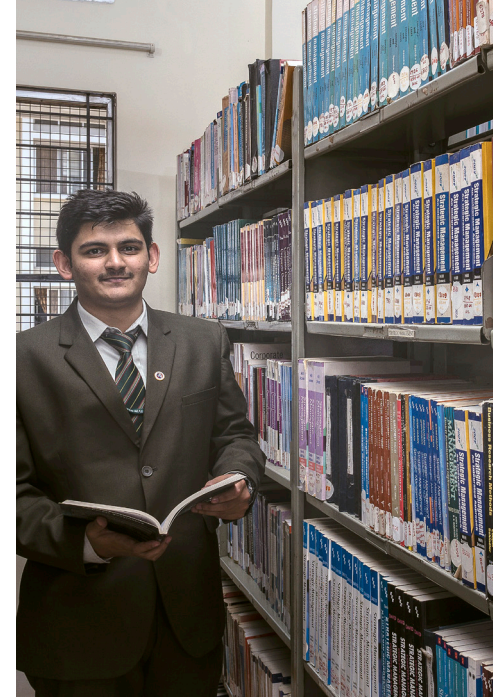
RVIM endeavor has been to create conducive learning environment which is innovative, personalized, trans-disciplinary and flexible in line with NEP-2020 for millennial students so that on completion of their MBA course they are ready to cater to the needs of Industry 4.0 or Business 4.0. We ensure that the students graduate from our portals will be the problem solvers / innovators / entrepreneurs / collaborators with abundant knowledge, huge pack of skills and the right attitude with them and not just the managers. This is the reason we engage students in various kinds of activities like; out bound training, soft skill development workshops, industrial visits, interaction with the people from industry, management fests/events, pre-placement training, etc.





## 1.2 ACADEMICS & AUTONOMY

RVIM is granted Autonomous Status by the BCU, UGC and Government of Karnataka in the year 2021, for its MBA programme. Being an Autonomous college affiliated to BCU, RVIM prescribes its own syllabi and academic activities which is developed after a rigorous exercise consulting Industry, Alumni and all the stakeholders to keep it contemporary and Industry relevant. A special emphasis is on Experiential learning and Outcome Based Education (OBE). The academic activities concentrate on helping the students to gain an excellent theoretical knowledge base and in the development of skills to implement them. The latest teaching aids from multimedia equipment to simulation techniques ensure a thorough learning process. The college regularly invites experts and industry professionals to impart practical skills and lessons to students. Industrial visits are encouraged to help the students to grasp the technology at work. It is up to the student to take advantage of opportunities provided and build a bright future.



## 1.3 VISION, MISSION AND QUALITY POLICY



### *Vision*

To Become World Class  
Management Institute of  
Eminence

### *Mission*

To nurture global thought leaders by offering holistic management education fostering Business Intelligence, Health care, Innovation and Entrepreneurship for inclusive growth and sustainable development & To provide value added services to Business, Government and Society through staff empowerment, joint research and collaborative engagement.

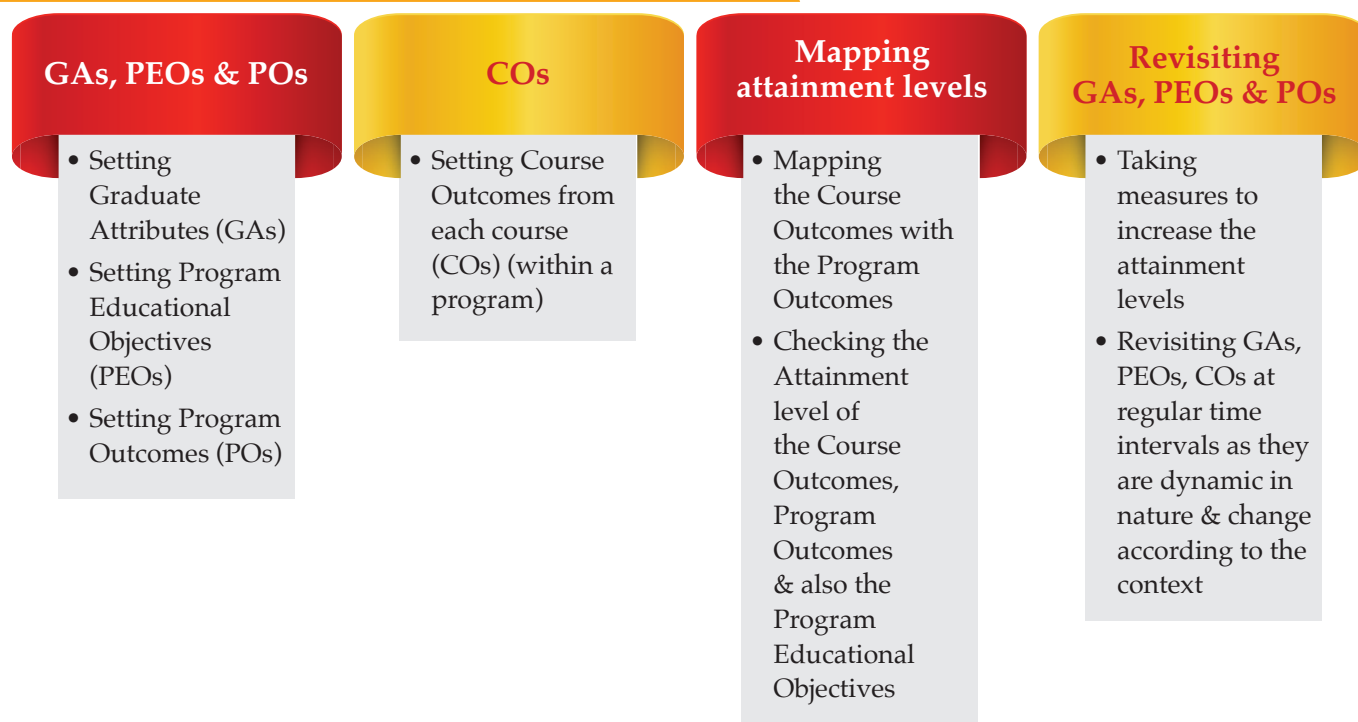
### *Quality Policy*

Constantly strive to achieve excellence across all fronts to remain an industry relevant and socially responsible Institution by following the principle and philosophy of OBE.

### *Values*

- Trust
- Respect
- Integrity
- Professional
- Humane

## 1.4 OBE PROCESS FOLLOWED AT RVIM



## 1.5 GRADUATE ATTRIBUTES

Attributes	Descriptor
<b>Subject Knowledge proficiency and Application</b>	Graduates will demonstrate comprehensive knowledge in their functional domains and apply it to professional practice
<b>Creativity, Innovation and Entrepreneurship</b>	Graduates will show entrepreneurial orientation by demonstrating creativity and Innovation in professional and personal situations
<b>Communication, Presentation and Negotiation skills</b>	Graduates will convey ideas and information effectively to a range of audiences and be able to negotiate
<b>Data Analysis, problem solving and Decision making</b>	Graduates will apply logical, critical and creative thinking to solve a range of problems for data-based decision making
<b>Global Orientation and Cultural Sensitization</b>	Graduates will be able to understand and appreciate people from different cultures and nationalities. Operate effectively in cross-cultural settings, understanding the nature of globalization
<b>People Management, Leadership and Team Orientation</b>	Graduates will Lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
<b>Research Aptitude, Critical Thinking and Cognitive Flexibility</b>	Graduates will be able to think critically with cognitive flexibility and develop an aptitude towards research
<b>Self-Awareness, Self-Reflection, Overall Wellbeing and Lifelong learning</b>	Graduates will understand their own self and their reflections on others, overall wellbeing and engage in lifelong learning for holistic development
<b>Social Responsibility, Ethical Behavior, Inclusive Growth and Sustainable Development</b>	Graduates will adapt to a rapidly changing environment through learning and applying newer skills and become socially responsible and ethically driven citizens committed to inclusive growth and sustainable development



## 1.6 PROGRAM EDUCATIONAL OBJECTIVES (PEOs)

- PEO 1:** Graduates will be able to demonstrate effective decision making, cognitive flexibility, and problem solving capability and adapt to the changing global environment
- PEO 2:** Graduates will be capable of innovating, starting new entrepreneurial ventures and be a lifelong learner with multidisciplinary research aptitude
- PEO 3:** Graduates will be able to think critically; communicate effectively; demonstrate analytical skills, team spirit and leadership qualities
- PEO 4:** Graduates will be able to demonstrate professional values, cultural sensitization, ethical behavior and integrity
- PEO 5:** Graduates will be responsible global citizens and contribute towards inclusive growth and sustainable development of the society

## 1.7 PROGRAM OUTCOMES (POs)

- PO 1:** Apply knowledge of management theories and practices to solve business problems with required abilities to understand, analyze and communicate global, economic, societal, cultural, legal and ethical aspects of business
- PO 2:** Foster Analytical and critical thinking abilities for data-driven decision making
- PO 3:** Ability to develop value based leadership to lead themselves and others in the achievement of organizational goals and contributing effectively to a team environment through effective communication and Negotiation skills
- PO 4:** Ability to identify business opportunities, frame innovative solutions and launch new business ventures or be an intrapreneur
- PO 5:** Ability to deal with contemporary issues using multi-disciplinary approach with the help of advanced Management and IT tools and techniques
- PO 6:** Ability to apply domain specific knowledge and skills to build competencies in their respective functional area
- PO 7:** Ability to engage in research and consultancy work with cognitive flexibility to create new knowledge and be a lifelong learner
- PO 8:** Ability to understand social responsibility and contribute to the community for inclusive growth and sustainable development of society through ethical behavior





## 1.8 ACHIEVEMENTS & RECOGNITION

Sl. No.	Name of the Magazine/Portal	Category	2022 Ranking
1.	BUSINESS TODAY in association with MDRA 2022	All India level Ranking for best Return on Investment (ROI)	25 <sup>th</sup>
		All India level Ranking (Private colleges)	64 <sup>th</sup>
		All India level Ranking for Future Orientation	100 <sup>th</sup>
		Overall Ranking (All India Level - Pvt & Govt.)	129 <sup>th</sup>
2.	THE WEEK 2022 in association with HANSA Research	Top B-School - All India Level	86 <sup>th</sup>
		South Zone - All India Level	25 <sup>th</sup>
		B-Schools Bengaluru Metro	09 <sup>th</sup>
3.	OUTLOOK – ICARE 2022	All India Level	63 <sup>rd</sup>
		Top Private B-Schools - South Zone	20 <sup>th</sup>
		Private Affiliated Colleges - All India Level	5 <sup>th</sup>

## 1.9 RESEARCH AND PUBLICATIONS

- The RVIM Journal of Management Research, introduced in the year 2009, is a peer-reviewed bi-annual publication. It was constituted with the objective of disseminating knowledge in functional areas of management through an interdisciplinary approach. The journal, vetted by eminent members from industry and academia, invites original, research-based papers from students and faculty.
- The RVIM News Desk, our quarterly newsletter, is a combined effort by students and faculty with the latest news and updates of our Institute.





