



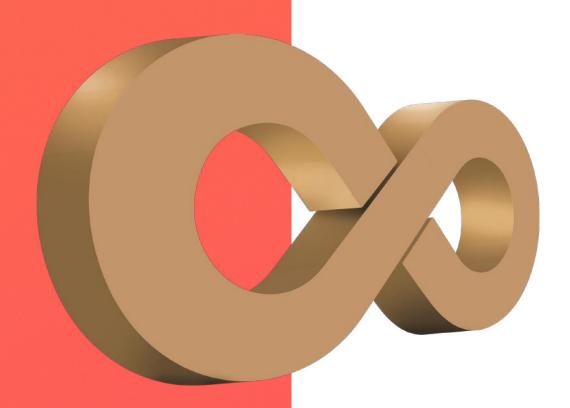




Established as per the section 2(f) of the UGC Act,1956, Approved by AICTE, COA & BCI, New Delhi



# LEARNING UNLIMITED...



2024

Management Studies

**#REVA**lutionary Learning



All that man has to do is to take care of three things; good thought, good word, good deed.

- Swami Vivekananda



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# About REVA University

Building Dreams. Designing Future.

REVA University is a State Private University established in Karnataka State under the Government of Karnataka Act No. 13 in the year 2013 in Bengaluru, the IT capital of India. REVA University is recognised by the University Grants Commission (UGC) and is approved by the AICTE (All India Council for Technical Education) and is accredited by NAAC. As per the QS Asian University Rankings 2023, REVA is ranked 6th among State Private Universities in Karnataka and 47th in India.

REVA University prides itself in contributing to every student's holistic development. The University currently offers 39 full-time Under Graduate Programmes, 32 full-time Post Graduate programmes, 18 PhD programmes, and certification and diploma programmes. The University offers programmes under the faculty of Engineering, Architecture, Science and Technology, Commerce, Management Studies, Law, Arts & Humanities, and Performing Arts & Indic Studies. Courses are offered in Certificate/Diploma and Post Graduate Diploma too. REVA University facilitates research leading to a Doctoral Degree in all disciplines. The programmes offered by REVA University are well-planned and designed based on methodical analysis and research with an emphasis on knowledge assimilation, practical applications, hands-on training, global and industrial relevance, and their social significance.

The University is spread over 45 acres of land and has a sprawling green campus. In less than a decade, REVA University, Bengaluru, has established itself as a leader in the field of education by earning recognition as a forward-thinking institution across all disciplines. With state-of-the-art infrastructure, the University has created a vibrant academic environment conducive to higher learning and research. This includes 200 smart classrooms that support blended learning, real-industry-like labs that foster on-the-job learning in students, a tech-enabled library with over 1 lakh collection of books, and most importantly, modern pedagogy. In addition to this, the physical infrastructure includes outdoor classrooms, sports grounds, a professional gym, open study parks for peer learning, and a food court that has been countered by popular food chains. REVA currently has numerous students on campus that come from all around the country. The campus has exclusive Halls of Residence which provides comfortable accommodation for boys and girls, apart from catering to the needs of all cuisine and ensuring adequate amenities are provided to make their stay an extended home.

The programs offered by REVA University are well planned and defined after a detailed study of the industrial need, social relevance, and global job markets. Highly qualified and experienced faculty and scholars from reputed universities / institutions, and experts from industries and business sectors have contributed to preparing schemes of instruction and curricula for these programs. The Choice-Based Credit System and Continuous Assessment Grading Pattern (CBCS – CAGP) of education are in place in all the programmes to facilitate students to opt for the subjects of their choice in addition to the core subject of study. The system also allows moving forward under the fast track for those who have the capabilities to surpass others.

