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Moving Forward.....

Celebrating Independence Day with a Vision: The Journey of RV Institute of Management-



As India celebrates its 78th Independence Day on August 15, 2024, it's essential to recognize not only the nation's journey towards freedom but also the trailblazers who are shaping the country's future.

One such visionary is **Dr. Purushottam Bung**, the director of RV Institute of Management.

RV Institute of Management in a Nutshell

Rashtreeya Sikshana Samithi Trust (RSST), established in 1940, is the parent organization of RV Institute of Management (RVIM). Popularly known as RV Group of Institutions (**Rashtreeya Vidyalyaya**), it boasts as one of the fastest-growing educational groups in Karnataka. The RV Group has a significant presence across almost all disciplines of study with over 27 institutions catering to more than 25,000 students from India and abroad.



RV Institute of Management is an autonomous Institution of excellence located in Jayanagar - a picturesque and centrally located suburb of Bangalore. The dedicated and experienced faculty with rich industry background, state-of-the-art infrastructure, student-centric approach, strong placement support, and robust domestic and international industry and institutional linkages help the institute achieve their mission of **transforming every student into a universal thought leader and serving the society**. Furthermore, in May 2019, RVIM was re-accredited by NAAC with an 'A+' Grade and certified by **QS I-Gauge**, a global accreditation agency for **E-Readiness** in 2020 and rated '**Diamond**' by QS in 2022. Times of India has ranked RVIM 47th among the top B-Schools of India during 2024.

Talking about the courses offered at RVIM, the B school currently offers a two-year, full-time MBA programme, and a Post Graduate Diploma in Business Analytics.



The MBA course offered is a two-year full-time Autonomous day scholar programme affiliated to Bengaluru City University, approved by AICTE, New Delhi, and recognised by the Government of Karnataka. Through these programs, RVIM equips its students with the necessary knowledge, skills and attitude to make the most of the managerial opportunities of the 21st century. Emphasis is laid on building 21st Century skill sets like; critical reasoning, people management, decision making, problem solving, analytical skills, creativity, etc. among students.

Pioneering Business Analytics Education

Considering the current scenario where Data is considered the new oil, and the increasing need of analytics across functions, domains and sectors, RVIM in association with Boston IT Solutions India Pvt. Ltd. (a MNC - pioneer in Analytics, headquartered in UK) is offering a one-year Industry curated Post Graduate Diploma in Business Analytics (PGDBA) for working professionals.

The program will be delivered in collaboration with Boston, which has expanded its operations globally and has been providing training in IT solutions and applications of AI for a long time. This program, which is completely in sync with the latest NEP objectives, is targeted at interested students who want to build their career in Analytics after graduation and also the working professionals who want to hone skillsets in Analytics demanded by the Industry for better career. The program is a rich blend of Experiential courses, Core courses, Skill Enhancement courses, Functional electives & Open electives and a Real World Capstone Project.



In Conversation with Dr. Purushottam Bung

To understand in depth what RVIM really stands for and how it distinguishes itself when compared to other business schools across the country, we interviewed Dr. Bung, the Director. Presented here-in-under are some snippets;

Q: What are the unique initiatives and best practices at RVIM?

Dr. Bung: - “We provide students and faculty with access to **world-class knowledge resources**, including access to leading educational platforms such as Coursera, HBS Publishing, Pearson’s, CESIM, Capitaline, Ticker, EBSCO, J-Gate, Scopus, etc. This ensures that our students can use world-class resources, tools and technologies to stay at the forefront in their respective fields”.

“We also encourage and facilitate student participation in diverse State, National, and International level competitions, including; **Hackathons, Datathons, Ideathons, B-Plan competitions, Management fests, etc.** These opportunities help students gain a rich experience and provide them a platform to showcase their talent and skills and also help them in building network with peers and professionals.

