



**RV  
UNIVERSITY**

*Go, change the world*

*an initiative of RV EDUCATIONAL INSTITUTIONS*

## **School of Business**

**Think. Do. Innovate.**

# **MBA@RVU**

**with Industry Integration and Global Immersion**

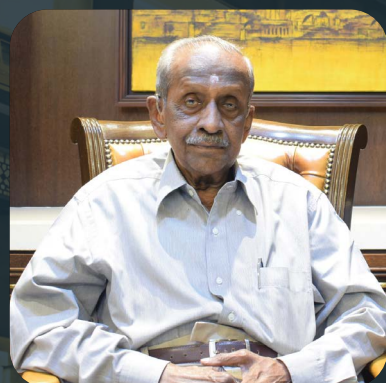


RV Educational Institutions (RVEI), governed by Rashtreeya Sikshana Samithi Trust (RSST), is recognised among the few value-based and quality-oriented educational groups in the country. The Trust endeavours to impart quality education to all strata of society.

## Current Office Bearers of RSST



**Dr. M.P. Shyam**  
President



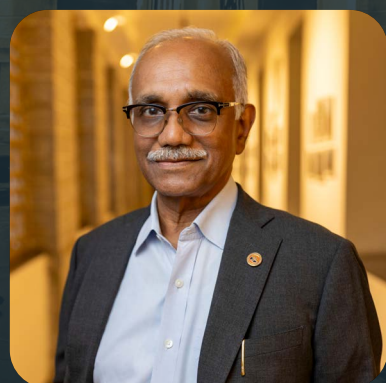
**Sri K.G. Subbarama Setty**  
Hon. Treasurer



**Sri N.R. Panditharadhya**  
Vice President



**Dr. C. Vinod Hayagriv**  
Vice President



**Dr. (h.c.) A.V.S. Murthy**  
Hon. Secretary

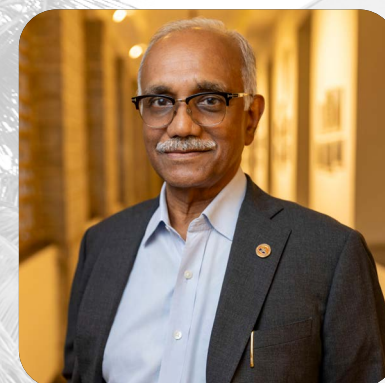


**Sri D.P. Nagaraj**  
Hon. Jt. Secretary

## About RV University

RV University (RVU) is a new-age University in Bengaluru, recognized by Government of Karnataka as well as University Grants Commission (UGC). It's a State Private University under the RV University Act, 2019. The University is managed by the Rashtreeya Sikshana Samithi Trust (RSST), that also runs 21 other Education Institutions, with the renowned legacy of excellence in Higher Education for over eight decades.

## The Leadership



**Dr.(h.c.) A.V.S. Murthy**  
Chancellor



**Sri D.P. Nagaraj**  
Pro Chancellor



**Prof. (Dr.) Y.S.R.Murthy**  
Vice Chancellor



**Prof. (Dr.) Dwarika Prasad  
Uniyal**  
Pro Vice Chancellor  
(Executive Education)



**Dr. Sahana D. Gowda**  
Registrar



# About the School of Business

School of Business (SoB), is driven by its mission to develop original thinkers, doers and innovators, who are capable of delivering ideas, solutions, and products; create opportunities for people and organisations; positively impact communities.

SoB has implemented the T-potential model of learning (to the depths and in breadth) complemented with the masterclasses, live projects and opportunities to work with CXOs, international partners, policy makers, entrepreneurs which has broadened the outlook of our students. This multidimensional approach gives them the edge in gaining perspectives, skills, and experience in solving real world issues.

## Vision

To be the most preferred destination for thought leadership in Business



## Mission

School of Business at RV University envisions to emerge as the most preferred value-laden Business School in Asia by 2026 where insightful knowledge and inspiring minds in dialogue flourishes, ideas transform and innovations impact communities.

### To develop Original Thinkers

To develop inspiring minds that are out-of-box non-conformists, capable of articulating their thoughts and championing the socio-economic causes.

