



RV Institute of Management®

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RVIM NEWS DESK

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14th World Edu-Summit - 2024 Hosted at RVIM



14th World Edu Summit- Edu-volution 2050 was organised at RV Institute of Management in association with MTC Global on 14th September, 2024. The theme of the summit was 'Shaping the Future of Teaching – Learning, invited speakers and guests from across India and countries like China, Thailand, Australia and Bangladesh participated and deliberated on this theme through the various events of the summit.

MTC Global is a non-profit global think tank on higher education with more than 30,000 professional's members through its 45 national chapters and 32 international chapters boasting a institution members' network of over 1,000 esteemed B-Schools their association with RVIM to organize this summit was an impetus to engage academicians' discussions on global education.

The summit began with the introductory note on global education by all invited heads' of the institutions, academicians who graced the inaugural session - Dr. Vichayanan Rattanawiboonsom, Dean of the



Faculty of Business, Economics and Communication, Naresuan University, Thailand, Md. Rofiqul Islam Registrar Dhaka International University, Dhaka, Bangladesh. Dr. Alluri V.V. Prasada Raju, Secretary, Indian Institution of Industrial Engineering and Head - Projects Planning & Coordination HES Infra Private Limited, Hyderabad, Presided by Sri. M.D. Kasturi Ranga Trustee, RSST, and Chairman, Governing Body, RV Institute of Management (RVIM) Bengaluru, Prof. Bholanath Dutta-Founder & President: MTC Global, Chairman: Global Entrepreneurs Grid, Dr. Purushottam Bung, Professor and Director, RV Institute of Management, Bengaluru, Dr. Noor Firdoos Jahan, Professor & Head Department of Marketing RV Institute of Management, Bengaluru. The inaugural session also included MOU Signing Ceremony, wherein RVIM signed MOU with English Dhaka International University, Dhaka and with MTC, Global.

'Shaping the Future of Teaching – Learning' - panel discussion on this topic was the highlight of the summit. Dr. Sheelan Misra Founder & CEO Unithink Education International, Bangalore & New Delhi was the moderator of the session this discussion brought out valuable perspective from participating academicians like - Dr. Arnel E. Genzola Communications Professor/ Head & Program Director, EFL Department, Jilin University- Lambton College, People's Republic of China, Dr. Mohammad Shah Alam Chowdhury Professor Department of English Dhaka International University, Dhaka, Prof. Dr. Prof. A. Suryanarayana Former Dean, Faculty of Management, Osmania University (OU) and Chairperson, Board of Studies. Department of Business Management, (OU), Prof. Dr. Ambuj Gupta Professor & Dean School of Management (PG Programs) Ajeenkya D.Y. Patil University, Pune, Dr. Atul Kumar Dean & Professor Dr. D.Y. Patil B-school, Pune, Prof. Dr. R.K. Uppal Principal, Guru Gobind Singh of Management and Technology, Giddarbaha, Punjab, Prof. Dr. Prem Lal Joshi Educationalist, Scholar, Author and Writer, Former Professor: Multimedia University, Malaysia, University of Bahrain, NITIE, Bilkent University, Prof. (Dr.) Regunath Parakkal Chancellor Global Center for Advanced Strategic Research, UK Behavioral Health Science Professional.



International Immersion Programme



International Immersion program for RVIM student's batch 2022-24 and 2023-25 was successfully completed in collaboration with Synergy University in their Dubai Campus. This six days program had 23 students and two faculty participating in the program. This programme included three short duration certification courses on Emergence of FINTECH, Importance of Corporate Communications in fostering organizational culture and managing change in the BANI world at their campus and the students were part of the cultural excursion of Dubai. Cultural excursion included visit to various land

mark sites as where the visit to Burj Khalifa, Dubai Mall, Dubai fountains and joyful rides on the Marina Cruise Drive, old city rides and desert safari. Visiting the Future Museum in Dubai was an educative experience of advanced technology aided equipment's/gadgets to all students as they were able to use and experience the devices.