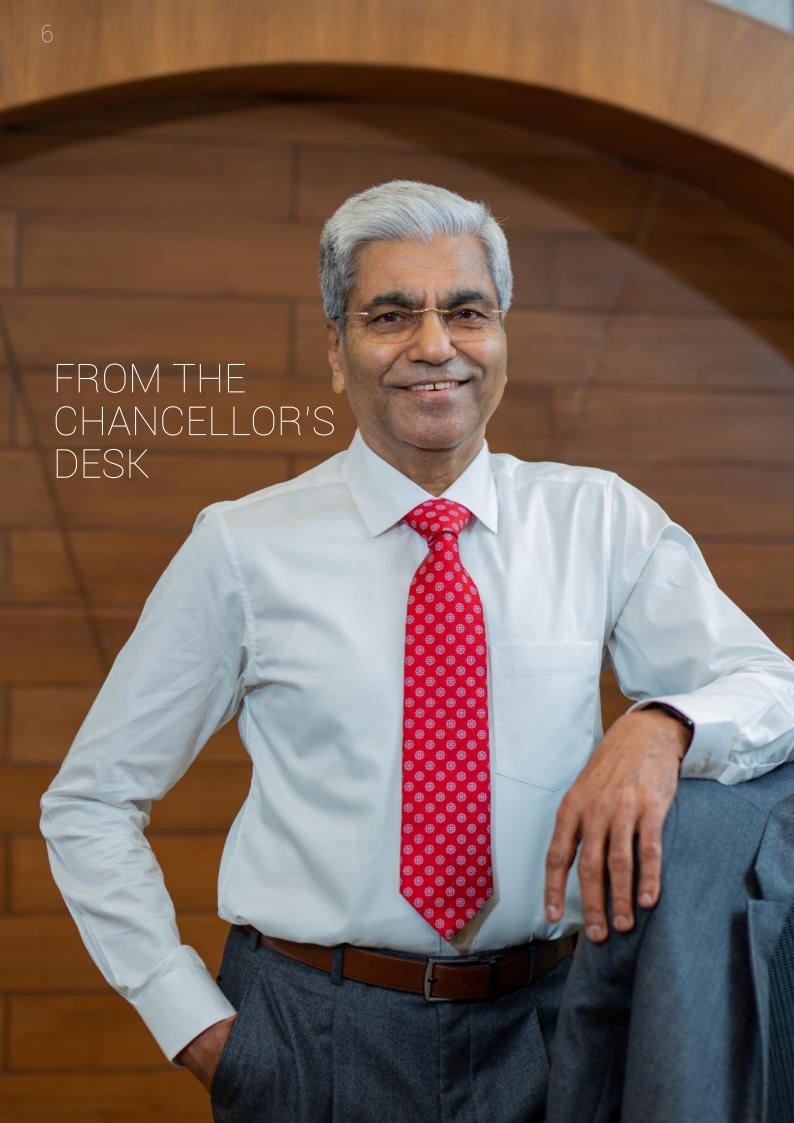
REVA University has initiated many supportive measures such as bridge courses, special coaching, remedial classes, etc., for slow learners to give them needed input and build in them confidence and courage to move forward and accomplish success in their careers. The Training & Placement Cell sets specific goals so that the students are equipped and become the preferred choice for major companies and industries.

REVA University has a Career Development Centre that assists students in choosing the right career path through interest mapping and training for experts and imbibing skills so that they are well-equipped during the transition from campus to corporate. With the aim of creating mutual value in the educational ecosystem, REVA has a University Industry Interaction Centre (UIIC) that acts as the strategic centre to promote collaboration among academicians, scientists, and industrialists, thereby broadening the scope of innovation and entrepreneurship ecosystem.

REVA also has added a social dimension to its corporate initiatives. REVA has now moved on to become a Social Impact University and has aligned with the United Nations Sustainable Development Goals by developing projects like Jagruti, Abhivriddhi, Vanamahotsava, Education on Wheels, Panchavaktram, Abhivyakti, Nyaya Darshana, Samavesha, Pragna among others. Through these projects, REVA makes sure that they are making a difference in the social and economic well-being of the communities through teaching, research, social activities and other programmes.

Since its inception, REVA continues to strive to be the top education destination in India, offering the country's most advanced and futuristic education. With the current trends in mind, REVA moulds students to work in a post-pandemic world and adjust to the new ways of work culture.