### To equip Original Doers

To create an ecosphere for insightful learning and research where knowledge, cognitive, technical and interpersonal skills help in executing tasks ethically and professionally rewarding.

### To encourage innovation

To facilitate deep dialogues between disciplines for instilling confidence in learners and its stakeholders; help the incumbents set self-goals and improve them by magnitude, act with empathy and serve society by being sensitive to its needs.



## Values

- Intellectual freedom and rational expression are our governing principle.
- Liberal, Responsible and Ethical in our thoughts and actions to improve peoples' lives.
- Open to and respectful of others' views, ideas, and experience.
- Celebrate Diversity & Inclusivity.
- Experiment, innovate, risk and create ventures.





# Why MBA@RVU?

## Learning Outcomes

- Apply the acquired knowledge through course works in team research, presentation pitches and professional development.
- Learn to solve real-world business problems through practicums, projects, activities, and business cases.
- Learn from industry thought leaders, policy makers, entrepreneurs and researchers.
- Be mentored by CXOs and social organisations.
- Celebrate diversity and foster strong professional network.
- Cultivate global perspectives and design-thinking in business world.
- Incubate your entrepreneurial dreams to reality.
- Earn Professional Certificates while pursuing degree.

### Accelerate Leadership capabilities

Think and be a business leader. MBA@RVU prepares you, through its experiential learnings and business challenge practicums, to cultivate relationships, be purpose-driven, be an agile strategist, an original thought leader and resilient competent.

### Diverse Perspectives

Appreciate the difference. MBA@RVU has embedded CXO mentoring and working with social organisations in its curriculum. This will give you the opportunity to look at issues from different angles and appreciate the strengths and weaknesses. Capstone projects and industry internships, in addition to theoretical knowledge and practical experience, pave career paths with noticeable differences.

### Ignite the Entrepreneurial Spark

Be a job giver. Dedicated mentors & well structured course works, trainings and contests – to make your entrepreneurial dreams come live – will give the skills and zeal to excel as an successful entrepreneur with global perspectives and entrepreneurial and leadership characters.

### People Advocacy

Stand up for a cause. MBA@RVU aims help you think and go beyond academics and career – Transforms you as a holistic individual. Opportunities to analyse policies, societal attitudes and socio-political process will help you think and act for the marginalised. Embrace inclusivity in diversity.

### Collaborate to impact

Commit to inclusive culture. MBA@RVU enables you to celebrate diversity and equality; and, effectively collaborate with cross-cultural teams. This creates the foundation for a lifetime professional and personal network, that works for you.

### Engage to Excel

Transform to be an expert. Focussed interactions, deep discussions, well-structured workshops and networking sessions serves to self-assess the innate quality of business leaders; and be mentored to progress to emerge as a thought-leader.

### Digital Literacy

Be tech savvy. MBA@RVU prepares you to be a data informed decision maker. Digital tools and technology enhance workforce productivity. Digital literacy creates significant impact on employee experience and propels your career growth.

## Message from the Dean

Dear students,

I extend a warm welcome to the School of Business at RV University.

