



**RV  
UNIVERSITY**

*Go, change the world*

*an initiative of RV EDUCATIONAL INSTITUTIONS*

*Take your career  
to the next level with Executive  
Master of Business Administration*

Dear EMBA programme participant,

We are delighted to welcome you to our Executive Master of Business Administration programme. As RV University we are proud to have you as part of our community and eager to see you achieve your goals and aspirations.

Our programme is designed for mid to senior professionals like you who are looking to take their careers to the next level. Our curriculum is not only rigorous and challenging but also rewarding and enriching. You will be exposed to a wide range of topics and experiences that will expand your knowledge, sharpen your skills and broaden your perspective.

We have hand picked a world class team of faculty and industry experts, who will guide you through this insightful journey of personal and professional growth. They will challenge you to think critically, collaborate effectively and lead with integrity.

Our programme is not just about academic excellence. It also emphasises the importance of networking, mentoring and lifelong learning. You will have ample opportunities to connect with your fellow students, alumni and industry leaders while you engage in experiential learning activities that will stretch your abilities and make you evaluate your assumptions.

We urge you to make the most of this opportunity and to embrace the challenges and opportunities that lie ahead. With dedication, perseverance and a growth mindset, you will emerge from this programme stronger, wiser and more confident than ever before.

Once again, welcome to our programme and we surely look forward to seeing you thrive in the years to come.

Sincerely,

**Dr. Dwarika Prasad Uniyal**

Pro-Vice Chancellor, RV University

Director, MineRVa - RV Centre for Leadership & Executive Education

*There is great  
and then there is*

**GREATER  
THAN**

Being great is the grand finale.  
Nothing seems to surpass 'great'...  
but when great becomes '*greater than*'  
new doors open up to multiple possibilities  
and the world becomes your canvas  
to explore the new once again.

*Being greater than*

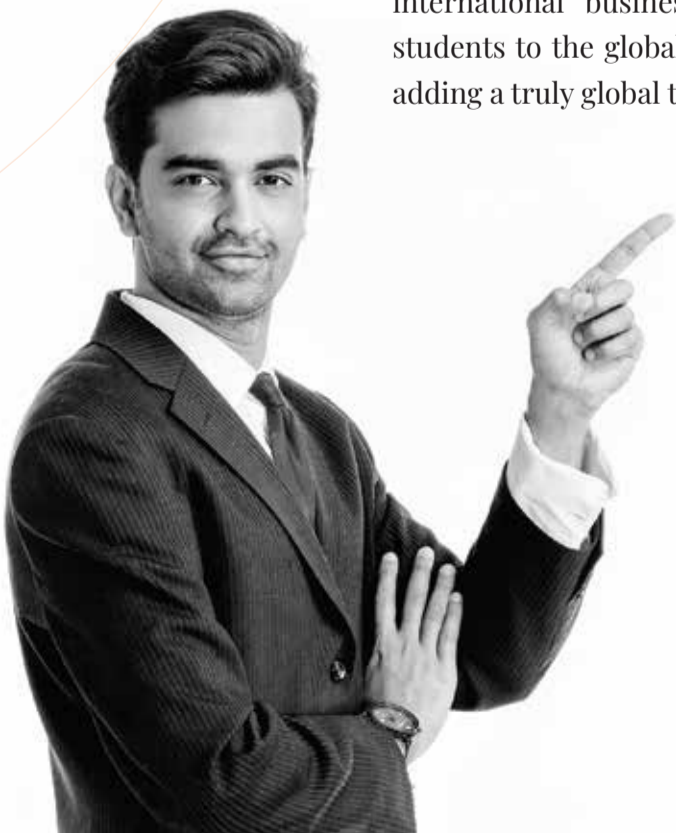
is an attribute driven by a mindset.  
To better what is already the best.  
It is one's relentless pursuit to keep doing better,  
irrespective of the standards already achieved.  
It is an ode to changemakers, influencers  
and leaders, those who are a breed apart.  
Those who strive for solutions and not  
just success. Solutions that go beyond  
the number game.  
Aimed for doing good. For the better.

## *Introducing EMBA*

The EMBA is an intensive 18-month post-graduate flexible and blended programme in management, exclusively designed for mid to senior level professionals seeking to advance their careers to executive-level positions. The course comprises rigorous classroom-based sessions conducted during weekends to upgrade managerial skills without interfering with the professional activities of aspirants.

The curriculum delivered by eminent faculty from both the academia and the industry, focuses on executive level leadership, strategy and management. While the core courses strengthen the foundation in the areas of finance, accounting, marketing, organizational behavior; the advanced courses offer a global perspective to managing businesses using new age concepts like data science and design thinking.

Case studies, team projects, simulations and CXO Interactions ensure experiential learning. The program concludes with a week-long global immersion at an international business city like Dubai, opening up the students to the global business cultures and practices thus adding a truly global touch to their learnings.