Dear Game Changers,

### Welcome to REVA University!

Let me address the student populace as 'game-changers' because we at REVA, believe in the phenomenal power of the youth, and their powerful ideas. As students, you hold the power to transform society and change the paradigm of every development – economic, social, and cultural. At REVA, we believe in giving our students a supportive and nurturing environment that cherishes innovation, creativity, independent thought, diversity and multiculturalism. We are driven by the philosophy that "Knowledge is Power" and we are striving to build a community of perpetual learners who can achieve everything they aspire to. To build such a community, learning should be continuous, and cross all borders. Hence, REVA University has adopted the mission to make learning unlimited. Our driving principle of 'Learning Unlimited' is empowered with the adoption of technology. As a Social Impact University, our aim is to create socially responsible global citizens who can lead businesses, transform society and the country in the future.

As you all know, REVA University has in alignment with the NEP 2020 built the road map of the University; focusing on four SDGs of prime importance: SDG IV, SDG V, SDG XI, and SDG XVII in keeping with this aspiration of the Hon'ble Prime Minister, Shri Narendra Modiji. The SDGs work together to create holistic sustainable development, which is essential for higher educational institutions. As a pioneer in Higher Education and with the potential and capability to bring about change, we have aligned with these SDGs and hope to spread the message to a larger group of people.

As part of our contribution towards SDGs, we have conducted a series of events like Jagruti & Abhivriddhi towards the adoption of villages and their development; Abhivyakti towards support to K 12 education; Vanamahotsava, towards sustaining the climate; Pragna towards civic responsibility; Nyaya Darshana towards empowering women lawyers; Samaavesha towards inclusivity of transgender and Panchavaktram towards spreading the Indian Knowledge System through the rich Indian dance and heritage.

The ecosystem at REVA University is not only tech-centred but it is also developed in such a way that it contributes to the overall development of a student. Our exclusive executive programme RACE (REVA Academy for Corporate Excellence) has been ranked 2nd in India for MBA in Business Analytics, REVA NEST- the Start-Up Incubator, is all designed to make our students ready for the corporate world.

I want our students to enter the world with vibrant creative energy and innovative ideas thereby advancing the frontiers of knowledge and research. As a Social Impact University, REVA is committed to this mission and looks forward to working together and providing a positive paradigm in the higher education field.

As a step ahead, our UIIC (University-Industry Interaction Centre) programme allows students to interact and learn from industry leaders. The UIIC is an exclusive programme of the University and a key enabler in bridging the gap between academic life and the corporate world. Going forward, we aim to make all the disciplines at par with our exclusive programmes, and REVA aspires to be a coveted multi-disciplinary institution.

REVA has now moved on to become a Social Impact University by aligning with the SDGs. I hope that through the events conducted in accordance with these goals, we develop a social connection with leadership qualities, ethical and moral values, research culture, and innovative skills through higher education of global standards.

True leaders and game-changers are made when a University takes it on its shoulders to mould personalities and gives life to the ideas of its students. As the Chancellor of the University, I want to ensure that all the REVAites have equal opportunity to explore and learn in such a way that it transforms both the individual lives and the future of our society, nation, and beyond. With the dedicated efforts of our eminent faculty members, I am certain REVA University students will be guided and mentored in such a way that they will be the game-changers of tomorrow.



Dear REVAites,

## Welcome to REVA University!

Yet another year has gone by as we overcome the pandemic rage. We, as an educating community, have faced several challenges during these times. Despite this, as REVA University we have accomplished many milestones this year. In fact, I consider the pandemic a positive challenge as it allowed us to discover our strengths and refocus on our IT infrastructure.

As you all are aware, the foundation stones of REVA University are laid on the essence of academic pursuit and excellence. Excellence in any work can be achieved with utmost dedication, hard work, and perseverance. We, at REVA, have made this dictum our motto and our way of life in every single activity on campus.

Following the pandemic, higher education has undergone a considerable approach change and extraordinary expansion. By utilising the most recent technologies, REVA has also prepared to tackle the challenges by adapting to the demands of the worldwide community.

I want every REVAite to adapt to the learning culture that promotes your individual holistic development. As the torchbearers of higher education, we are dedicated to offering a platform that is inclusive, global, and responsible that improves student learning and enriches the experience.

I wish all REVAites a learning experience on par with international standards and the development of core competencies through the integration of information based on core values and ethics.