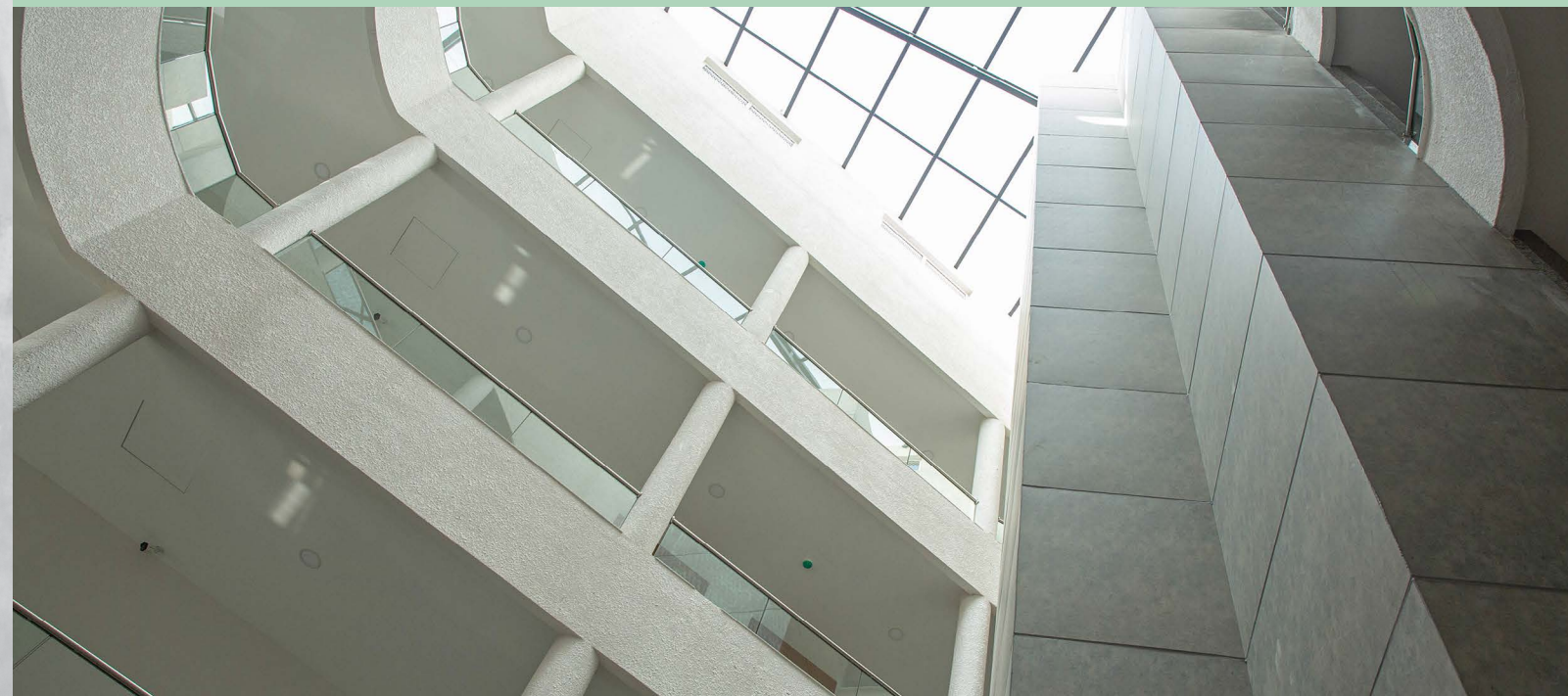
Our interdisciplinary B-School offers you a unique advantage to collaborate with students and professors of multiple disciplines – technology, public policy, film, media and creative arts, psychology, design thinking, law and many more – for co-learning and co-creating opportunities, solving real world problems and importantly mastering your innate talents. With optimism, students, parents and recruiters today acknowledge and prefer multi-disciplinary learning exposures.

You will pursue a well-designed multi-disciplinary curriculum that is complemented with industry interactions, diverse cultural exposures, live data analysis, practicums, simulated business environment, deep discussions, and other purposefully invested curated learning experiences. This will enable you to emerge as an entrepreneur, a transformative leader and/or as an administrative head with profound knowledge and ability to handle impromptu and disruptive markets, critical workforce issues, societal changes, technological advancements and/or any other challenges that unsettling time throws; and, very importantly manage yourself with confidence.

Our supportive and engaged team of professors will act as your mentors. They translate the academic strategies into students' successes. We, at SoB, consider it as our onerous responsibility to enable our students to excel in the Knowing-Doing- Being model. 'Knowing' the core competencies through theories, models and self reflections; 'Doing' the learned/acquired competencies through practicums, real-world applications; 'Being' a life-long learner who consciously prioritises personal values and goals for the larger benefit of the community.

*I, on behalf of all at the School of Business, welcome you to RV University. Come, let's change the world.*