## 1.10 INFRASTRUCTURE

- Housed in an independent, spacious 2,700 sq. mts. custom-designed state of the art campus located at Jayanagar, Bangalore
- The architecture and facilities are planned to provide spacious spaces for conducive learning
- Syndicate rooms for team working and brain storming
- Open spaces for networking
- Computing rooms for individual student use, offering a range of work station capabilities with LAN and high speed internet connectivity
- Custom-built state of the art lecture theatres, seminar hall, conference hall, board rooms for formal teaching and knowledge sharing
- Open air theatre facilities for conducting events, indoor and outdoor sports facilities, full fledged gym, canteen and separate hostel facilities for boys and girls
- State of the art computer labs and digital library
- Fully equipped and resourceful library with vast collection of books and journals
- Yoga and meditation facilities for a stress free learning and living



## 1.11 FACULTY

The strength of RVIM is its Faculty and staff. There are 20 faculty members in various cadres namely Professors, Associate Professors, Assistant Professors, and Visiting Professors as per AICTE norms. The faculty members have wide experience in academics, industry professionals and Researchers drawn from various specializations and reputed institutions & organizations. Faculty not only expertise in modern teaching methodologies, they also have research projects and publications to their credit. The faculties are ably supported by technical and administrative staff.

Sl. No.	Name of the Faculty	Designation	Qualification	Experience
1.	<b>Dr. Purushottam Bung</b>	Professor & Director	BE, PGDM (Australia), MBA (Australia), Ph.D.	28 years
2.	<b>Dr. Noor Firdoos Jahan</b>	Professor	MBA, M.Phil, Ph.D., UGC NET	24 years
3.	<b>Dr. Anupama K. Malagi</b>	Professor	Ph.D., MBA (HR), M.Phil (Economics) MA (Economics), UGC NET, PG Diploma (T&D), B.Ed.	26 years
4.	<b>Dr. Tamizharasi</b>	Professor	MBA, Ph.D.	23 years
5.	<b>Dr. Santhosh M.</b>	Associate Professor	B.Sc., MBA, M.Phil, PGDHRM, Ph.D.	19 Years
6.	<b>Dr. Padmalini Singh</b>	Associate Professor	M.Sc., MBA, Ph.D.	13 years
7.	<b>Dr. M. Jahnavi</b>	Associate Professor	Ph.D., MBA (Fin. & IT), B.Tech (ECE)	15 years
8.	<b>Dr. Rashmi Shetty</b>	Assistant Professor	MBA, Ph.D.	14 years
9.	<b>Dr. Dileep</b>	Assistant Professor	MBA, M.Phil, Ph.D.	13 years
10.	<b>Dr. Vinay K.S.</b>	Assistant Professor	B.E. (Mechanical Engineering), M.Tech(Engineering & Management), Ph.D. (Mechanical Engineering)	09 years
11.	<b>Smt. Anitha B.M. D'Silva</b>	Senior Assistant Professor	M.Com. (Finance), MBA (HR), (Ph.D.)	26 years
12.	<b>Mr. Nagasubba Reddy</b>	Assistant Professor	M.Sc. (CS), MBA, (Ph.D.)	21 years
13.	<b>Smt. Sowmya D.S.</b>	Assistant Professor	MBA (HR), M.Phil (Mgt.), (Ph.D.)	15 years
14.	<b>Smt. Payal Jindal</b>	Placement Head & Assistant Professor	B.E. (EEE), MBA (HR)	19 years
15.	<b>Mr. S.K. Manjunath</b>	Assistant Professor	BCA, PGDPM & IR, MHRM	17 years
16.	<b>Smt. Ramya S.</b>	Assistant Professor	MBA, M.Phil	7 years
17.	<b>Smt. Uma Sharma</b>	Assistant Professor	MBA, MMM (Ph.D.)	26 Years
18.	<b>Smt. Ankita Shrivatsava</b>	Assistant Professor	B.Com. (Hons), MBA, UGC-NET	9 years
19.	<b>Mr. Vidyadhara</b>	Assistant Professor	B.A., MBA (Finance & International Business), KSET (Management), ADSM, (Ph.D)	12 Years
20.	<b>Ms. Pooja Ravindra Takalkar</b>	Teaching Assistant	B.Com., MBA	6 Years
21.	<b>Smt. Anupama S.M.</b>	Librarian	M.L. I. Sc., PGDCA	24 years



## ADJUNCT FACULTY

Sl. No.	Name of the Faculty	Qualification	Experience
1.	Mr. Somasekhar Vuppuladhiam	B.Com., CAIIB, M.Com., CDCS	39 years
2.	Mr. C.S. Venkatesh	B.Tech (NIT-K), MBA, Supply Chain Certification from MITx	30 years
3.	Dr. Suresh N.	B.E., MBA, Ph.D.	35 years
4.	Dr. Ashok H. Chachadi	B.Sc. (Textiles), MBA, Ph.D.	40 Years
5.	Mr. Ravi Kumar V.	M.Sc.	30 years
6.	Dr. Ravi V Tripuraneni	B.E., MBA, MS, Ph.D. (USA)	25 Years
7.	Dr. G.V. Rao	M.Tech, PGDM, Ph.D.	36 years
8.	Ms. Nikhitha Pai	MCA, (Ph.D.)	21 years
9.	Dr. Swati Gupta	M.Com., PGDM, Ph.D.	15 years
10.	Mr. Satish Kumar S.	B.E., PGDM (XLRI)	34 years
11.	Ms. Kavitha	B.Sc. (Ag), MBA	6 years
12.	Ms. Gohila Devi	MA (English Literature)	6 Years

## PROFESSIONAL TRAINERS

Sl. No.	Name of the Faculty	Qualification	Experience
1.	Mr. Vignesh M.K.	MBA	7 Years
2.	Mr. Vinod Prabhu	BE, MBA (IIM-B)	15 years
3.	Ms. Jeevitha P. Raju	MBA	10 Years
4.	Mr. Aravind Warriar	PGDM	14 years
5.	Mr. Namburi Manikanta	MBA	14 years
6.	Mr. Ramani Venkat	MBA	14 Years
7.	Mr. Chidananda K.	BE	15 Years
8.	Mr. Amit Kumar Singh	MBA	12 Years
9.	Ms. Beena	MBA	12 Years



## 1.12 THE INDUSTRY INSTITUTE COLLABORATION

Active collaborations with other institutions and Trade bodies -



Federation of Karnataka Chambers of Commerce & Industry, Bengaluru



ISTD - Indian Society for Training & Development



Education Promotion Society for India



## 1.13 INTERNATIONAL COLLABORATIONS

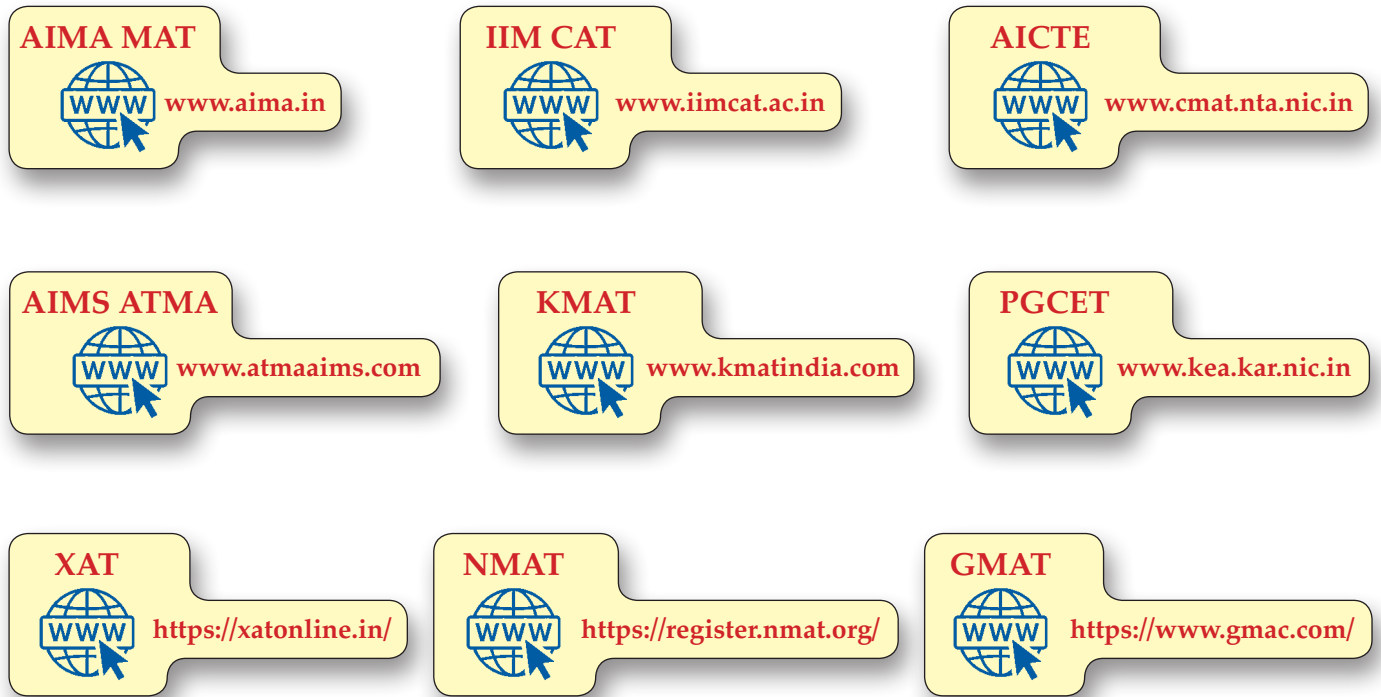
RVIM has entered into alliances with international universities to provide international cross-cultural and skill exposure to our students.