# MESSAGE FROM THE DIRECTOR, ADMISSIONS

The globally changing paradigms have compelled academic institutions to foster a new breed of professionals – individuals equipped with adequate knowledge, subject–expertise, design thinking, technical skills creativity and innovation. REVA University is well rooted in the noble tradition of our core values and is phenomenally one of the most preferred destinations for higher education.

The University has consciously created a culture that values collegiality and accessibility, at all levels. REVA believes in providing technology-enabled quality education, with a high academic standard. We consider quality teaching and research, student transformation, and social impact, as the priority areas towards our commitment to nurturing talents, leaders and entrepreneurs for advancing the global economy.

With the dedicated efforts of our accomplished faculty, talented students and bright alumni, REVA believes to make significant progress on its path of continuous growth and innovation. To align with global needs and standards, the academic curriculum is exclusively designed with a flexible choice-based credit system and implements the Outcome Based Education System.

The University offers a conducive environment for holistic education for students across the globe. Meticulous care and methodical planning are inculcated for students' support and progression at the campus and also at the Halls of Residence (REVA Hostel). The campus life for hostel residents gives them a real fun-filled learning experience, 24X7. The University is proactive in the sports and arts activities of its students. With ample work-and-play spaces and developed facilities, the students have access to hygiene and well-maintained sports and recreational facilities. The University provides exposure and opportunities to students to exhibit talents beyond education in fields not limited to media, theatre art and culture but also grooms them to work in cross-culture environments.

On the bedrock of our core values, REVA will continue to scale higher over the next decade to build a teaching and research University of international repute. We are confident that you will find REVA exciting, enriching and a strong powerful enabler to pursue your career goals. Invite you to experience REVA!

Once again from the entire REVA family, Welcome.

Dr. Niraj Singh Director, Admissions admissions@reva.edu.in



# About the School of Management Studies

Understanding the need of the hour of present generation millennial students to differentiate between the core studies and the future requirements, the School of Management Studies keeps exploring the new areas of academic upskilling and at the same time, our aim is to provide holistic education to all our students.

Keeping in view the Global requirements, the BBA curriculum has been reviewed and discussed with the Industries and Corporate time and again. Based on the Global academic requirements, the curriculum has been redesigned. We have initiated the process of implementation of the NEP (New Education Policy) to cater the needs of the Nation and bring the right exposure in academics for present generation learners. The Faculty of Management is also accordingly upgrading their knowledge to effectively provide and disseminate the knowledge to prepare the students for the various competitions. Delivering quality education is the need of the hour. And School of Management Studies very well understands and strives towards bringing the quality education for the development of the students and also for societal benefits. Students while pursuing BBA has been exposed to various outreach programs, social development outreach programs and Nation development programs. This will not only help in their present studies but also helps in applying for Higher education in India and Abroad as well.

In order to give various options of choice, the School of Management studies give following Program options for the prospective students.

			G.F.
S.NO	COURSE	DURATION	INTAKE
1.	BBA-RESIDENTIAL	3 years	60
2.	BBA-HONS	4+1 (linking with 1 year PG @ RBS )	60
3.	BBA- Integrated (+PG)	3+2 (linking with 1 year PG @ RBS )	60
4.	BBA	3 years	300

BBA- RESIDENTIAL program is of 3 years mainly for the students who wish to utilize 24 hours in academics and academic related activities. It would be flexible with FFCS scheme. Students opting for BBA-RESIDENTIAL 3 years program must be staying in REVA Hostel and other than regular classes, they will be engaged in various programs and certifications in the evening for the





holistic development and will have the choice of Dual specializations.

BBA-HONORS program aims at bringing academically oriented students to study the advanced courses of BBA, which will keep them ahead of the General BBA. The fourth year would be research based with project-based learning. Hence opening the various opportunities for getting into the Corporate world with confidence and required skills to survive. The four years program will include value added course and extra certificate programs, giving an opportunity to make it a complete PG program by integrating it with one year MBA from REVA Business School-RBS.

BBA-Integrated (+PG) program is mainly for the students, who wish to continue PG i,e. MBA along with UG i,e. BBA. After successful completion of 3 years UG –BBA Program, they will be taken into PG-MBA program offered by REVA Business School-RBS. They will leave REVA portals after completing their PG program after 5 years along with better placement offers.