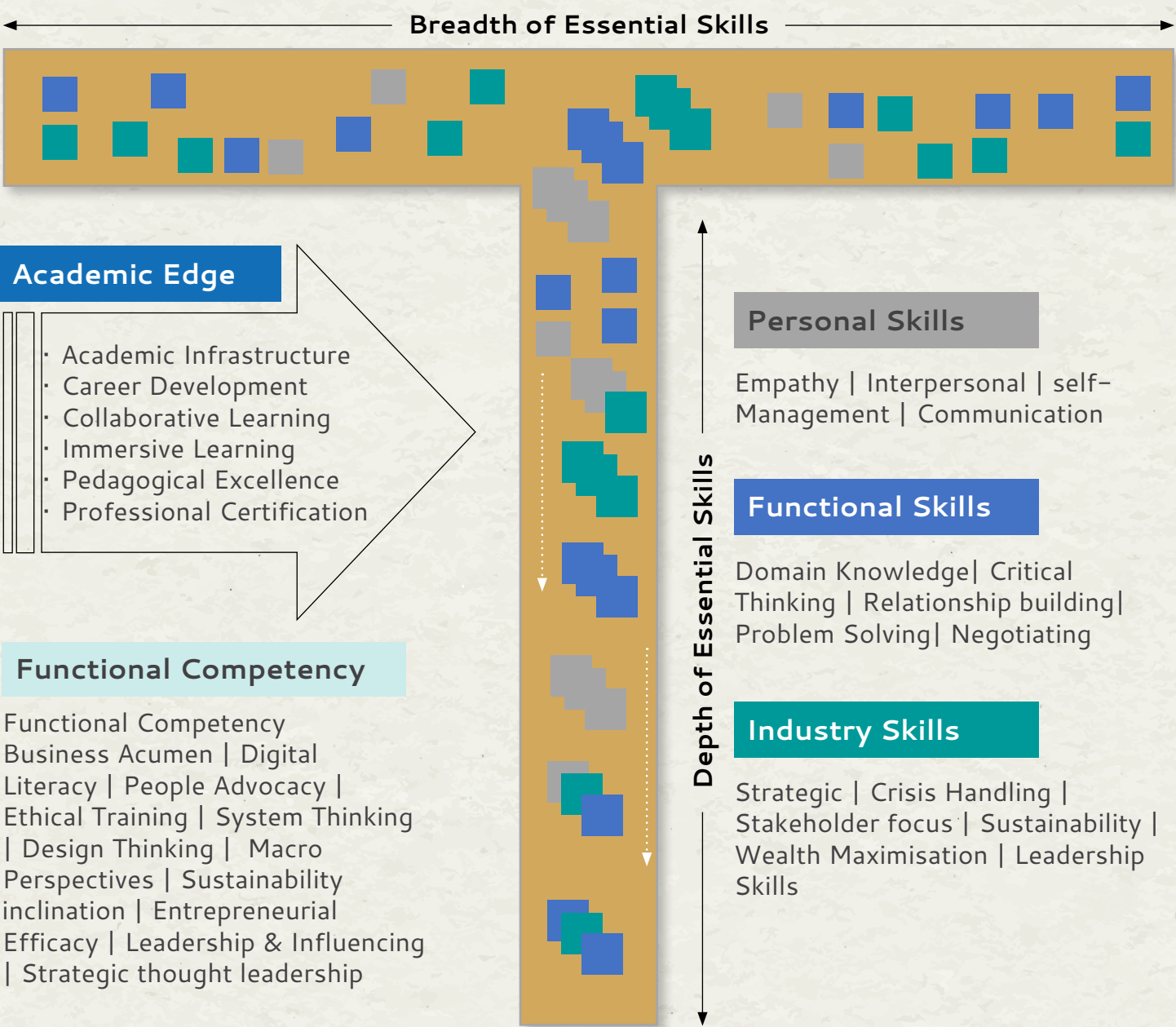
**Prof. (Dr.) Subhashree Natarajan**  
Dean – School of Business





# MBA at RV University

## The "T"-shaped skills profile



School of Business brings together business and commerce leaders, practitioners, social workers, researchers and professors with profound knowledge and experience to interact and deliver courses to our students. The interactions evolve as deep conversations to develop business solution, ideate and create ventures, address social needs and action-impact analysis.