## 2. ADMISSION PROCESS

### 2.1 ADMISSION CRITERIA

The Graduates from any discipline from Government recognized University with minimum 50% marks in aggregate along with regular SSLC/10th + PUC/12th/3 years Diploma are eligible. They also have to appear for one entrance test recognized by the AICTE, New Delhi to be eligible to pursue Full-Time regular MBA programme as per the Government norms. Information about the entrance tests is available in respective websites listed below.



### 2.2 ADMISSION PROCEDURE UNDER MANAGEMENT QUOTA

#### SELECTION PROCEDURE

(Through Written Test, Group Discussion/Extempore and Personal Interview) Interested candidates fulfilling the eligibility norms have to login to our website: [www.rvim.edu.in](http://www.rvim.edu.in) & find the Admissions link on our home page. There is dedicated link – Apply online through which the candidates have to first register & then proceed as per the instructions. Candidates first have to register as a new user & use the login information to apply online in our website and submit application online. After submitting the application online, candidates should send an email to [admissions.rvim@gmail.com](mailto:admissions.rvim@gmail.com) mentioning the Name, Parents name, DOB, application number, mobile number and attach the filled application form. Once we receive the application, the candidate will get email with the application fee payment information. The candidates can also pay the application fee of Rs.560/- through demand in favour of The Director, RVIM payable Bengaluru.

#### ADMISSION PROCESS

The candidates can confirm the dates to appear for the GD, PI & Written test to the mail ID: [admission.rvim@gmail.com](mailto:admission.rvim@gmail.com) The test will be on all weekdays (Monday to Friday). Documents required are 10<sup>th</sup>, 12<sup>th</sup>, Degree Marks cards, Entrance test score card & one passport photograph (Original & One set photocopy of all the documents).

After completing the application form, paying the application fee & verification of all the documents, we can conduct the Written Test, Group Discussion/Extempore & Personal Interview. The results of the interview will be announced on the same day. The interviews are currently being conducted online and off-line. The candidates can choose the mode of interview. There will be no interviews on National & festival holidays.



## 2.3 ADMISSION FOR GOVERNMENT QUOTA SEATS

The admissions for the Government quota seats are through the Post Graduate Entrance test – PG CET conducted by the Karnataka Examination Authority, (KEA)-Govt. of Karnataka. The seats are allotted as per the roster prepared by the government. The entire process is online. The students who have been allotted seats have to report to respective colleges within the last reporting dates.





## 3. ACADEMIC PLANNING

### 3.1 ACADEMIC PLANNING FOR MBA

- a. The curriculum is designed as per OBE and shall include experiential courses, Core courses, Specialization courses, Open electives, Immersion programmes, and Practice based courses and Skill enhancement courses. The percentage distribution / coverage of courses are as per the guidelines given by BCU / UGC / AICTE and Ministry of HRD, New Delhi.
- b. The Board of Studies (**BoS**) takes care of formation of Scheme and Syllabus. The same is then, approved by the Academic Council (AC) of the Institution.
- c. There shall be an equal emphasis on theory, practical / laboratory and workshops.
- d. Emphasis is also given for Self-study and experiential learning.
- e. Additions and deletions of any particular course have to be recommended by BoS and approved by the Academic Council of the Institution.
- f. Exclusive Immersion programmes are also included in the curricula.
- g. All students have to undergo **Continuous Internal Assessment (CIA)** which includes tests, quizzes, experiential learning, assignments and seminars.
- h. At the end of the semester eligible students have to take Semester End Examination (SEE) for both theory and practical.
- i. Student declared as Not Satisfied Attendance Requirements (NSAR) or Not Satisfied Sessional Requirements (NSSR) is not eligible to take up Semester End Examination (SEE) in that particular Course including laboratory if any.

### 3.2 CALENDAR OF EVENTS

<b>Institute Timings:</b>	<b>Monday to Friday: 9.00 AM to 5.00 PM</b>
	<b>Saturday: 9.00 AM to 2.00 PM</b>

However the college remains open from 8.00 AM to 8.00 PM on all working days. If special / remedial classes are arranged by the departments students will have to mandatorily stay beyond working hours / time table including Saturdays. These classes will be counted for attendance.

#### FIRST YEAR ACADEMIC CALENDAR FOR THE YEAR 2022-23 – First Semester

Sl. No.	Event	Dates	
		From	To
1.	Inauguration of I Sem. MBA Program	23.01.2023	-
2.	Orientation Program	23.01.2023	28.01.2023
3.	Bridge Course	30.01.2023	04.02.2023
4.	Talent Hunt for Clubs	07.02.2023	-
5.	Student Council Formulation	14.02.2023	-
6.	Formative Feedback by Students	26.02.2023	-
7.	Mid-term Examination	07.03.2023	31.03.2023
8.	Review of Student Performance & Dispatch of Progress Report	08.04.2023	-
9.	Innoviz – Creativity Fest	21.04.2023	22.04.2023
10.	Parents – Teachers Meeting	29.04.2023	-
11.	Summative Feedback by Students	09.05.2023	-
12.	Finalisation of CIA	10.05.2023	-
13.	Last Working Day	16.05.2023	-
14.	Semester End Examinations (Lab)	22.05.2023	25.05.2023
15.	Semester End Examinations (Theory)	29.05.2023	12.06.2023
16.	Business Immersion Project	19.06.2023	29.07.2023

## Second Semester

Sl. No.	Event	Dates	
		From	To
1.	Commencement of Second Semester Classes	01.08.2023	-
2.	Formative Feedback by Students	31.08.2023	-
3.	Mid-term Examination	03.10.2023	07.10.2023
4.	Review of Student Performance & Dispatch of Progress Report	14.10.2023	-
5.	Parents - Teachers Meeting	21.10.2023	-
6.	Venture Fest	28.10.2023	-
7.	Summative Feedback by Students	18.11.2023	-
8.	Finalisation of CIA	20.11.2023	-
9.	Last Working Day	23.11.2023	-
10.	Semester End Examinations (Lab)	27.11.2023	05.12.2023
11.	Semester End Examinations (Theory)	11.12.2023	26.12.2023
12.	Social Immersion Project	01.01.2024	13.01.2024

### Note:-

1. These dates may change subject to directives from regulatory bodies or other Exigencies.
2. In case of any holidays, the event will take place on the next working day or on alternate dates that would be announced
3. The calendar for III and IV semester will be announced subsequently.





### 3.3 ATTENDANCE REQUIREMENT

- a) Each semester is considered as a unit and the candidate has to put in a minimum attendance of 75% in each course with a provision for condonation of 10% of the attendance by the Director, RVIM for reasons such as (i) serious medical condition or (ii) representing the Institute / University / State / Nation in sports, cultural, technical or academic activity with the permission of the college authorities. Even in such cases, a minimum of 75% attendance is absolutely mandatory. The students representing the institution at University, National and International level, the attendance will be marked as "P". However, relevant documents have to be submitted and prior permission must be obtained from the Director. The students who do not satisfy this condition will be declared as **NSAR (Not Satisfied Attendance Requirement)** by Academic Rigor Committee.
- b) The basis for the calculation of the attendance shall be the period prescribed by the Institution through its calendar of events. For late admission / transfer of students from other institutes/universities the **date of admission to First year MBA** would be considered for the calculation of attendance (this rule does not apply to higher semesters).
- c) The students will be informed about the attendance position periodically by the college notifying the status on the notice board before each CIA and during the multiple counseling sessions. **Student declared as NSAR is not eligible to take up SEE in that particular course.**
- d) If a student does not fulfill the attendance requirements in any course, he/she is not permitted to attend the Semester End Examination in that particular course.

### 3.4 TERMINATION FROM THE PROGRAMME

A student shall be required to withdraw from the program and leave the Autonomous College on the following grounds.

- Failure (Getting F Grade) and not passing a course to earn credits for the same, in spite of five attempts.
- Absence from classes for more than six weeks at a time in a semester without leave of absence being granted by the competent Authority.
- Failure to meet the standards of discipline as prescribed by the college from time to time.