BBA program is aiming at giving general BBA with single specilization to the aspiring students. These students, may later on decide to carry-on with their PG programs, or may decide to go for job /business etc. This BBA program facilitates students to be called as Graduates after successful completion of three years of UG Program.

## Vision

 To produce world class management experts through excellent teaching and research so as to offer professional services at National and International levels.

### Mission

- To provide high-standard, forward-looking, morally, socially and ethically responsive, coherent, interdisciplinary and career-oriented programs in a dynamic global education environment.
- To contribute to the enrichment and dissemination of knowledge through theoretical, applied and problemoriented research for the benefit of students, faculty, and society in general;
- To serve the community by undertaking customeroriented research, providing training and professional consultation for business, industry and government and pursue research in partnership with business and governmental organizations.

S.NO	COURSE	UNIQUE PREPOSITIONS	TARGET AUDIENCE
1.	BBA-RESIDENTIAL	I)Full Time Flexible Program with FFCS scheme II)Compulsory Residential Program III)REVA Hostel — with world class facility IV)After regular classes, various opportunities and exposures in the Evening in University Campus	Students totally inclined towards their academic growth and holistic development. Fully Residential
2	BBA-HONORS Dual Specializations offered: i)Strategy and Leadership ii)New Venture Planning and Family Business Management iii)Talent Management and Marketing iv)Business Analytics and Design Thinking v)Branding and Advertising vi)Finance and Accounting vii)Banking and Insurance viii)Hospital and Health Care Management	ix)Full Time 4 years Program x)Academically oriented Program xi)By Expert Faculty members xii)Research based Advanced specializations and electives through dual specialization op- tion.	Students totally inclined towards their academic growth and Research, leading towards one year MBA offered by premier RBS – REVA Business School.
3	BBA- Integrated (+PG)	i)Full Time Program ii)Academically oriented Program with a intention to complete 5 years in REVA University Leading to PG –MBA from premier Institution RBS – REVA Business School	Students inclined to complete their UG- Graduation and PG- Post Graduation in Integrated form and ready to stay for 5 years in the Portals of REVA Universit
4	BBA	i)Full Time Program Catering the needs of the students, who wish to pursue UG-Graduation and wish to explore the future possibilities later	Students inclined to complete UG-Graduation and on later stage wish to decide for further education. Theses students may be considered for PG program based on Merit only.

# **ALUMNI CLUBS AND FORUM STRUCTURE**

ALUMNI CLUB : ICONIC

FINANCE CLUB : SAMVRUDHI HR CLUB : SAMSIDDHI MARKETING CLUB : SRUJANA

ENTREPRENUERSHIP CLUB : ELITE

ECO CLUB : DANVANTARI

## RANKINGS - SCHOOL OF MANAGEMENT STUDIES

Achievements/RANKINGS	Magazine-Platform	
3rd Promising B-School		
47th India's Best B-School	Chronicle of Career & Education	
6th Top B-Schools in South Zone	Chronicle of Career & Education	
86th Top Privaye B-School	Business World	
30TH Top B-School in south region	Business World	
112th Top B-Schools overall	Business World	
BUSINESS STANDARD and has been nationally ranked in the A7 band, as the Best B-School 2020.	National B-School Ranking (along with Govt. Institutions, IIMs, FMS) by BUSINESS STAN- DARD	
7th position among the Top BBA Universities in India	B-School Survey by TIMES OF INDIA	
No. 1 University in Karnataka - this National B-School Survey by TIMES OF INDIA	B-School Survey by TIMES OF INDIA	



# Life at REVA



# LIBRARY AND INFORMATION CENTRE

Browse through lakhs of books, e-books, research publications, educational journals and magazines



#### OPEN AIR THEATRE

Always bring a variety of Cultural programmes by different groups of students



#### STUDENT CLUBS

Literary Club, Science Clubs, Sports Club, Robotics Centre, Eco Club, Quiz Club, Dance and Drama Club



#### NCC, NSS & VOLUNTARY WORK

Regular social activities like medical camps, blood donation camps in rural areas held to work towards the overall benefit of the society



#### **HOSTELS**

4,000-bed capacity hostel that's well-ventilated, hygienic and serves fresh cooked meals



