

A one of its kind Executive MBA programme for professionals



**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 specially designed for early career professionals like you. As RV University we are proud to have you as part of our community and eager to see you achieve your goals and aspirations.

This programme is a specialized programme that arms the practicing executives with knowledge and skills to excel in today's rapidly changing and competitive global business environment. The programme will be delivered in a blended format with rigorous classroom and online modules.

The programme will be conducted during weekends as it seeks to provide you with an opportunity to quickly upgrade your managerial skills without interfering with your professional activity. The participants bring in their diverse experience in the classroom and work on real-world and live projects.

The programme actively explores ways to enable participants to apply concepts learned in the classroom to their workplace.

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
Dean- School for Continuing Education & Professional Studies (SCEPS)
Director, MineRVa - RV Centre for Leadership & Executive Education



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

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Prof. Elvira Uyarra	Manchester Business School, UK
Prof. Kriti Jain	IESE Business School, IE University, Spain
Prof. Karl Palmas	Chalmers University, Sweden

Latin America

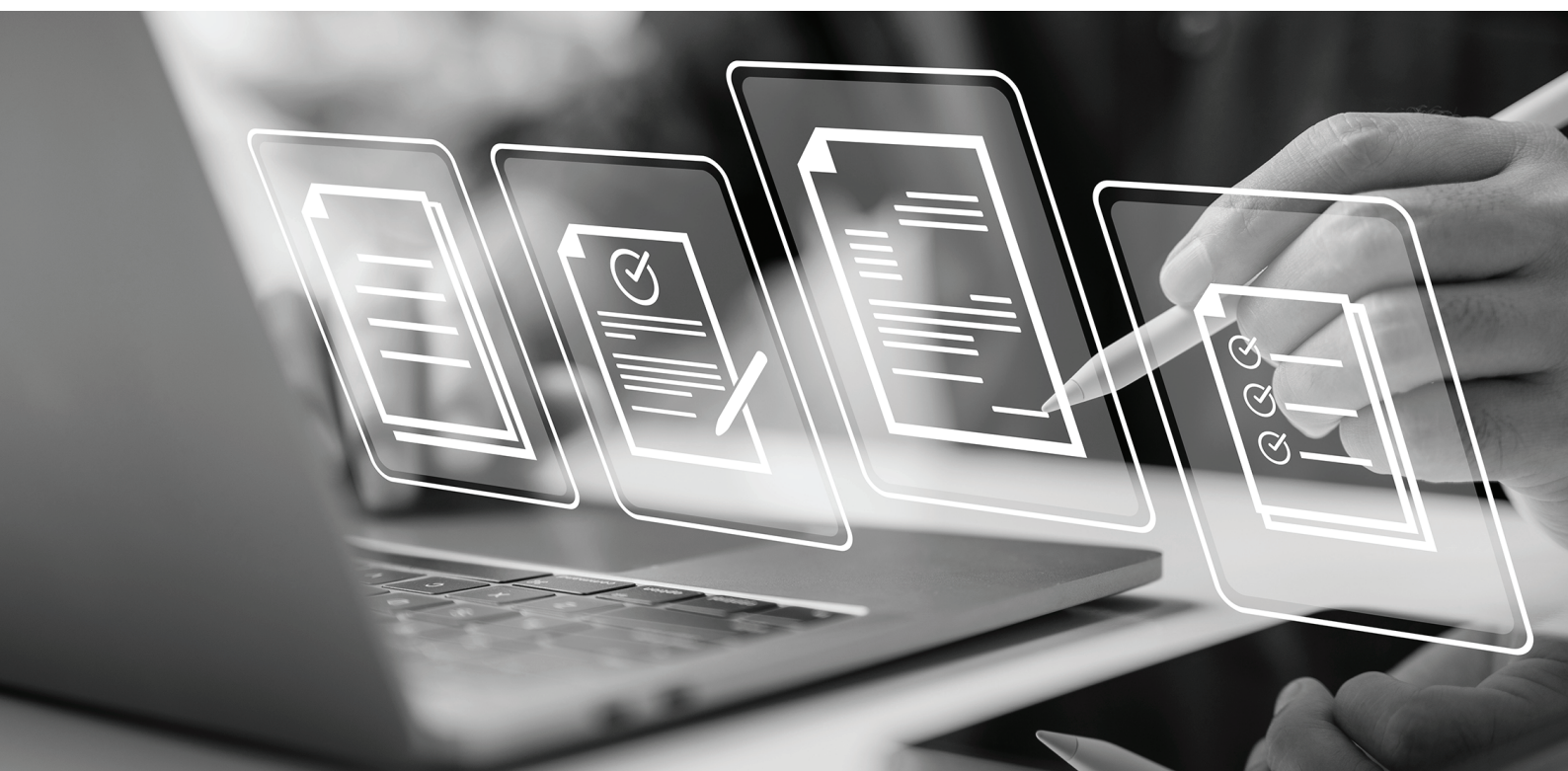
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Mr. Ashutosh Vaidya	MD, Safilo India
Mr. Anantha Raman R	President-Head Group Audit, Kotak Mahindra Bank



