

Building the Next Generation of Business Pioneers

RV INSTITUTE OF MANAGEMENT



Business analytics has become a fundamental component of MBA education since the 2010s, driven by the rapid rise of digitalization and the explosion of big data. As organizations increasingly demand data-driven decision-making capabilities, academic institutions have integrated robust analytics modules within MBA curricula to equip future business leaders with essential analytical skills. Today, as market dynamics grow ever more complex, artificial intelligence-powered tools are enhancing business analytics, enabling deeper data insights, predictive trend analysis, and process optimization with unprecedented accuracy. This fusion of AI into business analytics is opening transformative opportunities for organizations striving to maintain a competitive advantage.

As analytics and AI reshape decision-making, the RV Institute of Management (RVIM) emerges as a leading choice for business analytics education. Established in 1999 and accredited with an 'A+' grade by NAAC, RVIM offers a distinctive, industry-aligned Postgraduate Diploma in Business Analytics tailored for working professionals through a flexible hybrid evening program. In partnership with Boston IT Consultancy Group from the UK and by continuously updating its curriculum to include cutting-edge technologies like AI, generative AI, blockchain, and quantum computing, RVIM empowers its students with the latest

skills and knowledge. Backed by expert faculty, strong industry collaborations, and a commendable placement record, RVIM prepares aspiring business analysts and managers to excel in an AI-driven business environment, reaffirming its status as a premier institute for analytics education.

Celebrating 25 Years of Excellence

Dr. Purushottam Bung, the Director of RV Institute of Management, shared insights into the origins and unique positioning of the institution's Business Analytics program, framing it within the institute's illustrious history and strategic development.

He explained that RVIM is currently celebrating its Silver Jubilee, marking 25 years of academic excellence. The institute commenced with an initial intake of 60 students, progressively expanding its capacity to 120, with the current MBA intake standing at 180 students. Notably, RVIM achieved autonomy in 2021, alongside prestigious international accreditations such as QS I-Gauge E-LEAD certification and a Diamond rating in subject matter by QS I-Gauge.

Building a Future-Ready Faculty

RV Institute of Management takes a proactive and dynamic approach to faculty recruitment for its Business Analytics program.



Dr. Purushottam Bung
Director

According to Dr. Purushottam Bung, the institute prioritizes a blend of both existing and newly hired faculty members who bring specialized expertise across a wide array of emerging technologies and domains. This includes not only core analytics but also advanced fields.

The recruitment process at RVIM is continual and talent-driven rather than vacancy-driven. Whenever promising professionals with the right skills are identified, they are brought on board regardless of existing openings. This strategy ensures that the faculty remains current with evolving industry requirements.

Investing heavily in the faculty development through organizing a series of FDPs (Faculty Development Programs), CBP (Capacity Building Programs), Workshops, Knowledge Café series where-in experts from different domains will share their knowledge and expertise, Conferences, Seminars...etc. We also encourage faculty to participate in all the above that are organized by other elite Institutions (IIMs/IITs/etc.). A significant budget around 2.0 lakh is earmarked in the form of Career Development Allowance for every faculty.

Alongside strong base knowledge in analytics, RVIM's faculty members also possess expertise in related areas like supply chain management, operations analytics, IoT, and other cutting-edge technologies. Much required freedom and autonomy is being given to all the faculty for pursuing their interest.

Towards Progress and Innovation

RV Institute of Management has seen its pioneering Business Analytics program reach a significant milestone with its first batch graduating this year, while the second batch is already underway. The institute remains committed to continuous





improvement, recently extending unlimited access to Coursera licenses to all students enrolled in the Postgraduate Diploma in Business Analytics (PGDBA) program, an offering previously exclusive to MBA students. To enhance professional readiness, RVIM facilitates frequent interactions with industry experts and allocates two hours every Saturday to training students in essential employability skills such as group discussions, personal interviews, and resume building. Additionally, students benefit from access to the Quiklrn LMS Training platform for aptitude and practice on soft skills.

The curriculum development process is rigorous and forward-looking, with plans to formally revise the syllabus every two years. A key upcoming enhancement includes integrating generative AI as a core subject in the next curriculum update.

Bridging Talent with Opportunities

RVIM actively engages a diverse portfolio of recruiters each year, with about 20% being new companies and including emerging startups. Participation in key HR conclaves helps with the networking and partnership pipeline. Maintaining formal Memorandums of Understanding (MOUs) with leading recruiters such as EY, KPMG, Deloitte, PwC, Asian Paints, Colgate-Palmolive, ICICI Bank, and HDFC Bank and offering customized short duration certification program which are job-role related further enriches placement opportunities. By cross sharing recruiter networks across its sister institutions, RVIM and all the

RV Educational Institutions consistently expands its employer database.

And as a result of the impressive work carried out by the Director and his team, RV Institute of Management has witnessed strong placement performance for its first Business Analytics batch, with nearly all graduates securing employment. Several students have joined prominent firms such as Toyota Kirloskar, specifically in financial analytics roles. The Centre for Career Development extends equal support to both MBA and PG Diploma in Business Analytics (PGDBA) students, integrating PGDBA students fully into campus recruitment events and offering comprehensive assistance in securing roles as well as post-placement training programs.

Pioneering the Future

Looking ahead, RV Institute of Management is set to revamp its Post Graduate Diploma Program by renaming it as PGDAI & BA (Post Graduate Diploma in AI & Business Analytics) to highlight the combined focus on Artificial Intelligence and Analytics. The updated curriculum will introduce specialized subjects covering AI applications in all domains including marketing and finance, as well as emerging technologies like blockchain and quantum computing. This progressive initiative, backed by a strong strategic vision, reinforces RVIM's reputation as a leading institution that harmonizes tradition with innovation, equipping future leaders to meet the challenges of tomorrow's business landscape. 