### ONLINE LEARNING/ DIGITAL CLASSROOMS

Well-equipped classrooms with modern gadgets like projectors, tabs



# GREEN CAMPUS WITH OPEN AIR AMPHITHEATRE

A lush green area that allows students to study, socialise and enjoy nature



### **GUEST HOUSE**

Residential facility for the benefit of parents and visitors



#### **FOOD COURT**

International food chains have stalls at the Food Court that serve Pan Asian, Asian, North Indian, South Indian, among many other cuisines



#### **BRAND STORE**

Variety of international brand merchandise, apparels, gift articles, and a wide range of stationery available on the campus



### AUDITORIUM AND SEMINAR HALLS

Large auditorium with 1000-seater capacity, along with adequate number of seminar halls to facilitate co-curricular activities



#### TRANSPORTATION

Routes through all parts of Bengaluru city



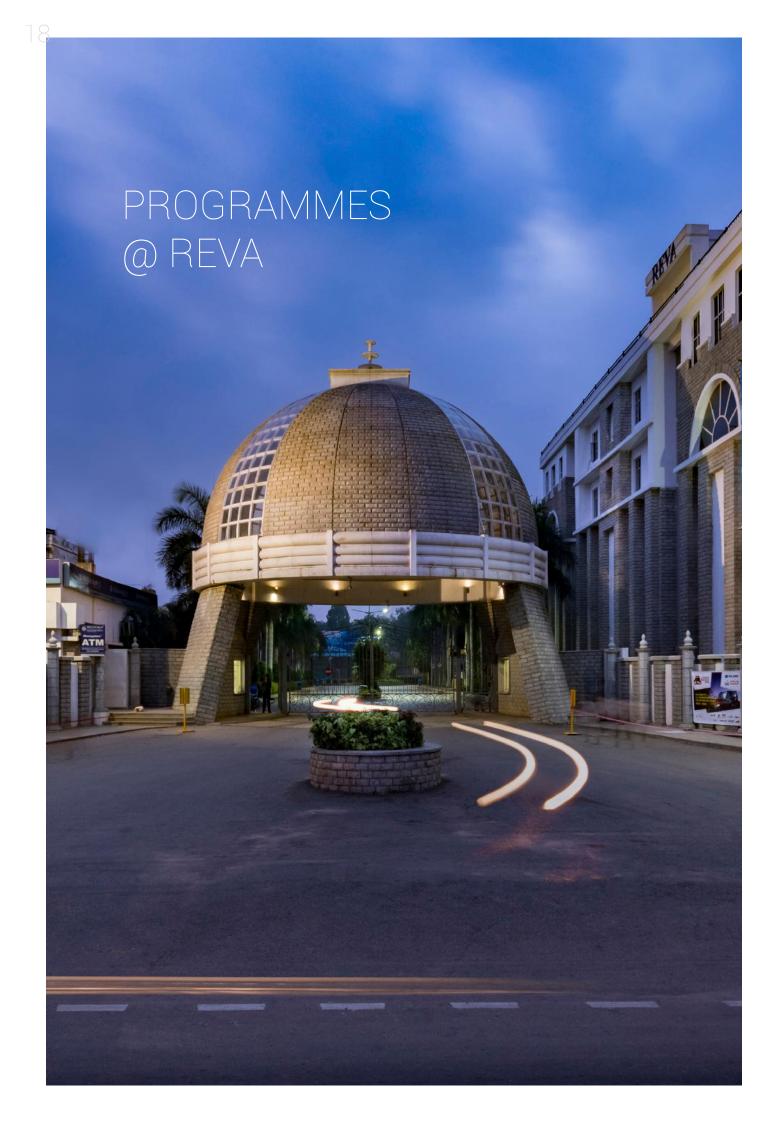
#### **SPORTS**

Special focus on Sports. More than 9 teams representing REVA University at state, national and international tournaments



#### **GAZEBOS**

An open area for students of certain courses to learn, practice and excel amid open classrooms



