



**R L INSTITUTE OF
MANAGEMENT STUDIES**
(A UNIT OF SLCS)



INFORMATION BROCHURE



RL INSTITUTE OF MANAGEMENT STUDIES

(A Unit of Subbalakshmi Lakshmipathy College of Science)

Approved by AICTE | An Autonomous Institution Affiliated to Madurai Kamaraj

University & Re-Accredited by NAAC with A+ Grade

TVR Nagar, Aruppukottai Road, Madurai - 625 022

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Ganesh

Director (Client Services), Visa
International,
Mumbai, India (Batch 2004-06)

”

After completing the MBA program at RLIMS, I feel that I am in a stronger position to continue to advance my career. I have improved my leadership, research, writing, analytical, and time management skills. The required courses provided me with a strong business management foundation, and the elective courses enabled me to expand my knowledge in areas of interest such as business negotiations. The knowledge and skills that you will gain from completing RLIMS's MBA program will not only prepare you for a successful career, but also help you differentiate yourself in the workforce. I would highly recommend the RLIMS MBA program to all individuals who are eager to prepare themselves for a successful and rewarding future.



ABOUT RL INSTITUTE OF MANAGEMENT STUDIES

C. Karthik

Vice President Enterprise
Business, Tech Mahindra,
Mumbai, India
(Batch 2000-02)

In addition to the obvious life-long impacts to my network, business acumen, and compensation, my MBA degree @ RLIMS (MKU) has given me the confidence to contribute to engagements and revenue-generating activities that I otherwise would have never considered.

Thank you RLIMS.

RL Institute of Management Studies, one of the most sought-after programmes of Subbalakshmi Lakshmipathy College of Science (An autonomous Institution affiliated to Madurai Kamaraj University and Re-accredited with A+ Grade by NAAC) with two decades of academic excellence, had its momentous beginning in the year 1998. Since its inception, the growth of the department has become significant in terms of creating noteworthy business managers and entrepreneurs.

The institution offers a two-year full-time MBA Program, approved by AICTE, with a wide range of most in-demand and new-age specializations. A highly qualified faculty team with strong research publication and industry background is the key USP of the institution.

Our Vision

To become one of the most trusted and preferred business schools in India by aspiring management graduates; with the ethics, ethos and value system.

Our Mission

- To nurture the student learners to imbibe ethical standards in all aspects of learning and Practice
- To facilitate the students gaining knowledge, skills and developing positive attitude in their approach to their Profession
- To enable the students to become a socially responsible corporate citizen of this world.

PRESIDENT'S MESSAGE



We intend to educate the students for better living standards in all we do in this part of the world. RLIMS aims at creating an elevated excellence in the educational system which is relevant to today's industry requirements. Its basic design is to be in synchronization with the industry demands so that when the students complete their degree programs they become employable and can adapt themselves to the challenging employment atmosphere in the industry.

RLIMS has become a sought-after institute for its multidisciplinary faculty members, state-of-the-art infrastructure and a student-friendly atmosphere, to impart quality education and it would be a place where theory in subjects would not only be preached but would also be provided a platform to practice.

RLIMS encourages its functioning within a wider social and intellectual environment with prominence on critical socio-economic processes that are shaping the industry today.

DR. R . LAKSHMIPATHY
PRESIDENT

PRINCIPAL'S MESSAGE



Subbalakshmi Lakshmipathy College of Science, established in the year 1994, and nurtures a unique system of education for creating energetic leaders in the corporate sector, entrepreneurs, academicians, researchers and professionals who contribute to the development of society and nation at large.

The progress of a nation depends on the quality of students passing out of educational Institutions. The aim of education is to promote the students in developing their intellectual, aesthetic, emotional, moral and spiritual skills. I personally look forward to integrate my experience over the years in teaching and research into the learning systems and direct the collective effort of the faculty members of the institution to build a comprehensive methodology that encompasses all that matters for nurturing the young minds of curious nature.