### 3.5 COURSE MATRIX OF MBA PROGRAM

Sl. No.	TITLE	I Sem.	Business Immersion	II Sem.	SOCIAL/ Int. IMMERSION	III Sem.	Internship Project	IV Sem.	CREDITS
1.	<b>Experiential courses</b> Principles of Management and Team Building-I Sem. & Design Thinking and Creativity for Business-III Sem.	1cr				2 cr			3
2.	Core Courses	7 [6*3 cr + 1*2 cr]		7 [7*3 cr]		3 [1*3 cr]+[2*2]		2 [2*3cr]	54
3.	Specialization Courses	-		-		5 (3 Maj + 2 Min) [5*3 cr]		3 (2 Maj + 1 Min) [3*3 cr]	24
4.	Managerial Research Skills Lab	Run across 2 semesters- credit will be considered in IV Semester [ 2 credits ]							2
5.	Open Elective I & II (MOOC's) (II & III Sem for 6-12 weeks)	-		2 cr		2 cr		-	4
6.	Business Immersion & Internship Project	-		3 cr		-		3 cr	6
7.	Liberal Education / Arts:- Foreign language (I Sem.)	1 [2 cr]							2
8.	Health & Wellness (II Sem, Practice based course)	Run across 1 <sup>st</sup> & 2 <sup>nd</sup> semesters- credit will be considered in II Semester [ 2 credits ]							2
9.	Social immersion (Rural/ Urban/ NGO/ Govt.) After II Semester (Two Weeks) <b>or</b>				Social Immersion or International Immersion	1			1
	International Immersion After II Semester (Two weeks)								
10.	Skill Enhancement courses	2* 2 cr		2* 2 cr		AC			8 AC
<b>Total credits</b>		<b>27</b>		<b>29 +3=32</b>		<b>27+1AC</b>		<b>20</b>	<b>106+1AC</b>
<b>Duration</b>		<b>4 Months</b>	<b>1.5 Months</b>	<b>4 Months</b>	<b>2 Weeks</b>	<b>4 Months</b>	<b>2 Months</b>	<b>4 Months</b>	<b>20 Months</b>



## COURSE MATRIX OF FIRST SEMESTER

Sl. No.	Subject Code	Name of the Subject	Credits	Contact Hours	IA Marks	SEE Marks
1.	21MBA211	Business Communication	2	24	50	50
2.	21MBA212	Application of Statistics in Business	3	36	50	50
3.	21MBA213	Micro Economics	3	36	50	50
4.	21MBA611	Organisational Behaviour	3	36	50	50
5.	21MBA311	Managerial Accounting	3	36	50	50
6.	21MBA111	Marketing Management	3	36	50	50
7.	21MBA214	Business Research Methods	3	36	50	50
SE 1	21MBA711	IT Skills	2	24	50	50
SE 2	21MBA712	Soft Skills	2	24	50	50
EC 1	21MBA811	Principles of Management & Team Building	1	12	50	50
LE 1	21MBA812	Foreign Language	2	24	50	50
LE 2	21MBA823	Health & Wellness (Credits will be considered in II Semester)	-	12	-	-
<b>TOTAL</b>			<b>27</b>	<b>336</b>	<b>550</b>	<b>550</b>

## COURSE MATRIX – SECOND SEMESTER

Sl. No.	Subject Code	Name of the Subject	Credits	Contact Hours	IA Marks	SEE Marks
1.	21MBA221	Macro Economics	3	36	50	50
2.	21MBA421	Application of Operations Research in Business	3	36	50	50
3.	21MBA521	Introduction to Business Analytics	3	36	50	50
4.	21MBA621	Human Resource Management	3	36	50	50
5.	21MBA321	Financial Management	3	36	50	50
6.	21MBA222	Entrepreneurship and Start Up Management	3	36	50	50
7.	21MBA121	Digital Marketing	3	36	50	50
SE 3	21MBA721	Employability Skills	2	24	50	50
SE 4	21MBA722	Advanced IT Skills	2	24	50	50
IP 1	21MBA821	Business Immersion	3	-	50	50
OE 1	21MBA822	Open Elective I [MOOC] 6-12 weeks	2	-	-	100
LE 2	21MBA823	Health & Wellness	2	12	50	50
<b>TOTAL</b>			<b>29+3=32</b>	<b>312</b>	<b>550</b>	<b>650</b>

## COURSE MATRIX OF THIRD SEMESTER

Sl. No.	Subject Code	Name of the Subject	Credits	Contact Hours	IA Marks	SEE Marks
1.	21MBA431	Operations & Supply Chain Management	3	36	50	50
2.	21MBA231	Business, Government & Society	2	24	50	50
3.	21MBA232	Values, Ethics & Social Responsibility in Business	2	24	50	50
SE 5	21MBA731	Domain Specific Skills	AC	-	-	-
IP 2	21MBA831	Social Immersion [Rural / Urban / NGO / Govt.] Two Weeks after II Semester <b>or</b>	1	-	50	50
IP 3	21MBA832	International Immersion [Socio-Cultural Context] (Two Weeks after II Semester)				
EC 2	21MBA833	Design Thinking & Creativity for Business	2	24	50	50
OE 2	21MBA834	Open Elective II [MOOC] 6-12 weeks	2	-	-	100
		<b>Specialisation Subjects (3 Major &amp; 2 Minor)</b> <ul style="list-style-type: none"> <li>• Marketing</li> <li>• Entrepreneurship &amp; Family Enterprise Management</li> <li>• Finance</li> <li>• Operations &amp; Supply Chain Management</li> <li>• Business Analytics</li> <li>• Human Resource Management</li> </ul>	15	180	250	250
<b>TOTAL</b>			<b>27 + 1 AC</b>	<b>288</b>	<b>500</b>	<b>600</b>



## SPECIALISATION WISE SUBJECTS

Sl. No.	SUBJECT CODE	SUBJECT NAME
<b>MARKETING</b>		
1.	21MBA131	Applications of Digital Marketing
2.	21MBA132	Sales & Distribution Management
3.	21MBA133	Service & Retail Marketing
4.	21MBA134	Neuromarketing & Consumer Behaviour
5.	21MBA135	Product & Brand Management
6.	21MBA136	Customer Experience Management
<b>ENTREPRENEURSHIP &amp; FAMILY ENTERPRISE MANAGEMENT</b>		
1.	21MBA235	Business Model Canvas & Business Plan development
2.	21MBA233	Social Entrepreneurship & Innovation
3.	21MBA236	Entrepreneurship in Action – I (Practice based course)
4.	21MBA234	Entrepreneurial Leadership
5.	21MBA237	Technology for Startups & Family Businesses
6.	21MBA238	Corporate Entrepreneurship
<b>FINANCE</b>		
1.	21MBA332	Investment Analysis & Portfolio Management
2.	21MBA333	Business Valuation & Financial Modeling
3.	21MBA331	Direct Tax
4.	21MBA334	Indirect Tax
5.	21MBA335	Banking Financial Services & Insurance
6.	21MBA336	Behavioral Finance
<b>OPERATIONS &amp; SUPPLY CHAIN MANAGEMENT</b>		
1.	21MBA432	Supply Chain Designing, Sourcing & Optimization
2.	21MBA433	Logistics Management
3.	21MBA435	Business Process Modeling & ERP
4.	21MBA434	Lean Management
5.	21MBA437	SCM for E-Commerce
6.	21MBA436	Business Dynamics Modeling & Simulation
<b>BUSINESS ANALYTICS</b>		
1.	21MBA531	Predictive Analytics using R
2.	21MBA532	Big Data Analytics
3.	21MBA533	Descriptive Analytics & Data Visualization
4.	21MBA534	Analytics Applications in Functional Areas
5.	21MBA536	Data Warehousing & Data Mining
6.	21MBA535	Business Intelligence
<b>HUMAN RESOURCE MANAGEMENT</b>		
1.	21MBA632	Performance Management & Competency Mapping
2.	21MBA631	Talent Management & Employee Engagement
3.	21MBA633	Industrial Relations & Employment Laws
4.	21MBA634	Learning & Development
5.	21MBA636	Compensation & Reward Management
6.	21MBA635	Leadership & Change Management

## COURSE MATRIX OF FOURTH SEMESTER

Sl. No.	Subject Code	Name of the Subject	Credits	Contact Hours	IA Marks	SEE Marks
1.	21MBA241	International Business	3	36	50	50
2.	21MBA242	Strategic Management & Corporate Governance	3	36	50	50
IP 4	21MBA841	Managerial Research Skills Lab (MRSL)	2	-	50	50
IP 5	21MBA842	Internship Project	3	-	50	50
		<b>Specialization Subjects (2 Major &amp; 1 Minor)</b>	9	108	150	150
<b>TOTAL</b>			<b>20</b>	<b>180</b>	<b>350</b>	<b>350</b>

## SPECIALISATION WISE SUBJECTS

Sl. No.	Subject Code	Subject Name
<b>Marketing</b>		
1.	21MBA141	Integrated Marketing Communication
2.	21MBA142	Business & Social Marketing
3.	21MBA143	Business Analytics for Marketing
4.	21MBA144	Rural & Green Marketing
<b>Entrepreneurship &amp; Family Enterprise Management</b>		
1.	21MBA243	Entrepreneurship Ecosystem in India
2.	21MBA244	Entrepreneurship in Action - II (Practice based course)
3.	21MBA245	Managing & Growing Family Enterprises
4.	21MBA246	Financial Management for Entrepreneurs
<b>Finance</b>		
1.	21MBA341	Financial Risk Management & Derivatives
2.	21MBA342	International Finance
3.	21MBA344	Cost Management
4.	21MBA343	Financial Analytics
<b>Operations &amp; Supply Chain Management</b>		
1.	21MBA442	Business Process Improvement
2.	21MBA444	Strategic Quality Management
3.	21MBA441	World Class Manufacturing
4.	21MBA443	Business Analytics for SCM
<b>Business Analytics</b>		
1.	21MBA541	Emerging technologies
2.	21MBA542	Machine Learning using Python
3.	21MBA544	Analytics for E-Commerce & Retail
4.	21MBA543	IT Risk Management & Data Security
<b>Human Resource Management</b>		
1.	21MBA642	Managing Teams
2.	21MBA644	Learning Organisations & Knowledge Management
3.	21MBA641	International HRM
4.	21MBA643	HR Analytics



## 4. EVALUATION SYSTEM

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- 5 Marks
- Mid – Term Test – 20 Marks
- Other Assignments & Projects - 25 Marks
  - Minimum 75% attendance is required to write the Semester End Examination
  - Promoting to II year = Students should clear Minimum of 50% of Total credits of first Year

## 4.1 GRADING SYSTEM

### EIGHT POINT ALPHA - SIGN GRADING SCALE under CBCS System

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 description	Outstanding	First class Exemplary	First class Distinction	First class	Higher second class	Second class	Pass class	Fail/ re-appear	Absent

## 4.2 CLASSIFICATION OF SUCCESSFUL CANDIDATES: SEMESTER WISE

The Grade Point Average (GPA) in a Semester and the Cumulative Grade Point Average (CGPA) at the end of fourth semester shall be computed as follows:

## 4.3 COMPUTATION OF GRADE POINT AVERAGE (GPA)

The grade points (GP) in a course shall be assigned based on the basis of actual marks scored in that course. They shall be generally percentages divided by 10 and rounded off to next 0.5 level. The Grade Point Weights (GPW) shall then be calculated as the product of the grade points earned in the course and the credits for the course. The total GPW for a semester is obtained by adding the GPW of all the courses of the semester.