Industrial visit to the DANUBE - one of the largest construction companies of Dubai was one of the experiential learning experience that was given to students who got to experience the large-project execution nuances by visiting the project office of the company and interact with the senior management people including the founder of the company Mr. Rizwan Sajan, popularly known as 1% man of Dubai. They also visited SP Jain campus of Dubai and explored possible ways where RVIM can collaborate. Totally it was a great experience and contributed a lot to the students in terms of exposure, confidence and learning. A batch of 23 students along with 2 professors visited Synergy University, Dubai Campus for a one week immersion program during July 2024. Synthesis of the one week programme: The programme was a blend of class room sessions, activities, industrial visits and also cultural visits.



Class room session on Fintech, Change Management, Agile Management, Corporate Communication were provided during the visit these sessions mostly emphasized on leveraging technology for better and effective learning. The sessions were on the emerging areas with a focus on action-led teaching / activity based teaching so as to make learning more effective. The concepts pertaining to change management were very



effectively imparted using a case discussion including discussion on aspects of Fintech. Certificate of appreciation was given to RVIM for the participation in Summer Camp Program in Dubai from 22nd July to 28th July, 2024.

Student's Experience Sharing:

"The international educational trip to Dubai was an enriching and memorable experience. The city's blend of modern architecture, diverse culture, and cutting-edge innovation provided a perfect learning environment for students." - **Aaron (4th Sem).**



"During our international immersion program in Dubai, we had the privilege of meeting and learning from some of the most inspiring and accomplished personalities in various industries. Their insights and guidance were invaluable, providing us with practical knowledge and a global perspective. In addition to the professional development, we also immersed ourselves in the stunning architecture of Dubai, from the towering Burj Khalifa to the beautiful traditional souks. Experiencing the rich culture and vibrant diversity of the country made the trip both educational and memorable" - **Sakshi (2nd Sem).**



"Participating in the international immersion program to Dubai has been a truly transformative experience. The program provided me with a unique opportunity to immerse myself in Dubai's diverse culture, innovative business landscape, and cutting-edge infrastructure. From the insightful corporate visits to the engaging classes, I gained a deep understanding of how global businesses operate in this dynamic region." - **Sowjanya (2nd Sem).**

"International immersion program to Dubai taught a lot of insights of how Business administration is taught in international B schools and also it gave us the confidence to travel around the world and also to meet new people it was a wonderful experience and I Thank my college RV institution for this program and also Thank my Principal Purushottam Bung Sir and also special Thanks to my Teacher Anupama Ma'am for taking care of us we just were so grateful to have a memorable program." - **Saikiran S. (2nd Sem).**

"I would like to thank Anupama ma'am, to coordinate with synergy university and make it to happen. Got an opportunity to accomplish my dream to come true and had a very good experience from day 1 to last day of immersion program. I have acquired knowledge and many Insights from this program". Thank you. - Uttara (2nd Sem).



Venture Fest 6.0 2K24:



RVIM Centre for Innovation Entrepreneurship and Incubation organized the annual Venture fest on the 27th and 28th of September'24. All students participated in the fest with a stall for showcasing their business idea. Reuse, Reduce and Recycle-RRR was the theme of the fest with 18 business ideas from industry as - food to stationary, fashion to crockery; pottery business ideas that propagate sustainable ideas were

supported. The winning business ideas which made the highest sale and got high customer connect were Ras Rang Rush an idea which was recognized for selling hygienic fruit juice in innovative fruit shells reused after the fruit pulp was extracted. Terralok – was the runner –up business idea which offered terracotta decorative items with a live pottery wheel section which allowed the visitors to get an experience of making the clay pot on the live pottery wheel. Desi Maggi-were the 2nd runner for proposing a business idea that offered unique desi masala flavored noodles. Consolation prizes were given to the eco-friendly product ideas of decorative items and paper stationary products of Ghandhadha-Gudi and Seedscribe. Student Entrepreneurs were recognized for their entrepreneurial spirit and out of the box thinking to engage visitors at the stall.