**Academic Edge**

Industry integrated, market specific, career-oriented and value focussed degree programmes

**Pedagogical Excellence**

Evolve interactions to deep conversations, ideate to venture creations, Problems to action-impact solutions

**Immersive Learning**

Master classes, Learning from CXOs, Entrepreneurs, International professionals

**Collaborative Learning**

International exposures, Capstone projects, articleship, career track and research based collaborative projects

**Academic Infrastructure**

Trading Labs, Ideation Centre, Retail lab, Business Analytics Lab, CMIE Prowess Database, Coursera MOOC platform, Emerald case studies

**Professional Certification**

Opportunities to co-excel in professional programmes like ACCA, USCMA, IPMA, NISM and many more

**Career Development**

Best in-class placement support, Career pathway counselling and training, Entrepreneurial opportunities and support



**USPs**

T-potential model  
Practice-driven, student-centred, immersive learning experiences  
Mastering Strategy and Leadership skills  
Data fluency and fact-based decisions skills  
Global insights and exposure to sustainable business practices





# MBA – Global Financial Markets

MBA – Global Financial Markets programme prepares students for a promising career in the new-gen growth sector – the Financial Sector. Rapid and diversified growth in Banking, insurance, and securities markets requires expertise and skillsets in understanding the regulatory norms; evolving Innovations in financial product design and its impact; growing expectations of Retails and Institution investors; trading skills and the tools and techniques – all with global perspectives.

This programme is offered in association with National Stock Exchange (NSE); and is complemented with the opportunity to co-earn 3 international certifications from renowned bodies and a PG certificate in technical trading from NSE along with MBA degree programme.

This programme enables career opportunities in Finance with Corporate bodies, Banks, Insurance companies, Trading houses and other financial institutions.

## Learning Outcomes

Understand the dynamics of volatile financial markets and their instruments, through expert lectures, visiting of national and international stock markets, interaction with regulatory authorities, retail and institutional traders.

Read the fine difference in financial instruments and their strengths and weakness in different market conditions.

Connect macro and micro trends to create and manage investment portfolio by applying trading tools and techniques to the student management pseudo-funds and lagged stock market data.

Wide opportunities for placement across financial sector in the national and international markets.

In collaboration with National Stock Exchange – NSE Academy



**Certification from 3 renowned international bodies**

1. Chartered Market Technicians, USA
2. Financial Industry Regulatory Authority, USA
3. RIMS – Certified Risk Management Professional

**Additionally**



4. Four regulatory NISM Certifications
5. PG certificate from NSE Academy



FORMAT

2 year full-time

ADMISSION & INTAKE

Class commencement: July

Class Size: 60

PROGRAMME STRUCTURE\*

COURSE STRUCTURE

5 Units | 3 Credits | 10-12 Weeks

MBA Global Financial Markets

In collaboration with NSE Academy

Certifications : CMT | RIMS | FINRA | 4- NISM | PG Certificate from NSE

Academic Core and Elective Courses		Experiential Core and Electives
Category	Course Name	Workshops   Practicums   Team Projects etc
T1		
Business Core	Business Economics	Practice Teamwork and Deepen Conversation Professional upskilling course Understanding Cases & Discussions
	Principles of Finance	
Discipline Core	Financial statement and Reporting	
	Statistics for Decision making	
Discipline Core	Fundamentals of financial markets	
	Indian ethos and financial ethics	
T2		
Business Core	Project Management	Programming Languages for finance
Discipline Core	Corporate Finance	Understanding people & Culture
	Financial Services	Case Analysis & Discussions
	Technology in financial sector	Trading strategies
	Regulations and reforms in emerging markets	
T3		
Business Core	Marketing Financial Services	Financing Creativity: How to Manage Your Money
Discipline Core	Global financial markets system	Fundraising for Startups
	Fixed Income securities	Professional upskilling course
	Equity research	Portfolio Creation
	Investment decision and behavioral finance	
	Mutual Funds	
T4		
Discipline Core	Derivatives market (equity, index, currency, commodities)	Summer Internship   International Immersion
	US securities markets	Trading strategies(NSE academy)
	Technical analysis	Better Online Pitching

Elective – NISM	Insurance and risk management	Professional upskilling course
Elective	Life cycle investment and retirement finance	
Discipline Core	Financial Valuations and equity research	
T5		
Discipline Core	Strategic Management and Resilient Business Models	Financial services for entrepreneurship
	International financial services	Financial Risk analytics
Any Five Electives		
Elective	Financial planning and wealth management	
	ESG (Environmental social and governance investing)	
	Block chain and cryptography	
	Alternative investment	
	Behavioral sciences in financial markets	
	Financial econometrics	
	Sustainable and green finance	
	Retail financial services	
T6		
Capstone Project		

\*Subject to change







# MBA – Artificial Intelligence and Data Science

MBA – Artificial Intelligence and Data Science programme prepares the incumbents for future jobs in business. The programme imparts both the core business knowledge and domain knowledge in Data Science and its tools.