*when  
planning is*

# GREATER THAN

*the execution*



*Aspiring Environmentalist > Senior Data Scientist*



## *A legacy of imparting quality education*

RV Educational Institutions (RVEI), governed by Rashtreeya Sikshana Samithi Trust (RSST), is recognised among the few value-based and quality-oriented educational groups in the country.

Established in 1940, the current educational ecosystem at RVEI consists of 25 institutions, which are supported by more than 2,200+ staff members with more than 22,000 students.

With a vision to excel in all its activities, RVEI envisions to create an atmosphere of involved learning, instil a spirit of enquiry, induce healthy challenges, encourage sustainable accomplishments and ensure enriching rewards to everyone – students, parents, teachers and associates.



# *School for Continuing Education and Professional Studies (SCEPS)*

## *Empowering Professionals*

RV University is a state private university which has been established in Karnataka state with Rashtreeya Sikshana Samithi Trust (RSST). With a vision to be a world-class, tech-driven, global university for liberal education empowering citizens of tomorrow, RV University strives for excellence in teaching, research, capacity building and community engagement. The University offers world-class Undergraduate, Post Graduate and Doctoral programmes, empowering curious minds with the right education leading to a rewarding career.

RV University has launched the School for Continuing Education and Professional Studies (SCEPS) to work closely with the industry and to offer professional executive education programmes in various domains. Mission of the school is to empower professionals, by providing transformative learning experiences that enhance their social, intellectual and professional growth at any life stage. The vision of the school is to pioneer innovative educational opportunities that empower individuals to reshape their lives and careers.

# *Academic Advisory Board*

## *North America*

Prof. Sudipta Sarangi

Virginia Tech University, USA

Prof. Raj Mehta

University of Cincinnati, USA

Prof. Rajat Panwar

Oregon State University

Prof. Abdul A. Rasheed

University of Texas at Austin, USA

## *Europe*

Prof. Ahmad Jamal

Cardiff Business School, Cardiff University, UK

Prof. Elvira Uyarra

Manchester Business School, UK

Prof. Kriti Jain

IESE Business School, IE University, Spain

Prof. Karl Palmas

Chalmers University, Sweden

## *Latin America*

Prof. Luis Antonio Dib

COPPEAD Graduate School, UFR, Brazil

Prof. Ana Paula Cherobim

Universidade Federal do Paraná, Brazil

## *Asia Pacific*

Prof. Yenn-Ru Chen

National Chengchi University, Taiwan

Prof. Benjamin Yen

Hong Kong University, Hong Kong

Dr. Shaun Synn-Ton Cheah

University of Canberra, Australia



# Industry Advisory Board

## *North America*

Mr. Rajan Pental

Executive Director, YES Bank

Mr. Anuj Tyagi

Joint MD, HDFC Ergo

Mr. Sanjeev Mantri

CEO, ICICI Lombard

Mr. Suraja Kishore

CEO, BBDO India

Mr. Aditya Mallik

CEO, Higher Ed-Veranda Learning

Dr. Ashok Hegde

Vice President, FSI, Infosys

Mr. Suresh Katta

CEO Sama Technologies, USA

Mr. Ramesh Vangul

Chairman, Katra Phytochem

Mr. Ashutosh Vaidya

MD, Safilo India

Mr. Anantha Raman R

President-Head Group Audit,  
Kotak Mahindra Bank



## *Programme highlights*



Programme jointly crafted and delivered by RV University and senior industry experts.

Classroom sessions supported with pre-class and post-class blended learning modules to ensure continuous learning and optimum utilisation of classroom time.



Case studies, team and individual projects, simulations to ensure experiential learning.

Special career development workshops, CXO masterclasses, networking events, executive coaching to help create a career path for the future.



One week immersion and industry interaction at a major global city.

*when  
mindset is*

**GREATER**  
**THAN** *competence*



*Sustainability Strategist > IT Support Manager*

## The programme structure

500

hours of classroom and interaction sessions at the new Executive Education Centre at Jayanagar, Bangalore once a month from Thursday to Sunday.

20\*

experts from related fields as faculty, from RV University and Industry to conduct classroom sessions in Bengaluru.

1

week immersion and industry interaction at a major global city.

## The 18 academic modules

★ Core    ✨ Advanced    ★ Leadership

- |  |   |  |   |
|--|---|--|---|
| 1] Global Management Principles                            | ★ | 10] Data Science for Business                                      | ✨ |
| 2] Managerial Economics and Introduction to Data Analytics | ★ | 11] Business Strategies for Global Market                          | ✨ |
| 3] Global Business Environment                             | ★ | 12] International Financial Management                             | ✨ |
| 4] Principles of Marketing Management                      | ★ | 13] International Marketing Management                             | ✨ |
| 5] Information Management Systems and Analytics            | ★ | 14] Design Thinking for Business                                   | ✨ |
| 6] Fundamentals of Management Accounting                   | ★ | 15] Entrepreneurial Leadership                                     | ★ |
| 7] Financial Management                                    | ★ | 16] Strategic Leadership in 21 <sup>st</sup> Century Organisations | ★ |
| 8] International Supply Chain Management                   | ✨ | 17] Decision Making under VUCA                                     | ★ |
| 9] Negotiation and Conflict Management                     | ✨ | 18] Global Immersion   | ★ |

*\*Final list of selected faculty members will be communicated before the commencement of the programme.*

# *The pedagogy*



## ***Online Preparatory Modules***

A few of these modules form the foundation for future courses during the initial phase of the programme. Participants spend hours refreshing their knowledge in multiple areas.