### ILLUSTRATION 1 (20 CREDITS)

Papers	PI	P2	P3	P4	P5	P6	P7	Total
Max. Marks	100	100	100	100	100	100	100	700
% Marks Obtained	77	73	58	78	64	67	83	500
Grade Points Earned (G.P.)	8.0	7.5	6.0	8.0	6.5	7.0	8.5	-
Credits For The Course (C)	3	3	3	3	3	3	2	20
Total Gpw = Gp X C	24	22.5	18	24	19.5	21	17	146

- Semester Aggregate Marks:  $500 / 700 = 71.43\%$
- Classification of Result: First Class Distinction.
- The SGPA = Total CP/Total Credits =  $146/20 = 7.3$
- Semester Alpha Sign Grade: A

### 4.4 CALCULATION OF CUMULATIVE GRADE POINT AVERAGE (CGPA)

The Cumulative Grade Point Average (CGPA) at the end of the fourth semester shall be calculated as the weighted average of the semester GPW. The CGPA is obtained by dividing the total of GPW of all the four semesters by the total credits for the programme.

### ILLUSTRATION 2

Semester	I	II	III	IV	Total
Total marks per Semester	700	700	750	750	2900
Total marks Scored	500	560	676	570	2306
Semester alpha sign grade	A	A	A+	A	-
Semester GPA	7.3	8.0	9.0	7.6	-
Semester credits	20	26	27	27	100
Semester GPW	146	208	243	205.2	802.2

- Aggregate Percentage of Marks =  $2306 / 2900 = 79.51\%$
- First Class with Distinction
- Cumulative Grade Point Average (CGPA) = Total of Semester GPW/ Total Credits for the programme =  $802.2/100 = 8.022$
- Programme Alpha Sign Grade: A+

### 4.5 MINIMUM GRADE FOR A PASS AND RANK

- A candidate shall be declared to have passed the MBA program if he/she secures at least a CGPA of 4.0 and qualify all the prescribed courses including Audit course(s).
- The candidate who pass in all the papers in first attempt in all four semesters is eligible for ranks provided they secure minimum CGPA of 7.0 (Alpha-Sign Grade A).
- The results of the candidates who have passed the fourth semester examination but not passed the lower semester examinations shall be declared as NCL (Not Completed Lower semester examinations). Such candidates shall be eligible to receive the degree only on completion of all the lower semester examinations.
- A candidate who passes the semester examinations in parts is eligible for only Class / CGPA and Alpha Sign Grade but not be eligible for rank.



## 4.6 SUPPLEMENTARY EXAMINATION

Supplementary Exams are conducted for Odd semester along with Odd semester and Even semester with Even semester.

## 4.7 PAPER VIEWING PROCESS (PVP)

After the provisional results are announced, the candidate can view his answer scripts for any discrepancy found. Paper viewing process eliminates issue of Photostat copying of answer scripts and bring total transparency in the evaluation process and practice.

**PVP involves the following steps:**

### Step – I: Registration for PVP

The registration dates will be announced by the COE office once the provisional results have been announced. For each course for which the student wishes to verify the answer script, the student needs to register for the course in the prescribed format along with the Rs.250/- fee.

### Step – II: Schedule for PVP

The schedule to view the answer scripts will be announced and the student should be present personally to view the answer scripts. If student is willing to apply for revaluation of the answer script, he may do so by applying for Revaluation by paying the fee of Rs.5,000/- per subject.

### Step – III: Valuation by Expert

The Revaluation will be done by an expert (External examiner) and student will have to accept an increase or decrease in marks after revaluation whichever is awarded by the evaluator. This will be final.

## 4.8 MALPRACTICE

A student who is booked under malpractice will be prevented from writing that particular examination from the instant he/she is booked for malpractice (**Possession of manuscripts/printed material related or not related to the concerned course of exam; Possession and /or use of mobile phones or any other electronic gadgets, revealing identity in the answer scripts, destroying evidence of malpractice, impersonation, misbehavior, misconduct or any other malpractice related to examination**). The candidate shall be required to appear before the malpractice investigating committee. The day, date and time will be specified by the Chief Superintendent / Controller of Examination. If found guilty, depending on the severity of the case, the committee will impose an appropriate punishment as per the Examination Regulations and Guidelines. In such cases, the said course will be awarded with a credit of '0'(Zero) with the grade 'NE' for the calculation of SGPA.

## 4.9 GRADE CARD

The COE will issue the grade card through the Examination committee after the completion of every examination. Students are required to check the grade card for name corrections and any other discrepancy. A request by the student to rectify the mistake in the grade card should be submitted in a prescribed format along with prescribed fee of Rs.200/- per grade card to COE. Such request must be supported by original grade card and supporting documents within one month from the date of issue of the grade card. If the request is made at a later date, an additional penal fee will be levied by COE.

## 4.10 ISSUE OF DUPLICATE GRADE CARD

There is provision of issue of duplicate grade card in cases where the grade card are lost or mutilated.

- 1) For applying for Duplicate grade card, an affidavit on Rs.20/- stamp paper giving details such as, Registered number, Month & Year of passing, and how the original grade cards were lost along with a fee of Rs.250/- per grade card.
- 2) The candidate has to lodge a complaint to local police station of the area where it was lost and submit the original copy of acknowledgement of complaint along with the above Affidavit. The candidate who is in need of the same shall forward their applications along with the relevant documents through Mentor to the office of the COE.

## 5. GUIDELINES TO TAKE UP IMMERSION PROJECTS

### 5.1 SOCIAL IMMERSION PROJECT

All the students are required to take up a social immersion project for a period of two weeks after Second semester. The students are expected to study socially relevant problems in Rural, semi urban, NGO or Government agencies. The students are supposed to prepare a report on the findings of the study and submit the same to Social immersion project committee. The Social Immersion Project carries one credit and is attributed in Third semester. The detailed evaluation guidelines will be issued by the Social immersion project committee.

### 5.2 INTERNATIONAL IMMERSION PROJECT

All the interested students are required to take up an International Immersion project for a period of two weeks after Second semester. The students will have an opportunity to visit an International university/agency and take up a short term certificate program in the selected areas of Management. The students are supposed to prepare a report on the learnings during their visit to an International university and submit the same to International immersion project committee. The detailed guidelines will be issued by the International immersion project committee.

**Note: The Social Immersion project is compulsory for all the students after second semester. The International Immersion is optional.**

### 5.3 MANAGERIAL RESEARCH SKILLS LAB

The Managerial research skills lab aims at building research capabilities amongst the students. This project is spread across third and fourth semesters. All the students are required to select an area for conducting research under the guidance of a faculty and publish the findings of their study as a research paper in a peer reviewed national / International journal/ magazines/ newspaper / conference / seminar by the end of fourth semesters. It must be a group assignment. The Managerial research skills lab carries two credits and is attributed in fourth semester. The detailed guidelines will be issued by Managerial research skills lab committee.

### 5.4 INTERNSHIP PROJECT

The objective of the Internship is to help the student develop managerial ability to apply multi-disciplinary concepts, tools and techniques learnt during the course to solve the organizational problems. Under this programme, every student is required to undertake an Internship project for a period of Eight weeks after III semester under the guidance of a recognized Faculty Guide. An executive in the host organization could guide as co-Guide. It must be individual based but not as group project. The Internship project carries three credits and is attributed in fourth semester. The detailed guidelines will be issued by Internship Committee.

### 5.5 BUSINESS IMMERSION PROJECT

The objective of the Business Immersion is to help the student develop managerial ability to apply multi-disciplinary concepts, tools and techniques learnt during the course to solve the organizational problems. Under this programme, every student is required to undertake a Business Immersion for a period of Six weeks after I semester under the guidance of a recognized Faculty Guide. An executive in the host organization could guide as co-Guide. It must be individual based but not as group project. The Business Immersion project carries three credits and is attributed in Second semester. The detailed guidelines will be issued by Business Immersion Committee.



## 6. CURRICULAR /CO-CURRICULAR & EXTRA CURRICULAR ACTIVITIES

RVIM provides platform for students to achieve academic success and enables their participation in student development activities such as extra/co-curricular activities and sports activities enthusiastically. Being an MBA institute, we aim at developing leadership skills, personal, interpersonal and cultural competence among the students. Institute hold both inter and intra collegiate Fests in regular intervals. Apart from cultural events we encourage professional business fest also. Thus life at RVIM truly enhances students' life by offering a spectrum of excitement and an opportunity to blend creativity with facts that makes Leadership, Team spirit and sportsmanship. RVIM has multiple centers, clubs and committees. Each of this has their own objective, all aimed at developing certain skills and knowledge in our students.