Core business knowledge in business analytics includes courses on financial reporting, people and organization dynamics, human-computer interactions and many more.

Domain knowledge and functional expertise includes the ability to deploy R, Python for data driven decisions. Students can also opt for specializations in Business Analytics and Machine Learning.

As professionals, the incumbents would be able to build data frameworks for business decisions. Career opportunities and growth for MBA Artificial Intelligence & Data Science is unlimited.

## Learning Outcomes

Demonstrating proficiency in programming languages relevant to Artificial Intelligence and Data Science, such as Python, R, or others used in the industry.

Developing and deploying machine learning models for applications in various domains such as marketing, finance, health-care, human-resources, supply chain, social media, and agriculture.

Using Business Intelligence tools to generate reports, dashboards, and visualizations, providing actionable insights for decision-makers.

Demonstrate leadership, entrepreneurial and innovation skills in leveraging data analytics and artificial intelligence to create business value and drive growth

## Highlights

Industry Oriented Curriculum

Live projects and Hands on learning

Application oriented experiential learning

Edge with Nano certifications

Simplified application of latest tools and languages

FORMAT  
2 year full-time

## ADMISSION & INTAKE

Class commencement: July  
Class Size: 30



## PROGRAMME STRUCTURE\*

**COURSE STRUCTURE**  
5 Units | 3 Credits | 10–12 Weeks

Academic Core and Elective Courses		Experiential Core and Electives
Category	Course Name	Workshops   Practicums   Team Projects etc
<b>T1</b>		
Business Core	Business Economics Data Analytics for Decision making Financial statement and Reporting Business Computing	Practice Teamwork and Deepen Conversation Design Thinking Analysing Structured data
Discipline Core	Ecosystem of Artificial Intelligence & Fundamentals of Machine Learning Programming with R & Python	
<b>T2</b>		
Business Core	Operations Management Marketing Management	Reasoning and Decision making in uncertainty Analysing Unstructured data
Discipline Core	Database Management	Programming Project – 1
Business Core	Corporate Finance	
Discipline Core	Natural Language and Conversational Systems with Business Applications Analytic toolkit for decision Making	
<b>T3</b>		
Discipline Core	Neural Networks and Deep Learning with Business Applications	Leadership training
Business Core	Ethics, Philosophy and Sociology of AI HROB Project Management	Technology & Innovation E-Commerce Corporate Story Telling
Discipline Core	Data Visualisation Business Research Management Embedded AI and robotics	
<b>T4</b>		
Discipline Core	Application of AI in HROB Application of AI in Operations Application of AI & Automation in Finance AI powered precision Marketing IoT and Smart Asset Management Data Security and Governance	Applied Business Project Report Business Forecasting
<b>T5</b>		
Elective	Financial Analytics Text Analytics HR Analytics Social media and web analytics Applied Econometrics for Managers Web mining and Recommender systems Fraud Analytics	
<b>T6</b>		
Capstone Project		

\*Subject to change

# MBA – Sustainability & Strategy

## MBA Sustainability & Strategy

Integration of sustainability as an indispensable component of business, this programme has highly demanded. The programme offered in collaboration with Community of Practice – its members include several reputed companies, research and social organizations that are actively involved in sustainable solutions. This programme with its exhaustive courses help students understand and recognize the need, challenges and approaches for a viable business through management and optimization of resources for organizations' competitiveness, profitability and global good.

The programme, to its credit, has innovative pedagogy and practicums which focuses on real-world challenges and are being delivered by experts from the field and by faculty members of high-level academic expertise.

The foundation of the MBA programme is established by a comprehensive collection of business courses, including operations, finance, accounting, and marketing; that helps students master the overall business strategy.

CXO interactions and mentoring, regular exposure to CEO challenges, international cases discussions, simulation, live sustainability challenges make this programme unique and professionally accelerative.

## Learning Outcomes

Gain core business and experiential knowledge and practical skills on real-world sustainability challenges and impactful solutions through expert interactions, case discussions, simulations, CEO challenge, ideation competitions and many more.