Student Entrepreneurs



Nidhi Utsav 2024

Department of Finance organized inter-collegiate fest in Finance on the 24th of September'24. The fest was a celebration of Finance with events for a Chief Finance Officer, Budget analysis, financial analysis, Stock market analysis. The winners of each of these events were:

Vitta Vivek (Budget Analysis)

Runners - **Skanda S. & Dhanush T.A.** - Christ University, Central Campus

Winners - **Sarthak Soni & Sayam Pandoh** - Symbiosis Center for Management Studies

Vitta Vicharah (Financial Analysis)

Runners - **Mohan & Yash** - Christ University, Central Campus

Winners - **Yashwanth & Ruchingwon** - Christ University, Central Campus

Vitta Vinimaya (Stockmarket Analysis)

Runners - **Sunidhi Jain & Narayan B.R.** - Christ University, Central Campus

Winners - **Dinesh & Sanjay** - RV Institute of Management, Bangalore

Vitta Samrat (Best CFO)

Runner - **Tanishq Singh** - Christ University, Central Campus

Winners - **Dhairya Jani** - Christ University, BGR Campus



RVIM Celebrated Days of National Importance

Independence Day was celebrated on the 15th of August'24.



Teacher's Day. Students of batch 2023-25 organized by inviting all faculty and staff on Teacher's Day. Students joined together to put up activities for all faculty and staff and cultural events to entertain and honor the teachers.



Felicitation of teachers of Manonandana a Special School for differently-abled children

On the 5th of September'24 in association with Rotary Jayanagar a total of 15 teachers were felicitated at the Manonandana a Special School for differently-abled children. The teachers of the school were felicitated for their dedicated service to the special children. Student volunteers of RVIM organized a cultural show for the teachers and students of the school, a snacks hamper was distributed at the close of the event.



Ek Ped Ma Ke Naam



Tree Plantation drive was organized by RVIM Rotaract students as part of the Ek Ped Maa Ke Naam programme announced by the Ministry of Environment and All India Technical Education Council – (AICTE). This tree planting programme was organized at the Bangalore University Janabharathi campus on the 10th of September'24. Objective of the programme was to create environment consciousness among the



youth, encourage them to be more considerate towards nurturing nature. Students, Faculty and Staff of RVIM participated in tree plantation drive.

Blood Donation Camp organized at RVIM

RVIM Rotaract Club along with Rotary Club, Jayanagar organized Blood donation camp on 24th August, 2024. Staff and students participated actively in the blood camp. The camp received donation from students, staff and public and collected 40 units of blood.



MOU Signed by RVIM

RVIM signed MOU with English Dhaka International University, Dhaka and with MTC, Global.



The Department of Marketing has signed an MOU with AMRUS Authorised Partner of Innovate green Technologies Private Limited signed a MOU on 20th Septmber'24, for initiating NetZerojourney with Net Zero Waste, Mr. Anoop Jaiswal signed the MOU on behalf of AMRUS.

CEGR Summit 2024

RVIM participated in the summit for education alliances and signed up MOU with 23 Institutions from around India. Each of these MOU's primarily aimed at collaborating with institutions around India to grow a collaborative relation in the area of delivering higher education. Dr. Purushottam Bung and Prof. Manjunath S.K. participated in the CEGR Education summit at New Delhi. RVIM signed MOUs with 23 Institutions including Prestige Group, DY Patil International University.



Senior Citizen Computer Literacy Programme



RVIM Department of IT is conducting computer literacy programme and the 37th batch began on the 23rd of September'24. Sessions are held on all weekdays for an hour from 5.00pm to 6.00pm. All enrolled senior citizen are trained in hands-on session in the lab on IT basic skills,

skills to use smart phones and accessing and using apps is taught in the session.

Eco Walk

As part of the RVIM – Rotaract Club activities ECOWALK was organized where students and staff participated in the walk. The ECO WALK was conducted at the Biopark maintained in Bangalore University Janabharathi campus by the Department of Biotechnology.



The walk was organized on the 10th of September'24, guided by Mr. Mohan the walk was for a duration of 4 hrs. and included walk into the forest getting informed about the growth of trees and the various medicinal use of trees and plants, park's water source management systems were shown - the use of check dams and recharge wells.

All the students and staff who walked the forest path got a glimpse into the birds and animal habitat in the park which included sighting of peacock and peahen. Creating environment consciousness by making the youth more concerned with nurturing the nature. Students, Faculty and Staff participated in sapling plantation.