### 6.1 MAJOR INSTITUTIONAL PROGRAMMES / EVENTS

- National and International Conferences & Seminars on Emerging Issue
- Vidyarthi Adhiveshanam – Students Conference
- Imperium - Management Fest for MBAs
- Faculty Development Programmes /Workshops
- Savi Sanje - Cultural Evening
- Rangothsava - Intercollegiate Drama Competition
- Workshops on Contemporary Subjects
- Prayer Meet
- Knowledge Café - Knowledge Sharing Platform
- Innoviz - Creativity Fest for UG Students
- CSR Activities
- Sports Competitions / Tournaments
- Venture Fest: Festival of Running a Real World Business Venture
- Annual sports day
- Farewell day
- Fresher's day
- Graduation day
- Inaugural Day - "GENESIS"
- PGCET / KMAT one week Intensive Coaching Class



### 6.2 OUTBOUND ACTIVITY

RV Institute of Management conducts series of outbound activities. Outbound Training is more fun and action oriented than classroom-oriented sessions. The Learning begins with the experience followed by reflection, discussion, analysis and evaluation of the experience. Through Outbound training students develop the following skills:

- Team Building Skills
- Team Bonding Skills
- Interpersonal Skills
- Behavioral Skills
- Negotiation Skills
- Leadership Development
- Conflict Management
- Crisis Management
- Communication Skills



## 6.3 ENTREPRENEURSHIP DEVELOPMENT

We have an active incubation centre (RVIM Center for Innovation, Entrepreneurship & Incubation) to foster entrepreneurship and facilitate startups. RVIM strongly believe that Entrepreneurs can only build our nation in the long run and hence we give lot of importance to inculcate the spirit of entrepreneurship amongst all our students.

## 6.4 MENTORSHIP PROGRAMME

Mentoring is important, not only because of the knowledge and skills students can learn from mentors, but also because mentoring provides professional socialization and personal support to facilitate success in education and beyond. Mentorship helps to:

- Build capability, trust, understanding and self-reliance among students
- Identify the issues (personal & professional) and assist them in planning ways to address them
- Advice or give some direction to students about the key issues bothering mentees

## 6.5 CENTERS OF EXCELLENCE

### • Centre for Social Responsibility

Activities organised by the centre

- Blood Donation Camps
- Outreach Programs in association with NGOs
- Women empowerment programs
- Involvement of students in extending support to deserving NGOs
- Computer literacy programme for senior citizens
- Workshops and programs on environment and SDG
- Infrastructural support to social organizations to organize their events
- Contributions by staff and students towards charity
- Swachha Bharat initiatives
- Unnat Bharat Abhiyan initiatives
- National management Week by AIMS – RVIM emerge as the winner for THREE consecutive years 2019, 2020 and 2021



### • Centre for Innovation, Entrepreneurship and Incubation

Activities organised by the centre-

- Venture Fest
- Video Profiling
- Josh Talks
- NSRCEL Visit
- Pep Talks
- #ihaveastory
- Panel Discussions



### • Centre for Wellness

Activities organised by the centre –

- Stress Management programmes through class interaction
- Yoga practice and Yoga Club activities
- Health Camp in campus with diagnostic facilities and Dental camp for oral hygiene education.
- Immunization procedures during travel plans
- Cycling, trekking and adventure camps
- First Aid Training and Emergency Support





- Suicide Prevention and Depression management
- Road Safety
- Sports and recreation as a part of co-curricular activities
- Insurance Support through Mediclaim facilities

### • **Centre for Research and Consultancy**

Activities organised by the centre –

- Got the recognition by Bangalore University in June 2009.
- Eight students Full-fledged Research Centre with six workstations for Scholars and an access to all the knowledge resources including e-resources (EBSCO, J-Gate and Capitaline), SPSS, Drillbit, etc.
- Revenue sharing between the faculty and Institution at 60:40 ratio in the funded research and consultancy assignments
- Promoting Institute funded research and extension projects
- FDPs/MDPs/Workshops/course works in the area of research
- Research colloquium series by eminent researchers
- Adequate budget allocation for research

### • **Centre for Media**

- Screening movies/documentary that focus on the managerial skills as part the movie club.
- Screening interesting & unique movies to acquaint the students with various socio ethnic & cultural backgrounds
- Movies as a pedagogical tool: Encourage discussion and analysis from various perspectives. Bringing students & faculty together to share experiences.
- Recording of audio and video lectures to support student learning.
- Encourage to shoot short inspirational films/movies/videos from faculty members and students

### • **Centre for Alumni Relations**

- To foster meaningful relationships by constantly engaging with alumni
- To strengthen bonds and build relationships by holding “SAMMILANA – Alumni Meet” every year
- To mentor the students as part of Alumni mentorship program
- Started Alumni Mentoring Program
- Active Alumni Association: Meeting twice in a year
- Selected alumni achievers will be awarded during “Sammilana – the Alumni Meet”
- Contribute as members of various bodies, jury members during events, Student interactions, internships, placements.
- 1977 Alumni on our database on date
- Connected through our website, Facebook Fan Page and LinkedIn Accounts of the Association

### • **Centre for International Collaborations**

- Signed MoU with UREKA Education Group, UK and INREGU, France for collaboration in the area of Joint research, student and faculty internships, International Immersion programs, etc.
- Signed MoU with NISAI, UK to collaborate in the area of school & Preschool teachers’ training and curriculum development
- Signed MoU with E&Y to offer International Tax Technology Course
- Grimsby Institute of Further & Higher education, UK
- DMAN (Deusche Management Academy), Germany
- City of Glasgow College, Scotland, UK
- WSB University, Poland
- Austin University, USA
- Synergy University, Russia
- IOP Centre for India
- To offer various programmes in Productivity & Innovation



- To co-ordinate International Immersion Programmes with IOP
- To lead novel approaches of industry engagement to drive project placement programmes
- To bid for funded research projects in the area of Productivity- Performance – Profitability and execute the same
- Inaugurated by- Dr. Mike Dillon, CEO, IOP, UK (Feb-2019)
- Dr. Purushottam Bung, appointed as Research Fellow by IOP
- Participated in World Productivity Congress scheduled during November 16-18, 2019 in Beijing, China. Dr. Bung led the Indian delegation and around 10 participants attended from India.
- Dr. Bung was awarded Fellowship of World Academy of Productivity Science in China.
- **Centre for Indian Culture and Heritage**
  - To create a strong India by making modern youths to inculcate the Ancient Indian values and culture.
  - To make students mentally tough, morally strong and intellectually wiser
  - To bring out the wisdom enshrined in our scriptures.
  - To study Ancient Indian Scriptures like; Bhagavath Geeta, Ramayana, Vedas, Upanishads and Mahapuranas. Panchatantra, and learn Management
- **RVIM Teaching Learning Centre**
  - To be a Centre of excellence in developing the required competencies among teaching community
  - To create and disseminate innovative Pedagogical and Androgogical tools
  - To facilitate/nurture a productive educational environment in the Institute
  - To create a conducive environment in the Institution to make teaching-Learning process an enjoyable and efficient one
- **RVIM Set Connect Business Analytics Centre of Excellence**
  - Creating world class Business Analytics practitioners through teaching, training and Research.
  - Imparting Industry Focused, higher education programs
  - Conducting various value added and certificate programs for industry professionals and students.
  - To enhance the learning and employability.
- **Centre for Peace and Yoga**
  - Ensure holistic development of the student through better health and overall wellbeing (physical, psychological, emotional & spiritual) by practicing yogic way of living.
  - Inculcate strong values such as Moral, Ethical, Spiritual, Social and Human Values amongst students and staff so that one can live in peace.

## 6.6 CLUBS@ RVIM

### • Finance Club

Activities under the club –

- Finance Club Magazine (bi-annual)
- Student's Article
- Student Activity Report
- Cross word Puzzle
- Finance Symposium
- Symposium Competition for External students
- Brand building Activity
- Industrial Visit
- Expert Talk - Organised by Students
- Current Affairs - Fun way to learn finance through Quiz
- Investment Research Competition – Based on Sector wise
- Blog Writing
- Virtual Trading Competition

## • **HR Club**

Activities under the club –

- HR Quiz
- Debate
- Role play/skit/Simulation
- Group Discussion
- HR Games and Exercise
- Industrial Visit

## • **Marketing Club**

Activities under the club –

- Ecofriendly/ Green Product Exhibition – Developing a prototype model for product/ service- Intra/Inter-College competition
- Marketing Maze- E-newsletter in Marketing
- Creating Video profile of prominent marketing/ corporate personalities
- Product launch
- Marketing Manthan
- Mad Ads
- Marketing Quiz

## • **Analytics Club**

Activities under the club –

- Capstone projects
- Hackathons
- Techno fest
- Competition on Dashboard presentation
- Data analyst challenge
- Quiz

## • **Yoga Club**

Activities under the club –

- Practice of Common Yoga Protocol (Sookshma Vyayama, Yogasanas, Kriyas, Pranayama and Meditation) developed by Ministry of Ayush
- Yogic diet
- Do's and Dont's in YOGIC way of life
- International Yoga day

## • **Movie Club**

Activities under the club –

- Screening movies/ documentary that focus on the managerial skills as part the movie club.
- Screening interesting & unique movies to acquaint the students with various socio-ethnic & cultural backgrounds
- Movies as a pedagogical tool: Encourage discussion and analysis from various perspectives. Bringing students & faculty together to share experiences.
- Recording of audio and video lectures to support student learning.
- Encourage to shoot short inspirational films/ movies/ videos from faculty members and students

## • **Art-Man Club**

Activities under the club –

- To celebrate Prominent International Festivals with integrity and harmony
- International Women's day
- To provide platform for students to flourish talent and develop creative ability

- RVIM Fashion Week
- RVIM Talent Show
- Genesis (Inauguration of new batch)
- Management fest
- Farewell
- Annual Day Function



### • Eco Club

Activities under the club –

- Creating awareness on climate change
- Planting the saplings
- Green initiatives in and around campus

## 6.7 CERTIFICATE / DIPLOMA COURSES OFFERED

We offer various short duration and long duration certificate programmes to bridge the industry demands which is developed after a rigorous exercise consulting Industry, Alumni and all the stakeholders to keep it contemporary and Industry relevant.

## 6.8 DEPARTMENTS @ RVIM

- DEPARTMENT OF BUSINESS ANALYTICS
- DEPARTMENT OF MARKETING
- DEPARTMENT OF HUMAN RESOURCES MANAGEMENT
- DEPARTMENT OF FINANCE
- DEPARTMENT OF INFORMATION TECHNOLOGY
- DEPARTMENT OF GENERAL MANAGEMENT





## 7. CENTRE FOR KNOWLEDGE RESOURCES

RV Institute of Management has Centre for Knowledge Resources (CKR) which has a rich collection of scholarly books, journals, magazines, dictionaries, encyclopedias, online databases and NPTEL Videos and reports.