Most of the technological outbreaks roots from the intimate interaction between a creative mind and the real world disputes. I surely induce contemporary ideas among the Students paving way for new innovations in the field of Science and Technology

DR. R . SUJATHA
PRINCIPAL

RLIMS MBA

The MBA program was introduced in the year 1998, since then the MBA Program is nurturing the student learners as an ethical corporate citizens / entrepreneur of the world. The MBA Program is AICTE Approved and affiliated to Madurai Kamaraj University, as a unit of Subbalakshmi Lakshmipathy College of Science. RLIMS offers a wide range of specialization courses in the domain like Analytics, Banking, Insurance, Finance, HR, Marketing, Logistics, Strategy and many more contemporary areas depending on the need and market requirement.

DIRECTOR'S MESSAGE



RL Institute of Management Studies is a business school born out of an ethical & innovative idea. The institute's guiding principles of excellence and integrity have helped RLIMS to be one among the best management institutions in this part of the country. In today's competitive business environment, the challenges and opportunities for the corporate houses are plethora in number. Today, we are in an era where business is driven by knowledge and innovation.

RLIMS has continuously committed to the cause by educating and training budding leaders, emerging entrepreneurs and promising managers who can render service to organizations and society. Plenty of market leaders in the recent past have perished as they failed to understand the changing dynamics of the global industry and the increasing interdependencies across business functions. So, continuous learning and innovation has become imperative to sustain and grow in this competitive environment.

Our MBA program at RLIMS is especially designed to meet such challenges. With the state of art infrastructure and high academic rigor, RLIMS is an apt destination for business & management education.

Welcome to the temple of "Management Education"

DR. M. SUBRAMANIAN,
FDPM (IIM Ahmedabad), Ph.D (Finance)