Seminars, Workshop and Faculty Development Programme



Faculty Development Program (FDP) on “Enhancing Academic Excellence through Systems Approach: The Department of Marketing organised the FDP on the topic of *“Enhancing Academic Excellence through Systems Approach”*, by Dr. Vipin Gupta (Ph.D., Wharton School), Professor of Management and Director, of the Centre for Global Management, at the Jack H. Brown College of Business and Public Administration, of California State University San Bernardino was the resource person for the FDP. This FDP aimed at equipping educators with the tools and methodologies of research writing, It was

held on the Friday, 26th July, 2024. Faculty from institutions in Bangalore participated in the FDP.



Dr. Barbara Oakley- Professor of Engineering, Oakland University, Michigan, USA addresses a session at RVIM: RVIM in association with Coursera organised an exclusive session by Dr. Barbara Oakley, Distinguished Professor of Engineering, Oakland University, Michigan, USA on the topic *“Using Generative AI to strengthen and speed Learning”* on 23rd August, 2024, in her session Dr. Barbara Oakley gave a detailed information about the



generative AI use and the several popular app and website students and faculty can make use of to making the teaching and learning more enriched on content and ways to make academic research more authentic by using any these AI driven applications. On a lighter note she also helped clarify several myths - that using AI generated content can only be plagiarised, by demonstrating few of the creditable and fully sensible AI generated content.

Generative AI could be the next best option in making teaching and learning process low on effort but more rich on knowledge gained - was the big take-away from the session. This session was attended by students of MBA colleges of Bangalore and all faculty and students from RV Institutions.

Week long Seminar on Emerging Technologies This was organised for all students and executives by the Centre of Business Analytics from the 22nd July'24. The seminar covered topics on practical application of Automation, Robotics, Blockchain. Prominent resource persons as Mr. Kaushik (Design Engineer at RV-SKILLS), Mr. Basavaraj Nagaraju (COO, RV Skills, Bangalore), Mr. Hari Krishnan Puravanakara, Mr. Nishant Krishna lead the sessions during the seminar.



A Webinar on 'Introduction to Data Science and Emerging Technologies' - Business Analytics Department of RVIM organised for students and executives on the 10th of July'24.

Workshop on Emerging Trends in International Business: this workshop was organised for the students of IV semester to provide practical knowledge about the Trends in International Business to the students from the practitioner's perspective on 10th August, 2024. The Resource person for the workshop is Mr. Harish Kamath, Sr. VP – Engineering, Indecomm Global Services, and Bangalore.



PwC Leadership Talk-'Engage with Leaders', Centre for Career Development was held on the 23rd of August'24 for all the second semester students of batch 2023-25. The session was lead by the PwC team.



Certificate course on Social Media Marketing and Search Engine Optimization (SEO): Department of Marketing organised the certification course on Social Media Marketing and Search Engine Optimization for the students of II semester to inculcate digital marketing skills among the students. These skills will

help students to master the most in-demand digital marketing skills, techniques, and tools. The resource person was Sameer Mutalikdesai, Founder, Digital Marketing Institute on 12th, 13th and 19th September, 2024.

A session on HR practises in the corporate world:

Department of HR organised a session on HR Practiseses on 11th September for the first year students of batch 2023-25, by Mr. Chandramouli Head HR-Abylle Solutions.



Centre for Health n Wellness: The centre organised a session on – ‘Key to Success’ by Dr. Dileep Patwardhan on the 12th Septmber’24 for the second semester.

Centre for Health n Wellness: The centre organised a session on Food and Nutrition on the 20th of September’24 for the first year students of batch 2023-25. This workshop aimed to educate students about the critical role of nutrition in maintaining overall health and enhancing academic performance, a topic increasingly relevant in today’s fast-paced environment.



Department of Marketing organised a workshop on Digital marketing: on 19th of September'24 workshop on Digital marketing is organised for the first year students of batch 2023-25. Mr. Sameer Muthalik Desai - founder of Pebble Connect a digital marketing consulting agency and the person who conceptualised the kannada series Hemmeyya Kannadiga, was the resource person for the session.



Poster Presentation Competition on HR Practices: Department of HR organised a Poster Presentation competition on HR Practices on the 20th of September'24 for the first year students of batch 2023-25. All students of second semester participated in the competition by preparing and presenting their technical poster on their chosen HR topics. Each of the participating poster presentation was judged by a team of external and internal faculty on criteria as concept clarity and extent of impact of the topic in the corporate world, the best posters were picked by the judges and awarded cash prize and certificate.