The Library is over 100 sq. mts. and can accommodate 120 students at a time. It is well furnished and a good ambience has been provided for students to sit and read. It has over 15,000 books and 100 national and international journals. A separate room is provided for Reference Library with innumerable reference materials in the form of books, magazines, journals, CDs and DVDs.

### Digital Library

A separate digital library consisting of 45 terminals and having an access to online databases including Capital Line, EBSCO and J-gate which means the students can access thousands of journals and also the information about almost all big companies on their fingertips.

### Computer Labs - a place where business and academic thinking can meet through technology

Computer Centre is a perfect platform for work and study, is housed in a large, well-furnished, spacious air-conditioned laboratory. There are four Computer labs with State of the Art Infrastructure with more than 250 P4 Systems and Terminals connected with separate ISDN Line (1.1 leased line of 32 MBPS capacity for Wi-Fi and high speed Internet connectivity). Each student will be provided with a separate terminal for working. In addition to regular computer labs, we also have Communication Lab and Digital Library to improvise communication skills and harness knowledge respectively.

### RESOURCES @ CENTRE FOR KNOWLEDGE RESOURCES

Sl. No.	Details	Nos
1.	Total No. of Books	15,257
2.	Total No. of Titles	7,710
3.	Total No. of International Journals	40
4.	Total No. of International Magazines	11
5.	Total No. of National Journals	77
6.	Total No. of National Magazines	38
7.	Total No. of Online Journals	27
8.	Total No. of Newspaper	14
9.	Seating Capacity of Lib & Reading Room	120
10.	Total No. of Reference Books	1,835
11.	e-books (Pearson)	100
12.	Kindles	02
13.	Online Databases	03



## IT INFRASTRUCTURE

Sl. No.	Description	Quantity
1.	Desktop Computers	235
2.	Laptops	20
3.	Printers	20
4.	Wireless access points (Wi-Fi enabled LAN Campus)	4
5.	Software	<ul style="list-style-type: none"> <li>• Microsoft Windows 10</li> <li>• Microsoft Office 2019</li> <li>• Statistical Package for Social Science (SPSS)</li> <li>• Python</li> <li>• R Studio</li> <li>• Microsoft Power BI</li> <li>• Tableau</li> <li>• Cloudera</li> <li>• Weka</li> <li>• English Lab &amp; Career Lab</li> <li>• SQL Server Management Studio</li> <li>• Oracle</li> </ul>
6.	Internet accessibility	Bandwidth -35 MBPS 1: 1 Leased line
7.	Smart boards	07
8.	Impartus (lecture capturing facility)	<a href="https://impartus.com">https://impartus.com</a>
9.	Quicklrn-Learning Management system	<a href="https://home.quicklrn.com/">https://home.quicklrn.com/</a>
10.	Online databases	<ul style="list-style-type: none"> <li>• J-Gate +</li> <li>• EBSCO</li> <li>• Capitaline</li> <li>• E-books - Pearson</li> <li>• DSPACE</li> <li>• NPTEL videos</li> <li>• LIBSOFT (an integrated Library Management System)</li> <li>• OPAC (Online Public Access Catalogue)</li> </ul>
11.	Online courses	Coursera, edX, NPTEL, Swayam
12.	Virtual classrooms	Zoom, Quicklrn, Google Classroom, G-suite, Google Duo, Microsoft Teams & Cisco Webex.
13.	Computer Labs, Business Analytics Lab & Digital Library with Internal LAN	
14.	RFID based Smart Card for Campus Automation	
15.	CCTV - Campus Surveillance	

## 8. CENTRE FOR CAREER DEVELOPMENT

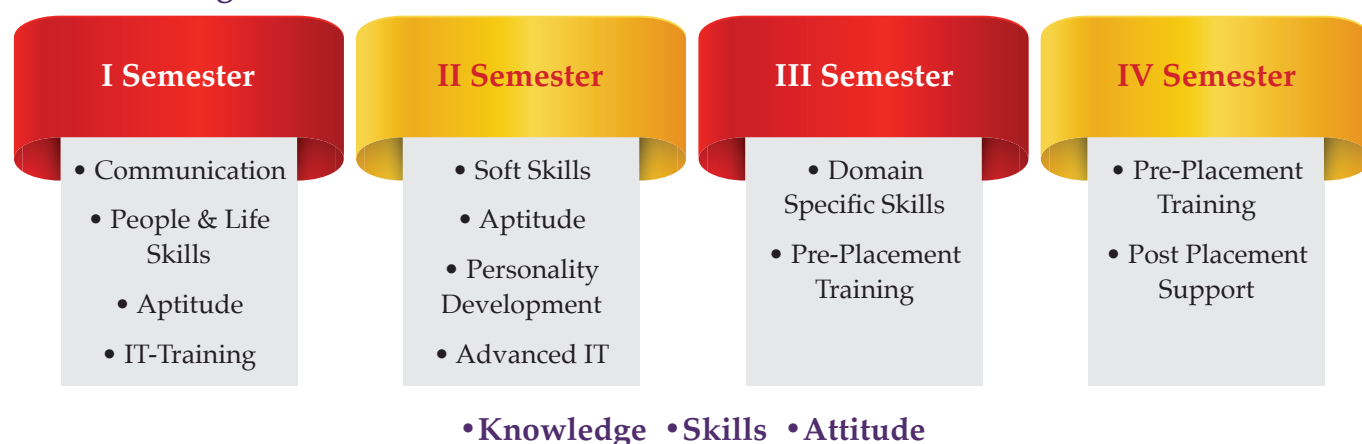
The crowning factor of any MBA programme is Placements. The Placement cell at RV Institute of Management has grown along with the institute from placing 30 students in the year 1999 to placing over 1800 students till date. We have over 200 organizations from different sectors namely Audit, Banking, FMCG, Finance, Manufacturing, IT, Media, Pharmaceutical, Retail, Telecom, Real Estate, Supply Chain etc., visiting the institute for placements. The number of organizations and the compensation has consistently increased over the years. The highest compensation in year 2021-22 has been Rs.12.59 Lakh p.a. and average of Rs.6 Lakh p.a. The companies keep visiting the institute every year for placements certainly talk about the quality of our students. There are about 20% new organizations / companies visiting the institute every year for placement.

Training programmes are designed to sharpen basic business acumen, domain specific skills and overall personality. We follow a well-designed training programme explained below to ensure 360 degree grooming of the students and industry readiness.

### Outcome: in terms of Placements for the last 5 years

Particulars	2016-18 Batch	2017-19 Batch	2018-20 Batch	2019-21 Batch	2020-22 Batch
Total no. of companies (on/off campus)	65	50	65	65	70
Total no. of students	176	168	178	176	177
No. of students not opted for placements	10	20	18	15	11
Total no. of students opted for placements	166	148	160	161	167
No. of students placed	156	139	149	150	154
Effective % of placements	95%	93%	93%	93%	92%
Maximum CTC offered	9.0 Lakhs	12 Lakhs	10.53 Lakhs	12 Lakhs	12.59 Lakhs
Median Package	4.5 Lakhs	4.75 Lakhs	4.89 Lakhs	5.50 Lakhs	6 Lakhs

### RVIM Training Model





## OUR KEY RECRUITERS

42Gears Mobility Systems	GENPACT	Microchip Technology
A.K. Capital Services Ltd.	GODREJ & BOYCE	Morgan Stanley
ACT Fiber connect	Grasim Industries	Naukri.com
Acuity Knowledge Partners	HDB Financial Services	Nestle
ADANI WILMAR	HDFC Ltd.	ODESSA Solutions
Allegis Group	Home First Finance Co.	Oracle Corporation
Alliantgroup India Talent Pvt. Ltd.	HP	PWC
AMAZON	HUL	QUALCOMM
ASIAN PAINTS	IBM	RAMCO CEMENTS
AXISCADES Engineering Technologies Ltd.	ICICI BANK	RELIANCE DIGITAL
BDO	ICICI SECURITES	ROBERT BOSCH
BERGER PAINTS	IDFC FIRST BANK	RSM Delivery
Beroe	INDEGENE	SAINT GOBAIN
Blue Ocean Ventures LLC	ITC Infotech India Ltd.	SalesKen
CAFÉ COFFEE DAY	ITC Limited	SEBI
CAPGEMINI	JK Files & Engineering Limited	Société Générale
CAREERNET Technologies	JK Lakshmi Cement	Tata Communications
CodeCraft Technologies Pvt. Ltd.	Karur Vysya Bank	Tata Consumer Products
Colgate Palmolive	Kotak Mahindra Bank	TCS
CoreEL Technologies	KPIT Technologies	TE Connectivity
Deloitte	KPMG	TEG Analytics
Edelweiss Group	KredX	Test Yantra Software Solutions India Pvt. Ltd.
Ernst & Young	LatentView Analytics	TTK Prestige
EXL Service	LEADSQUARED	UDAAN
FEDERAL BANK	Manikaran Power Limited	Vialto Partners
FLIPKART	Marg ERP	Wipro
	Merino Industries Limited	Zydus Wellness

### Training Policy

- Students should attend all the Training Programme
- Students who do not maintain minimum of 75% attendance in Training Programme will be barred from Placement Support Services.
- Students who don't attend Training Programme consecutively twice will not be allowed to attend the third Training Programme. Monetary Penalty in the form of Student welfare fund of Rs.100/- per session will be levied along with disciplinary action.