“We recruit **student tutors** who are talented and interested in teaching specific subjects like Accounting, IT, Health and Wellness, etc. by paying them a nominal stipend. These student tutors assist faculty in teaching, fostering the concept of '**earn while you learn**' and boosting their confidence and competence.”



Q: What do RVIM look forward to achieve in the days to come?

Dr. Bung: “We look forward to more **active and deeper collaborations** with national and international institutions / Organizations of repute”.

“We look forward to work closely with all the stakeholders, i.e., Peers, Parents, Alumni, Management, Faculty, Students, Industry, Government, Recruiters, etc., and involve them wherever we can to enhance the learning experience at the Institution and also **build symbiotic relationship with local industries, recruiters and of course community**”

“We want to get recognized by international accreditation agencies and also aim to introduce unique and niche certification programs.

Q: What other factors do you think have contributed to the growth of RVIM?

Dr. Bung: “Creating new Centers of Excellence including; **Centre for Emerging Technologies, Centre for Financial Markets and Research, Centre for Business Analytics, Centre for Media, etc.**; Strengthening academic rigor through **frequent revision of curriculum** to tune it to the industry requirements; and also **fostering alumni relations**- leveraging their connections and network are some of the factors that have contributed immensely to the growth of RVIM”.



Q: In the dynamic landscape of education and management, how do you ensure that the teaching methodologies align with evolving industry needs?

Dr. Bung: “In addition to regularly updating the curriculum to reflect changes in the industry and environment, delivering the same using innovative pedagogies like projects, simulations, immersions, role plays, etc., are equally important. We at RVIM use innovative pedagogies like **project-based learning, work-integrated learning, immersive learning, simulation-driven learning, gamified learning, field visits, case-based learning, lab-driven learning, experiential learning, flipped classroom, etc.** to align with evolving industry needs.

Q: What message would you like to convey to the faculty, students and other stakeholders of RV Institute of Management in light of this achievement?

Dr. Bung: “Having achieved a feat is one thing, but to sustain it and achieve further excellence is important. It demands **higher energy, continuous improvement, an innovative approach to everything that we do, an entrepreneurial mindset, collaborative effort, creative thinking, global orientation, embracing change for quick adaptation, remaining agile and resilient, etc.** So let us all put our best efforts in these directions so that nobody can stop us from achieving further excellence and recognition in the days to come. I take this opportunity to thank all the stakeholders for their unwavering support in every endeavor of ours”.

Dr. Purushottam Bung – Director

B.E., PGDM (Aust), MBA (Aust), Ph.D



An electronics engineer with a deep passion for teaching, Dr. Bung transitioned into a full-time academician and researcher after a challenging stint as an entrepreneur. Currently, he serves as Professor and Director at RV Institute of Management, Bangalore, one of India's leading management institutions. With over 30 years of rich experience in both academia and industry, Dr. Bung has worked across various domestic and international institutions / organizations.

Prior to joining RVIM, he was the Professor and Director at KLS IMER, Belgaum, a renowned management institution in Karnataka, since July 2011 till January 2018. In his role at RVIM, he is responsible for the overall development and growth of the institute across all fronts including; academics, research, placements, industry interface, social outreach, extension, alumni relations, consultancy, grooming students, accreditations, etc. His interest areas include; **Strategy, Entrepreneurship, Design Thinking, Academic Leadership, Emerging Technologies and Yoga.**

He has been offering consultancy services to the local industries and Institutions. He has published 30 plus research papers in the refereed journals of repute and undertook several funded research projects. He has been recognized as 'Best Academic Leader of the year' by the BMA



(Bangalore Management Association) in 2022 acknowledging his contribution to the Management discipline. He is elected as Fellow of **World Academy of Productivity Sciences** in Beijing in 2019 and is also a research fellow of Institute of Productivity, UK.



He believes that one can attain happiness, peace and harmony through Yoga and following other spiritual practices because he thinks happiness, peace and harmony are subject matter of one's mind and nothing else.

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