Explore the cause for complex global sustainability challenges and its interwoven relation with environment, society, geo-political and cultural issues.

Closely monitor and critically assess the international developments and solutions like Net zero, Circular economy, UN's Sustainable Development Goals (SDGs) and the biodiversity protocols proposed at COP26.

Explore urgent threats to humanity including issues of conflict, security, health, climate and environmental change.

## Highlights

Corporate Master Classes

CXO Mentoring

Live projects and hands-on learning

Application oriented experiential learning

Edge with Nano certifications





FORMAT  
2 year full-time

ADMISSION & INTAKE  
Class commencement: July  
Class Size: 30

PROGRAMME STRUCTURE\*

MBA Sustainability & Strategy  
In collaboration with Community of Practice

Academic Core and Elective Courses		Experiential Core and Electives		
Category	Course Name	Workshops   Practicums   Team Projects etc		
T1				
Business Core	Quantitative Decision Analysis	Practice Teamwork and Deepen Conversation Design Thinking Approach to sustainability: Gandhian way and the deep ecology		
	Accounting for sustainable business			
	Economics of Risks and Uncertainty			
Discipline Core	Risk Mapping & Building Operation Resilience			
Business Core	Understanding External Stakeholders requirements			
Discipline Core	Marketing Sustainable business			
T2				
Business Core	Cyber Security and Risk Management	Blue sky thinking Roles and Responsibilities of Board of Directors for good governance Crafting Workplace Harmony & Effective teams Indian Statutory norms and tances		
	Assessing Corporate Financial Risks			
	HROB			
	Fundamentals of Enterprise Risk			
	Environmental Economics and ESG			
	Fundamentals of Corporate Governance & ESG			
T3				
Business Core	Global Trade, International Business and Sustainability	Leadership training		
	Leadership and Change Management for sustainability			
	Startegic Decisions	Technology & Innovation E-Commerce Corporate Story Telling		
	Business Models and Technology disruptions			
	Circular Economy and Resource Management			
	Business Models and Technology disruptions			
ESG Stream (Can be opted by students with non-finance background)		Enterprise Risk Stream (Can be opted by students with Finance background)		
		Experiential Core		
T4 & T5				
Finance				
Sustainable Finance and Impact Investing Green Bonds and Sustainable Fixed Income ESG Risk Assessment and Management Sustainable Investment Strategies		Sustainable Finance and Impact Investing		Think like CFO
		Financial Engineering and Risk Management		Leading Change
		Insurance Risk Assessment and Management		
		Game Thoery		



Corporate Social Responsibility and Shareholder Value	Risky and Hostile Mergers and Acquisitions
Green Project Finance	Financial Markets & Investment Risk
Climate Finance and Carbon Markets	Banking & Insurance – Credit and Fraudulent Risks
ESG Data Analysis and Valuation	Assessing Corporate Financial Risks
<b>Operations</b>	
Operational Risk Management	Operational Risk Management
Sustainable Supply Chain Management	Sustainable Supply Chain Management
Green Operations and Lean Sustainability	Green Operations and Lean Sustainability
Sustainability Metrics and Reporting in Operations	Sustainability Metrics and Reporting in Operations
Sustainable Product Development and Design	Sustainable Product Development and Design
Sustainability in Project Management	Sustainability in Project Management
Renewable Energy Integration in Operations	Crisis Management and Business Continuity
Water and Waste Management in Operations	Global Operations and Supply Chain Risk
<b>Product Management</b>	
Sustainable Product Development and Design	Sustainable Product Development and Design
Green Marketing and Sustainable Product Promotion	Green Marketing and Sustainable Product Promotion
Sustainability Metrics and Reporting in Product Management	Sustainability Metrics and Reporting in Product Management
Ethical Product Management	Ethical Product Management
ESG Risk Management in Product Management	Sustainable Branding and Marketing
ESG Impact Assessment for Product Lines	Product Life Cycle Analysis and Environmental Impact Assessment
<b>People Management</b>	
Diversity, Equity, and Inclusion (DEI) in the Workplace	Diversity, Equity, and Inclusion (DEI) in the Workplace
Ethical Human Resource Management	Product reputation Risk Management
Employee Well-being and Social Impact	Employee Well-being and Social Impact
Sustainability Metrics and Reporting in HR	Sustainability Metrics and Reporting in HR
Social Impact Measurement and Reporting	Social Impact Measurement and Reporting
Stakeholder Engagement and ESG Communication	Global Workforce Management and Cross-Cultural Leadership
<b>T6</b>	
<b>CAPSTONE PROJECT</b>	