## ***Pre-course Reading Material***

These will be in the form of textbooks, cases, articles, etc. and provided to all participants in advance. Participants are expected to study these for a minimum of 8 to 10 hours every week before they attend classes each term.



## ***CXO Masterclass***

CXO Masterclasses will be arranged during the programme to empower classroom learning and bring in practical perspectives to management theories. Diverse topics such as international growth, corporate diversity, corporate ethics and consumer behaviour will be topics of discussion. Annual conferences and seminars might also be held with distinguished business leaders and entrepreneurs as guest speakers.



## ***Simulations***

Simulations are usually software programmes that replicate real-life business situations. Participants working in teams or alone are prompted to take decisions under conditions specified by the software. Simulations assist participants apply theoretical concepts in order to aid decision making.



# *Career development*



## ***Executive Coaching***

This is an individualised learning process where you take a 360° evaluation of yourself, identify your strengths and weaknesses, and create your own development journey through one-on-one online sessions delivered by experts across the world. The platform offers an array of choices to personalise your coaching experience.



## ***Learning and Development (L&D) Resources***

This is strategically designed to help you identify a career path that is consistent with your interests, values and abilities. The L&D team offers a range of services in recognition of the varying needs of the students.



## ***Learning and Development (L&D) Services***

Specially designed services to help you in reaching your learning and career goals, thereby making the most of your EMBA experience.



## ***Lifelong Career Support***

As an alumnus, you have access to multiple resources for long-term career objectives.

# *The selection criteria*

The inaugural cohort seeks participants with diverse educational backgrounds and interests, working in corporations, startups, not for profit organizations, public institutions and other professional fields.

## ***Eligibility***

The candidate must have:

- A Bachelor's Degree duly recognized by UGC/AIU with minimum aggregate marks of 50% for General, 47% for NC-OBC, and 45% for SC/ST/DAP
- Minimum 3 years of Managerial / Entrepreneurial /Professional experience.

## ***Selection Process***

Following parameters would be considered while selecting a candidate into the programme:

- Detailed application form
- Statement of Purpose
- Performance in RVSAT examination
- Personal interview conducted by faculty from RV to evaluate the business leadership potential, track record, traits, attitude and mindset.

## ***Application Procedure***

The application form will be available online on the RV University website. Candidates would be invited for the online RVSAT test followed by Online personal interview.



## ***Admission Notification***

Selected candidates will be notified of their admission offer by the programme office. Admitted candidates will be given a period of 7 days to pay the admission confirmation advance towards admission to secure their place on the programme.



*when  
passion is*

**GREAT**  
**ER**  
**THAN**

*challenges*

*Future Agritech Founder > Marketing Head FMCG*

# The application journey

## 1 Complete the application process



- Complete the online application through EMBA website
- Submit the statement of purpose and updated resume to the admissions committee

## 2 The interview process



- Attend interview with a team of experts from RV University

## 3 Selection and fee payment



- Receive selection confirmation from admission committee
- Complete payment of admission fees within 7 days



# The fees and payment schedule



This is the total applicable fee for participants selected to attend the MBA programme.

Initial admission fee of Rs. 50,000 to be paid within 7 days of receiving the acceptance letter.

***No additional GST is applicable.***

Refund requests would be processed as per UGC Refund Policy dated July 03, 2023

***The programme fee includes:***

- Teaching sessions, cases and other reading material for all modules in Bengaluru.
- Lunch, and tea/ coffee

***The programme fee does not include:***

- Accommodation at the RV University campus during the classroom sessions in Bengaluru.
- Travel to and fro RV University campus.
- Travel, Stay & Visa charges for the global immersion visit.

The fees can be paid as per the schedule mentioned below or in a single installment.

*Fee Description*

*Payable by*

*Amount Payable*

Admission  
Confirmation  
Advance

Within 7 days of receipt of  
admission letter

₹ 50,000

1<sup>st</sup> installment

Within 1 month of commencement

₹ 2,00,000

2<sup>nd</sup> installment

Within 6 months of commencement

₹ 2,00,000

3<sup>rd</sup> installment

Within 12 months of commencement

₹ 1,50,000

***Total Fee***

**₹ 6,00,000**





**MINERVA**  
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