

THE KNOWLEDGE REVIEW™

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Business Brilliance:
Highlighting
the Foremost **MBA**
and **PGDM**
Colleges in 2024

RV

Institute of Management,
Bangaluru

Pioneering Efficiency, Innovation
and Global Excellence



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At RVIM, the educational approach is thoughtfully crafted to blend professionalism with a strong ethical foundation.

Featuring



A leading institution in management studies must demonstrate a steadfast commitment to nurturing leadership, fostering innovation and preparing students for success in a competitive business environment. The **R.V. Institute of Management (RVIM), Bengaluru**, exemplifies these principles through its comprehensive student-centric educational approach. Embracing a philosophy that combines professionalism with ethical integrity, RVIM stands out as a premier institution dedicated to providing world-class management education.

At RVIM, the focus is on developing the next generation of leaders who are equipped to navigate and excel in the ever-evolving business landscape.

The institution's commitment to quality and innovation ensures that students are not only well-versed in current management practices but are also prepared to drive future advancements in the field. Through its robust programs and emphasis on ethical and assertive leadership, RVIM remains at the forefront of management education.

Vision

"To become a world-class management institute of eminence."

Mission

"To nurture Universal Thought Leaders by offering holistic management education fostering Business Intelligence, Health Care, Innovation and Entrepreneurship for

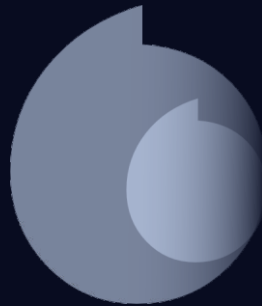
Inclusive Growth and Sustainable Development."

AND

"To provide value-added services to Business, Government and Society through Staff Empowerment, Joint Research and Collaborative Engagement."

Guiding Values

At the heart of RVIM's success lies its core values of **Trust, Respect, Integrity, Professionalism, and Humaneness**. These principles form the foundation of the institution's approach to education and continue to guide the RV Group's mission to develop well-rounded, ethical and responsible leaders for the future.



RVIM has adopted a hybrid model, which it believes is more effective than the traditional collegial approach in educational institutions.

Fostering Holistic Development

The RV Institute of Management (RVIM), one of the flagship institutions under the RSST, exemplifies the RV Group's expansive influence in the field of education. Situated in the heart of Bengaluru's vibrant suburb, *Jayanagar*, RVIM embodies the Trust's commitment to nurturing future leaders and professionals through its holistic educational approach.

A Legacy of Excellence in Education

Established in 1940, the Rashtreeya Sikshana Samithi Trust (RSST) began with a humble vision of providing quality education to the people of India. *Founded by Sri M.C. Sivananda Sharma*, the Trust started with only six students under his guidance as the first and sole teacher.

Over the past eight decades, this small initiative has grown into a monumental institution, symbolized by the *21 premier educational institutions* it oversees today. These institutions serve around *25,000 students*, guided by *3000 dedicated staff members*, offering programs ranging from nursery education to doctoral degrees.

Under the RV brand, these institutions have become synonymous with quality education in India. Not only has the RV Group built a name for itself in Bengaluru, but it has also shaped the lives of its alumni, many of whom have gone on to hold senior positions in national and global organizations. The Trust's commitment to inclusive education is reflected in its initiatives, such as a special school dedicated to differently-abled children, addressing the unique needs of society.

Currently, the Trust is helmed by **Dr. M.P. Shyam** as its **President**, with a distinguished board of trustees guiding its continued growth and influence in the academic world.



RSST, which RVIM belongs to, has established itself as one of the fastest-growing educational bodies in Karnataka. It now boasts 27 institutions offering diverse programs in fields such as engineering, architecture, medicine, and teacher training. These institutions cater to

students from across India and abroad, reinforcing RV's mission to deliver world-class education. Some of the notable institutions under its umbrella include RV College of Engineering, DAPM RV Dental College, RV School of Architecture, and RV Aster Super Specialty Hospital.

RVIM itself is known for its student-centric approach, modern infrastructure and strong industry connections, both domestically and internationally. The institute is proud of its experienced faculty members, many of whom have industry backgrounds, bringing practical insights into the classroom. RVIM's commitment to its students is reflected in its intense placement support, robust curriculum and emphasis on holistic development, as seen in its motto, "*We prepare our students for life.*"

In recognition of its excellence, RVIM was re-accredited by the *National Assessment and Accreditation Council (NAAC)* with an 'A+' grade in

May 2019. The institute has also earned the *QS I-Gauge global accreditation* for *E-Readiness* in 2020, followed by a prestigious Diamond rating in the subject rating category in 2022.

The Impact on Management Education

Purushottam Bung—the **Director** of RVIM is a distinguished figure in the field of management education. With over 30 plus years of experience spanning both academia and industry, Purushottam began his career as an electronic engineer before transitioning into entrepreneurship. His deep passion for the field of management education eventually led him to academia.