- B. Tech. Computer Science & Engineering
- B.Tech. Artificial Intelligence & Data Science
- M.Tech. Computer Science & Engineering (Full Time)
- M.Tech. Computer Science & Engineering (Part Time)
- B.Tech. Computer Science & Information Technology
- B. Tech Computer Science & Systems Engineering
- B.Tech. Information Science & Engineering
- B. Tech. Computer Science & Engineering (Artificial Intelligence & Machine Learning)
- M.Tech. Cyber Security
- M.Tech. Artificial Intelligence
- B.Tech. Electronics & Communication Engineering
- B.Tech. Electronics & Computer Engineering
- B.Tech. Robotics & Automation
- M.Tech. VLSI & Embedded Systems (Full Time)
- M.Tech. VLSI & Embedded Systems (Part Time)
- B.Tech. Civil Engineering
- M.Tech. Computer Aided Structural Engineering
- M.Tech. Transportation Engineering & Management
- M.Tech. Construction Technology & Management
- · B.Tech. Mechanical Engineering
- B.Tech. Mechatronics Engineering
- M.Tech. Machine Design
- B.Tech. Electrical & Electronics Engineering
- B.Tech. Electrical & Computer Engineering
- M.Tech. Power & Energy Systems
- B. Tech Bioelectronics Engineering
- M Tech DCN
- B.Sc. Interior Design
- B. Arch
- M. Arch
- BA LL B (Hons)
- BBA LL B (Hons.)
- LL M (Business & Corporate law)
- LL M (Criminal law)
- B.Com (Industry Integrated)
- B.Com Hons (Accounting & Taxation)
- B.Com Hons (Accounting & Statistics)
- B.Com Hons (Banking & Finance)
- B.Com Hons (Economics & Finance)
- M.Com
- BBA (Industry Integrated)
- BBA Hons (Enterprenuership)
- BBA Hons (Talent Management)
- BBA Hons (Marketing)
- BBA Hons (Banking & Finance)
- BBA Hons (Innovation & Enterprenuership)
- BBA Hons (Business Analytics)
- BBA Hons (Strategy & Leadership)
- BBA Hons (Health Care Management)
- MBA

- BCA
- B.Sc. Honors (CC & Big Data)
- B.Sc. (Multimedia & Animation)
- B.Sc. (Cyber Security)
- MCA
- M.Sc. Data Science
- B.Sc. Biotechnology, Biochemistry & Genetics
- B.Sc. Bioinformatics Biology, Mathematics & Computer Science
- B.Sc. Microbiology, Chemistry & Genetics
- B.Sc. Mathematics, Statistics & Computer Science
- B.Sc. Physics, Chemistry & Mathematics
- B.Sc. Physics, Mathematics & Computer Science
- M.Sc. Biotechnology
- M.Sc. Chemistry
- M.Sc. Mathematics
- M.Sc. Physics
- M.Sc. Microbial Technology
- M.Sc. Bioinformatics
- B.Sc. Medical Laboratory Technology
- B.Sc. Medical Radiology & Diagnostic Imaging
- B.Sc. Nutrition & Dietetics
- B.Sc.- Sports Science
- BPT
- M.Sc. Biochemistry
- BA Journalism, English & Psychology
- BA Political Science, Economics & Journalism
- BA Journalism & Mass Communication
- MA English
- MA Journalism & Communication
- M.Sc. Psychology
- · Certificate Bharatnatyam
- · Certificate Kuchipudi
- · Certificate Kathak
- Certificate Mohiniyatam
- · Certificate Odissi
- Diploma Bharatnatyam
- Diploma Kuchipudi
- Diploma Kathak
- Diploma Mohiniyattam
- Diploma Odissi
- · Diploma Hindustani Vocals
- Diploma Carnatic Vocals
- Diploma Indology
- BA Performing Arts, English & Psychology
- MPA Bharatanatyam
- MPA Kuchipudi
- MPA Kathak
- MPA Mohiniyattam
- MPA Odissi

# About REVA Alumni

REVA University has a strong alumni network which consists of more than 35000 alumni which is a part of our global alumni community. REVA University encourages the alumni to stay connected through various activities, technical talks, opportunity to establish their ventures etc, and provides overall support and benefits for life. That may be through providing alumni with career support, helping them to reconnect with old friends, access to a wide network of fellow alumni and a range of exciting events.









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