Programme Highlights



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

Alternate weekend classroom sessions supported with pre-class & post-class blended learning modules to ensure continuous and convenient learning.



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

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



The programme structure



Hours of classroom
and online sessions



Hours of capstone project
and field work



Terms of
3 months each

Core subjects : 54 Credits

Marketing Management	Decision Modeling
Business Statistics	Macro Economic Analysis & Public Policy
Executive Communications	Digital Business Models
Financial Reporting & Analysis	Analytics for Business with applications of Generative AI
Management Accounting	Corporate Finance
Managerial Economics	Operations & Supply Chain
Corporate Communications Strategy	Corporate Law
Organizational Behavior and Design	Managing People (HRM)
Strategic Management	Leadership

Elective Subjects : 42 Credits

<i>Marketing</i>	<i>Finance & Accounting</i>
Digital Marketing	Investment Management
Strategic Brand Management	Business Valuation
Sales & Distribution	Financial Derivatives and Risk Management
B2B Marketing & Pre-Sales	Financial Behaviour
New Product Development	Trading Strategies in Financial Markets
Retailing and D2C Commerce	Venture Capital & Investment Banking
Market Research	Advance Financial Statement Analysis
Consumer Behaviour	Commercial Bank Management
Integrated Marketing	Introduction to FinTech
Marketing Analytics & CRM	Project Appraisal and Finance
<i>Operations Management & Decision Sciences</i>	<i>Human Resource & General Management</i>
Management of Technology	Performance Management
Product Management	Compensation & Benefits
Service Operations Management	Labour Laws & Industrial Relations
Quality Management & Six Sigma	Organizational Change & Development
Operations Strategy	Talent Acquisitions Management
Business Process Management	HR Analytics
Business Forecasting	Design Thinking
Supply chain analytics	Negotiations
Data Visualization for Business	Foundations of Strategy Consulting
ML, Generative AI and its Uses in	Designing and Configuring Business Models

*The availability of these electives is contingent upon meeting the university's minimum enrollment requirements.

The pedagogy



Rigorous and Hands-on Learning

The programme will be delivered in a blended format with rigorous classroom and online modules. Participants will be exposed to a wide range of topics and experiences such as case studies, team projects and industry Interactions ensuring experiential learning.



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.

Career development



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 MBA experience.

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

Selection Process

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

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

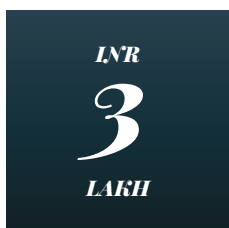
Application Procedure

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.

The fees and payment schedule



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

The initial admission fee of **Rs. 50,000** is 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.

Student loans are available. Please write to emba@rvu.edu.in for more details.

The programme fee includes:

- Teaching sessions, cases and other reading material for all modules in Bengaluru.

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.

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

<i>Fee Description</i>	<i>Payable by</i>	<i>Amount Payable</i>
Admission Confirmation Advance	Within 7 days of receipt of admission letter	₹ 50,000
1 st installment	Within 1 month of receipt of admission letter	₹ 1,00,000
2 nd installment	Before start of Second Year	₹ 1,50,000
Total Fee		₹ 3,00,000



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