A Journey through Academia and Industry

Before joining RVIM, Purushottam served for seven years as Professor and Director at the Karnataka Law Society's Institute of Management Education and Research. During this period, he was extensively involved and responsible for the smooth running and growth of the institution across all fronts including admissions, recruitment, research, placements, academic rigour, alumni relations, consultancy, extension & outreach, managing finances and faculty empowerment.

His role also encompassed accreditations, rankings and

collaborations with industry and academia both domestically and internationally. This broad experience equipped him with a profound understanding of the complexities involved in managing an educational institute.

Commitment to Excellence and Leadership

Purushottam is a firm believer in the motto, "*Aim big and achieve big.*" His dedication to establishing a unique identity in management education is evident through his contributions as a researcher, consultant and teacher. As the Director of RVIM, he is responsible for overseeing all the functions and ensuring good growth across all fronts year on year.

RVIM prides itself on creating a welcoming environment for students from diverse racial, geographic, ethnic, demographic, economic and educational backgrounds.





Recognitions and Achievements
Purushottam has authored over 30 articles in prestigious journals and published three patents and three books. His significant contributions to management education have been recognized with numerous awards, including the '*Best Academic Leader of the Year – 2022*' from the Bengaluru Management Association (BMA). He is also a fellow of the World Academy of Productivity Sciences (WAPS) headquartered in Canada and a Research Fellow of the Institute of Productivity (IOP) in the UK.

Under Purushottam's visionary leadership, RVIM continues to advance its mission of providing high-quality management education and fostering academic excellence. His expertise and commitment play a pivotal role in shaping the future of management education at RVIM.

Philosophy of Leadership at RVIM
According to Purushottam, a leader is essentially the first among equals. He champions a participative leadership style, where individuals are encouraged to freely express their

opinions and contribute to decision-making processes. This approach fosters a collaborative environment and empowers every member of the team to play an active role in shaping the institution's future.

Empowering Faculty

At RVIM, this philosophy extends to all the academic staff. Purushottam believes that faculty members are the major pillars of any educational institution. As such, RVIM emphasizes granting faculty the autonomy to share their visions, perspectives and ideas. This freedom is seen as a key factor in the institution's success and is regarded as a defining feature of a great educational establishment.

By valuing and supporting the contributions of its faculty, RVIM aims to create an environment where innovative ideas can flourish and academic excellence is achieved.

The Educational Approach A Balanced and Ethical Learning Environment

At RVIM, the educational approach is thoughtfully crafted to blend assertiveness with a strong ethical foundation. The focus is on empowering students through self-reflection and interactive learning, creating a dynamic and conducive educational environment.

This approach ensures that students receive values-based education while actively engaging in research and development. The goal is to nurture responsible individuals who are well-prepared to make positive contributions to society in particular and the nation at large.

Providing world-class resources
“We provide students and faculty with access to **world-class knowledge resources**, including access to leading



educational platforms such as Coursera (unlimited license), HBS Publishing (case studies and simulations), Pearsons e-books, CESIM simulations, Capitaline (database of companies), Ticker (database of companies and industries), EBSCO (database of journals), J-Gate (e-journals), Scopus database of journals, Pro Wesh IQ, etc.”

This ensures that the students and faculty can use world-class resources, tools and technologies to stay at the forefront in their respective domains.

A Vibrant and Supportive Campus
RVIM offers a welcoming atmosphere for students coming from across the nation. The campus is more than just a physical space—it is a vibrant ecosystem designed to enhance the educational experience.

With state-of-the-art facilities and a supportive environment, RVIM fosters creativity, connectivity and personal growth. The integration of innovation and tradition ensures that students are equipped to excel in a rapidly evolving world.

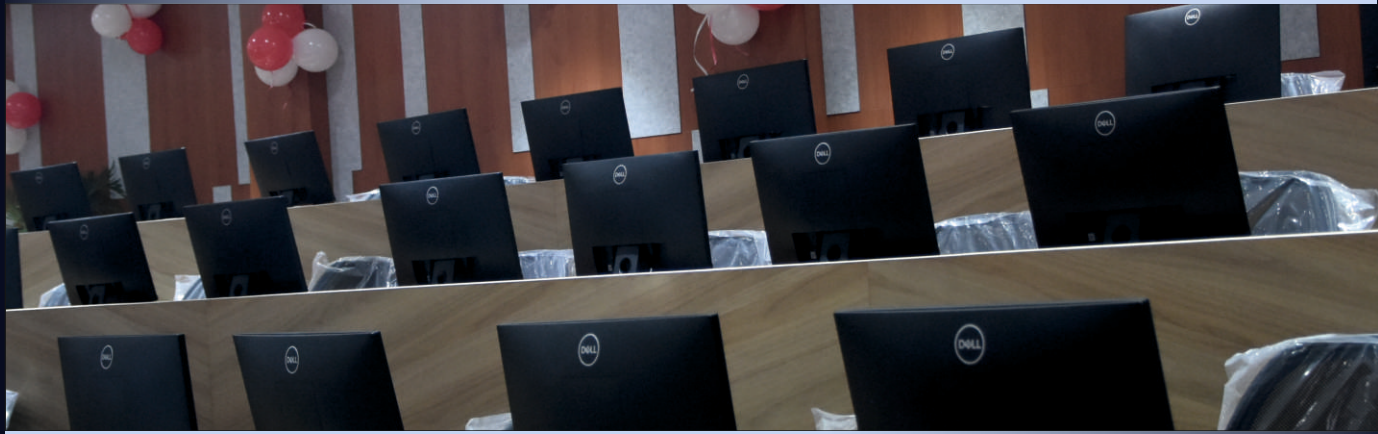
By providing a comprehensive and enriching learning environment, RVIM is committed to preparing students for both academic and personal success, making it a distinguished institution that values excellence and forward-thinking.