## Placement Policy

- Registrations for Placement Support Process is compulsory, a formal application for registration should be submitted by the students seeking Placement Support. Students, who do not register cannot have a claim for the Placement service and will be treated as out the Placement Support (OOPS).
- An eligible student may attempt the Placement Support Process of any number of companies if he/she fulfills the requirements as specified by the recruiting organization until he/she gets the first offer.
- Subsequent getting of the first offer, he/she may attempt the Placement Support Process in the dream category for getting one more offer. A maximum of one attempt is provided under the dream category.
- Students are advised to necessarily exercise their Dream option in core job profile only.
- Student has to register his/her name and lodge a letter exercising the Dream Option with the Placement Office. The letter should be attested by the Head of the Institution or concerned staff Placement coordinator certifying that the exercise of Dream Option is logical considering his or her chosen career path. The letter of purpose should detail sufficiently the reasons on why the candidate has chosen to exercise his dream option in favor of a particular recruiting company and the profiles offered to them. Students are strongly advised to read the job profile completely and understand the type of job, the location of posting, the salary offered and other benefits of association, before exercising their dream option. Every student has a democratic right to exercise his or her dream option based on the career path he/she envisages for himself or herself.
- If a recruiting organization offers a Gross Salary of more than Rs.8 lakhs per annum, it shall be considered as an "Open Dream". The students are eligible to attempt as many as they can (provided they meet the requirements as specified by the recruiting organization) until getting First Open Dream Offer. After getting First Open Dream Offer, students are not eligible to participate in the Placement Support Process of the institution any further.
- Students are advised to note that the offer letter issued by the recruiting organization will be handed over to the students subject to clearance by the institutional authorities. Student has to adhere to the academic and other disciplinary rules of the institution.
- Students are required to note that the Placement Support Services is a facility offered by the institution and cannot be construed as a guarantee of a job offer. The decision regarding making job offers is left to the discretion of the recruiting organization visiting the campus.
- Action will be taken against students who register for the company and do not attend the Placement Support Services and abide by the terms of the Placements
- Action will be taken against students who accept the offer but do not report to the organization and abide by the terms of the offer



## 9. DISCIPLINARY MEASURES

### 9.1 GENERAL DISCIPLINE

- The students will not assist or even associate himself / herself in any activities which disturbs or is likely to disturb the peace and smooth working of the institution.
- The tuition fee shall be paid by the student before or at the time of admission / registration in every academic year.
- The student shall follow all the rules and regulations laid down by the college authorities / management from time to time.
- Students will have to maintain regular attendance. In case of attendance less than 75% the student will not be allowed for the ensuring CIA tests. Cumulatively he / she should have over 75% attendance as mentioned earlier, to be eligible for the semester end exams. In case of any absence, they should have to provide appropriate proof (medical certificate / letter from parent etc.) and information, within three days of the absence to the department, the teacher concerned and the mentor.
- In case of planning to participate in any curricular (including paper presentation / competition), co-curricular and extra-curricular activities, prior permission has to be sought through proper channel. Further immediately within three days, on return from the event, should also provide the necessary proof to the mentor, the department, and the teacher concerned. Otherwise they will not be considered for any attendance benefit and the certificate will not be considered for credits for the paper on Innovation and Social Skills.

### 9.2 RECOVERY OF LEGAL CHARGES AS APPLICABLE

The institution shall recover legal expenses incurred towards representing / defending such petition / suit before any court of law by making the Institution a party for their personal benefit (e.g. Name change etc.) and the parents / students shall abide by such reasonable condition and pay such amount which would be on actual.

### 9.3 ANTI RAGGING RULES

- a) As per the orders of the Supreme Court, Govt. of India, UGC, AICTE, Govt. of Karnataka, BCU, "Ragging" is a Criminal Offence leading to Non-Bailable Imprisonment. Students should not indulge in ragging or support ragging directly or indirectly in whatsoever manner. Severe action will be initiated against those indulging in ragging or supporting ragging.
- b) Ragging means causing, inducing, compelling or forcing a student, whether by way of a practical joke or otherwise, to do any act which detracts from human dignity or violates his / her person or exposes him / her to ridicule or to forbear from doing any lawful act, by intimidating, wrong fully confining or injuring him / her or by using criminal force on him / her or by holding out to him / her any threat of such intimidation, wrongful restraint, wrongful confinement, injury or the use of criminal force.
- c) Ragging Menace is a criminal offence and such of the students who involve in ragging will be rusticated from the college. Further, their University degree and conduct certificates will be embossed in BOLD letters with a statement that they indulged in ragging.
- d) Students indulging and / or encouraging ragging will not be eligible for placement services, hostel facility, air concession, railway concession, scholarships, passport / visa clearance etc.
- e) Photographs of students who have been involved in ragging shall be published in the notice board and also published in local newspapers.
- f) Enquiry committee's decision regarding the punishment is final.
- g) The offence of ragging is not only punishable under Section 116 of the Karnataka Education Act, 1983, but also under various provisions envisaged in Sections 109, 110, 111, 112, 113, 114, 115, 116, 302, 305, 306, 339, 340, 341, 342, 343, 344, 346, 347, 354, 359, 368, 448, 451 and 506 of the Indian Penal Code (IPC).



## 9.4 DRESS CODE

- a) Dress code is defined based on the need for safety, security, functionality and comfort.
- b) Students are required to wear decent outfits.
  - i) Girls are expected to wear Churidars / Salwars and Kameez with sleeves. Jeans with decent tops with sleeves are allowed. No tight fitting clothing is permitted.
  - ii) Boys are expected to wear shirts and trousers. No tight fitting clothing is permitted.
  - iii) Displaying offensive and obscene slogans and icons on clothing is prohibited.
- c) College uniform - Blazer with tie should be worn on specified days.
- d) Students who do not adhere to the dress code are liable to be rusticated from the Institution.

## 9.5 MOBILE PHONE

- The possession & use of Mobile Phones by the students in the academic areas inside the campus is banned. However, for the convenience of the students mobile zones are created in the campus.
- If a student is found conversing on mobile in any of the academic areas, the mobile will be confiscated and fine of Rs.5,000/- will be levied for violating the rule.

## 9.6 SECURITY ISSUES

- Wearing of identity card in such a way that it is clearly visible, is a must inside the campus for security reasons. Entry in to the campus without valid Identity card is strictly prohibited. The faculty and the security personnel have the authority to check the ID cards
- Motorcyclists must remove their helmets before entering the College campus.
- College Security Staff have the right to ask individuals to identify themselves. Action shall be initiated against those persons who refuse to identify themselves
- The students are advised to park their vehicle in the designated parking area.

### IMPORTANT NOTE:

*In case of violation of College / Hostel norms & rules and regulations, a student may be prevented from continuing in that semester and / or appearing for the semester examination depending on the outcome of the Disciplinary Action Committee report. Ignorance of any rule does not condone any misbehavior.*

## 9.7 SOCIAL MEDIA POLICY

This set of social media guidelines aims to set standards that are expected of all students with respect to the responsible use of social media, prevention of harassment and promotion of harmony in the online space.

1. Every bonafide student of the Institute should be mindful that information shared on social media becomes public information and hence should not use social media in any way that may compromise your reputation or professional practice at a larger stage. Any adverse content that goes against the rules of the Institution, The Constitution of India and does not promote general harmony could be brought to the attention of the Institute, Future Employers and / or professional bodies and may be detrimental to studies and / or future career.
2. Any content maligning RVIM, its policies and employees will be viewed adversely inviting disciplinary action and Inter alia, Penalties, debarment from sitting to examination, campus placements etc.
3. No student may claim to speak on behalf of, or represent, the Institute on social media websites without the Institute's prior permission. The students should not declare, imply or indicate that the content of any social media site under your control is representative of the institute. When posting online there may be circumstances in which the student gives the impression that he /she is speaking on behalf of the institute or department.

4. Social media not limited to Whatsapp; Twitter; Face book; Google plus; LinkedIn; Instagram; open forums and blogs are now a common feature of everyday life, enabling and supporting both students and staff in academic and collaborative opportunities. Any form of harassment, including on social media platforms , is unacceptable and will be treated very seriously by the Disciplinary committee of the Institute inviting disciplinary proceedings.
5. Every student should respect individual rights to privacy and have regard for the feelings of others. They must not disclose personal details, including pictures, of other students or staff without their prior permission.
6. Students should be mindful of the enduring nature of Information posted on social media sites and should be careful while writing posts or sharing information.
7. Using social media to post offensive comments, images or other content will result in disciplinary action and also liable for Legal action as per the Provision in IT Act 2000 and Amendments 2008.
8. Posting others' content online such as Photographs, text, videos, music etc., without prior and proper permission to do so, including specific terms of any license , violation of IPR will be viewed seriously and liable for legal action among other things.
9. The Institute is not responsible for, and does not hold any ownership of, any content posted on social media by its students.
10. Usage of RVIM brand trademark / service mark without prior written permission is liable for legal action.
11. None of the Examination related official documents such as Answer scripts, Scheme and solution, Question papers should be shared electronically.
12. It is mandatory for every student at the time of admission to sign an undertaking on social media usage.



## 10. COORDINATORS @ RVIM

Sl. No.	Name	Designation	Mobile	E-mail I D
1.	<b>Dr. Purushottam Bung</b>	Professor & Director	74113 39344	director.rvim@rvei.edu.in
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15.	<b>Mr. Sridhara H.R.</b>	Asst. Manager Accounts	97432 87828	sridharahr.rvim@rvei.edu.in
16.	<b>Prof. Nagasubba Reddy</b>	Asst. Professor & Coordinator for IT centre	78925 33601	nnsreddy.rvim@rvei.edu.in
12.	<b>Front Office</b>	–	080-4254 0300	contact.rvim@rvei.edu.in





ಶ್ರೀ. ಎ. ರಾಷ್ಟ್ರೀಯ ಶಿಕ್ಷಣ ಸಮಿತಿ  
RASHTRIEYA SIKSHANA SAMITHI TRUST  
ಶ್ರೀ ರಾಷ್ಟ್ರೀಯ ಶಿಕ್ಷಣ ಸಮಿತಿ  
RV INSTITUTE OF MANAGEMENT



# RV Institute of Management®

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*Go, change the world*