IIM-B Visit – Japanese Study Centre Foundation Day

First year students of batch 2023-25 visited the IIM-B campus on the 20th of September'24 as part of the Japanese Study Centre of IIM-B Campus celebrated the Foundation Day. Students were part of the campus visit and interacted with the Japanese delegates and participate in the cultural exchange event where the Japanese artists performed on local kannada songs.





Visit to Pyramid Valley International, Bengaluru center - RVIM Center for Health and Wellness organised a one day visit to Pyramid Valley International, Bengaluru center on the 30th of July'24 for all second semester students of batch 2023-25.

RVIM Media Centre organised the first movie screening of "Chhichhore", directed by Nitesh Tiwari, for students of batch 2023-25 on the 8th of August'24. The movie revolves around the lives of a group of college friends who reunite in a time of crisis.



Branding on the Rocks- Lessons from Amruth Single Malt - A Book Review Session by the Author of the Book – was organised for the second semester students of batch 2023-25 on the 22nd of August'24. The author of the book Mr.Sriram Devatha lead the session by sharing his experience in writing the book and the lessons while researching and collecting data on the case-Amrut's-World class Single malt.

Nescafe Kisok in RVIM - RVIM has inaugurated a Nescafe Kisok in its campus on the 15th of July'24. The Kisok is a snack n coffee break outlet within the campus.



RVIM Rotaract Club Installation Ceremony was held on the 23rd of August'24. Students of RVIM Rotaract club were formally given the membership of the club in the ceremony.

Faculty Achievement

Dr. Purushottam Bung, Director & Professor, RVIM

- Nominated as President Rotary Club, Jayanagar, Bengaluru, for the year 2024-25.
- Nominated and invited as a Subject Expert for Board of Studies by the Academic council, Department of Management Studies, New Horizon College of Engineering on 20th July 2024.

Dr. Noor Firdoos Jahan, Professor, RVIM:

- Published research paper titled 'Does the Weather Influence Asia's Top Stock Market Returns?' In the European Economic Letters (EEL), 2024, 14(3), 287–297. <https://doi.org/10.52783/eel.v14i3.1774>, an ABDC Journal
- Delivered a Guest lecture on Integrated Marketing Communication for the MBA students at Jyoti Nivas College, Bangalore on 18th September, 2024.

Dr. Tamizharasi, Professor, RVIM

- Dynamic market dependence between the Indian market and other Asia–Pacific markets: Evidence from Multivariate DCC GARCH and Copula model' presented at the ACBES 2024 Conference in Bali, Indonesia on 28-30 August 2024.

Dr. Krthika J., Associate Professor, RVIM

- S. Prithi, P. Priyadarsini, G.H. Kerinab Beenu & J. Krithika (2024). Global short term business travel compliance and its impact of Job stress of employee. Journal of Informatics Education and Research. 4 (2), 3085-3093.-ABDC-"C" category.

PLACEMENT DETAILS FOR THE BATCH 2022-24

Statistics	2022-24 (On Going)
Total No. of Companies	57
Total No. of Students in the college	178
Total No. of Students not opted for Placements	5
Total No. of Students opted for Placements	173
Total No. of Students Placed	140
Percentage	81%
Highest Package	11.5 L/A
Median Package	6.2 L/A

Upcoming Events

- International Conference on Entrepreneurship and Entrepreneurial Ecosystems in the Global Economy -Role of Returnee Entrepreneurs Conference, IISc-Bangalore.
- Graduation Day Batch 2022-24
- Genesis-2024

Editorial Team

Chief Editor: Dr. Purushottam Bung, Director

Faculty Co-ordinators:

- Prof. Uma Sharma, Asst. Professor
- Prof. Sowmya D.S., Asst. Professor

Student Co-ordinators:

- Rudresh H.R. • Rakesh Dandu
- Amisha R. Majalika • Aapital Shetty



**RV Institute of
Management**

CA 17, 36th Cross Rd, 26th Main,
4th T Block East, Jayanagar,
Bengaluru - 560041, Karnataka, India

080 42540300
080 26547048

www.rvim.edu.in



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