Creating new Centres of Excellence including the *Centre for Emerging Technologies*, *Centre for Financial Markets and Research*, *Centre for Business Analytics*, *Centre for Media*, *Centre for Peace and Yoga*, etc., for building 21st-century skill sets so that students are ***First Day First Hour Ready***.

Maximizing Efficiency with a Hybrid Model of Management in Education
RVIM has adopted a hybrid model, which it believes is more effective than the traditional collegial approach in managing educational institutions. Traditionally, colleges operated with a collegial model where teachers handled both administration and academic responsibilities.



RVIM itself is known for its student-centric approach, modern infrastructure and strong industry connections, both domestically and internationally.



transformational learning experience. The institution offers a range of value-added courses that align with current industry demands, including business analytics, data visualization and storytelling, cloud computing, IoT, digital marketing, blockchain, digital marketing, 3D printing, AI, etc.

In addition, students benefit from weekly training sessions every Saturday, covering essential areas such as basic skills, soft skills, people skills, IT skills, advanced IT skills, pre-placement training, aptitude, domain-specific skills and health and wellness. This comprehensive approach equips students with the skills and competencies needed to thrive in the 21st-century working environment.

Embracing Diversity and International Aspirations
RVIM prides itself on creating a welcoming environment for students from diverse racial, geographic, ethnic, demographic, economic and educational backgrounds. The institution is focused on attracting students from various states across India and aims to enhance its international presence.

To support this vision, RVIM has achieved full autonomy, granted by the

In contrast, RVIM advocates for a separation of duties: hiring Administrative Staffsto handle administrative tasks while teachers concentrate on curriculum design, teaching, research, extension and consultancy. This division of responsibilities is aimed at enhancing the productivity and quality of education by allowing teachers to focus exclusively on academic matters.

Industry-driven Skills and Competencies
From the outset, RVIM provides students with rigorous training and a



RVIM advocates for a separation of duties: hiring managers to handle administrative tasks while teachers concentrate on curriculum design, teaching, research, extension and consultancy.

University Grants Commission (UGC) for 10 years. This autonomy enables RVIM to design its curriculum and academic calendar independently, facilitating the attraction of international students. The institution actively participates in educational fairs to bolster its brand recognition both domestically and globally.

Unique Initiatives and Best Practices

Some of the unique initiatives and best practices at the institute include:

Dr. Bung points out, “We 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 build a network with peers and professionals.”

He further adds, “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.”

Keeping all the facilities of the Institution open from **8 AM to 9 PM** including the library, Computer labs, Centres of Excellence will enable the students to spend more time at the campus and make use of all the facilities.

Recruitment of the talent is open 365 days across all channels including LinkedIn and we don’t restrict ourselves to the AICTE or UGC norms

when it comes to maintaining the student-faculty ratio. “We go much beyond that.”

Strengthening academic rigour through **frequent revision of curriculum** to tune it to the industry requirements and also **fostering alumni relations** further leveraging their connections and network.

“Active and deep collaboration with all its sister Institutions from various disciplines (Engineering, Healthcare, Law, Science and Commerce, Design, Humanities and Liberal Arts, etc.) of RV Group (27 Institutions) and using their resources will give us an edge over other Institutions in terms of undertaking interdisciplinary research projects, leveraging the facilities, etc.”

“Being an Associate Centre of IYA (Indian Yoga Association), we give a



RVIM offers a welcoming atmosphere for students coming from across the nation.

lot of importance to health and wellness and it is included in the formal curriculum.”

Vision for the Next Decade
Looking ahead, RVIM aims to establish itself as an institution of eminence which is innovative, agile and resilient over the next decade. The institution plans to pursue a series of international accreditations, introduce new programs, increase student intake, and build global collaborations.

“We look forward to more **active and deeper collaborations** with national and international institutions/Organizations of repute. There will be a strong emphasis on attracting international students and offering innovative programs and certifications in line with the National Education Policy (NEP),” Dr. Bung shares.

RVIM’s vision includes a specific focus on entrepreneurship, business

analytics and healthcare management, with a commitment to building expertise in these areas and gaining future recognition for its contributions to research, consultancy and extension activities.

Dr. Bung states, “We look forward to working 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 a symbiotic relationship with local industries, recruiters and of course community.**” 