\*Subject to change



MBA@RVU offers you the fine blend of knowledge, skills, network, global exposure and wide opportunities to succeed as a business leader. The programme offers specialisations in Business Analytics, Finance, Human Resource Management, Marketing, Operations and Strategy.

Pursue the promising opportunities in private and public sector and/or your entrepreneurial ambition with MBA@RVU.

Highlights

Best Faculty Members

Good Infrastructure

Promising Career

FORMAT  
2 year full-time

ADMISSION & INTAKE

Class commencement: July  
Class Size: 60

Distinguished talk by Jitu Arora, Head, India Business Risk Management, State Street.



Analytics – Exploring the Multiverse of Analytics





# PROGRAMME STRUCTURE\*

## COURSE STRUCTURE

5 Units | 3 Credits | 15–17 Weeks

		Academic Core	Experiential Core
Category	Course Name		Workshops   Practicums   Team Projects etc
T1			
Business Core	Managerial Economics		Design Thinking
	Statistics and Quantitative Methods		
	Corporate Financial Reporting & Analysis		
	Organizational Behavior		
	Marketing Management		
T2			
Business Core	Macroeconomics		Crafting Harmony at workplace Essentials in Entrepreneurship
	Cost Management		
	Human Resource Management		
	Marketing Management		
	Operations Research		
	Information Technology and Systems		
T3			
Business Core	India and World Economy		B-plan Development
	Corporate Finance		
	Business Ethics and Governance		
	Consumer Behaviour		
	Production and Operations Management		
	Basics of Programming		
Academic Electives			
T4 & T5			
People and Organisation Management		Internal Marketing	
Creating, Managing, and Leading Social Enterprises		International Marketing	
Designing Corporate Citizenship Initiatives		Managing Luxury Business	
Global Leadership		Managing Retailing	
Training and Development		Marketing Theory and Contemporary Issues	
Analytics		Non-profit and Social Marketing	
Analytics in Practice		Pricing Decisions	
Blockchain and Its Implications		Relationship Marketing	
Business Data Mining		Sales and Distribution Management	
Business Dynamics		Strategy	
Creating and Managing Innovative ICT Startups		Corporate Strategy	
Information Visualization		Digital Strategy and Digital Transformation	
Marketing		Global Strategic Management	
Competitive Marketing Strategy with Simulation		Industry Analysis, Strategy and Performance	
Digital & Social Media Marketing		Strategic Decision Making in International Business	
Integrated Marketing Communication		Strategic Leadership	
T6			
CAPSTONE PROJECT			

\*Subject to change







Arvind

FASHIONING POSSIBILITIES

BEST SELLERS  
APPARELS

CIM The Chartered  
Institute of Marketing

DECATHLON

IFB

IFB Industries Limited

Finlatics  
ENABLING INSIGHTS

Pay  
Nearby  
Zidd aage badhne ki

TATA STEEL

THE  
HIGHLAND INSTITUTE

DSP  
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Insights

Capgemini

IntelliPaat

london&district  
HOUSING LTD

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TALENTEGE  
Live & Interactive Digital Learning

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irm  
Developing risk professionals

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For more details visit  
[www.rvu.edu.in/ug-programs/mba-2/](http://www.rvu.edu.in/ug-programs/mba-2/)

## ADMISSION PROCESS



**RV  
UNIVERSITY**

*Go, change the world*

an initiative of RV EDUCATIONAL INSTITUTIONS



Scan to apply

University Campus, RV Vidyanikethan Post, 8<sup>th</sup> Mile, Mysuru Road, Bengaluru – 560059

Mobile: +91 8951179896, +91 9513673778 Email: [admissions@rvu.edu.in](mailto:admissions@rvu.edu.in) Website: [www.rvu.edu.in](http://www.rvu.edu.in)