**MBA Department with approval
of the AICTE**

1998

**Incorporated Indian Institute
of Banking and Finance(IIBF)
Syllabus in MBA Curriculum**

2010

**Commenced Research
Program (M.Phil)**

2016

2008

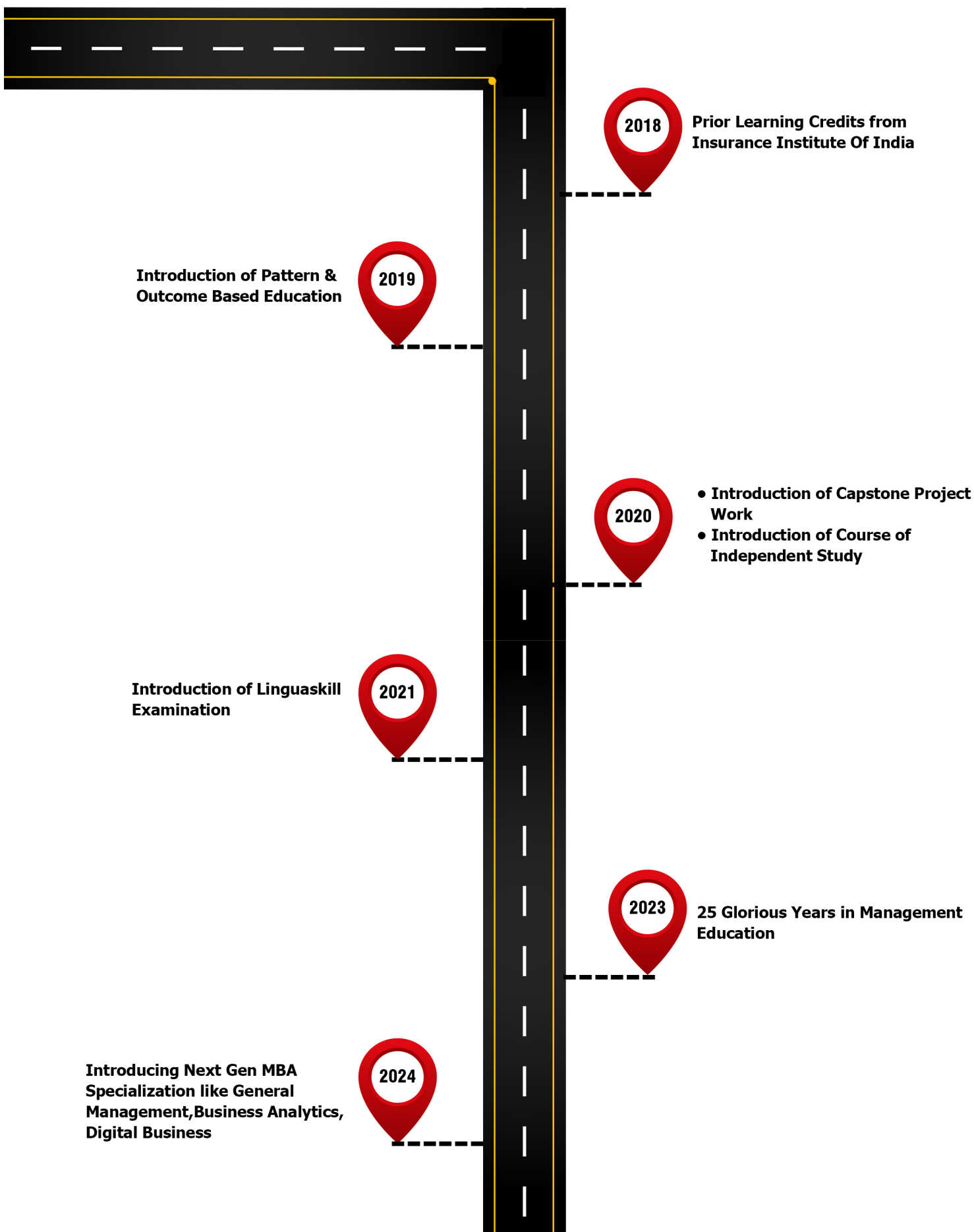
**Introduced Practice School
System**

2013

**Established various Students'
Clubs**

2017

**Introduced Online Exam
for Banking Course**



RLIMS INTELLECTUAL CAPITAL



Dr. M Subramanian
Director – MBA



Dr. S Pugalanthi
Professor



Dr. S Sekar
Associate Professor



Dr. K S Karthik Babu
Assistant Professor



Dr. D Abraham Pradeep
Associate Professor



Prof. P Selvam
Assistant Professor



Dr. R Sivajothi
Assistant Professor cum Aptitude Trainer

SEMESTER 1	
S.No	Course Title
1	Managerial Accounting, Analysis & Reports
2	Human Behaviour at Work
3	Managerial Economics
4	Data Driven Business Decisions
5	Legal Aspects of Business
6	IT Skills for Managers-1
7	Professional Grooming Program-1
8	Course of Independent Study - 1
9	Business News & Current Affairs - 1
10	Spoken Hindi for Business Professionals
11	Lakshya - Aathma Bodha Self Learning

SEMESTER 2	
S.No	Course Title
12	Financial Management
13	Human Resources Management
14	Marketing Management
15	Business Research Methods
16	Business Analytics & Business Intelligence
17	Operations Management
18	IT Skills for Managers-2
19	Professional Grooming Program-2
20	Course of Independent Study - 2
21	Business News & Current Affairs - 2
22	Foreign Language for Business Professionals
23	Lakshya - Aathma Bodha Self Learning

SEMESTER 3	
S.No	Course Title
24	Strategic Management
25	Entrepreneurial Skill Development
26	Professional Grooming Program-3
27	Course of Independent Study - 3
28	Summer Internship Program
29	Business News & Current Affairs - 3
30	Elective-1
31	Elective-2
32	Elective-3
33	Elective-4
34	Elective-5
35	Lakshya - Aathma Bodha Self Learning

SEMESTER 4	
S.No	Course Title
23	Ethics & ESG Reporting
24	Elective-6
25	Elective-7
26	Elective-8
27	Capstone Project (Domain Based)

Comprehensive List of Proposed Electives

Finance:

Advanced Financial Analysis
Fundamentals of Fintech and Blockchain
Mergers, Acquisitions and Corporate Restructuring
Merchant Banking & Financial Services
Investment Analysis & Portfolio Management
Behavioural Finance
Financial Derivatives
Strategic Financial Management
Corporate Tax Planning & Management
Project Finance
Marketing of Financial Services & Products
Agile in Finance

Banking:

Principles and Practices of Banking
Small Payments Banks
Digital Banking
Retail Banking & Wealth Management
Accounting & Financial Management for Bankers
Climate Change & Sustainability

Insurance:

Practices of Insurance
Practices of Life Insurance
Practices of General Insurance

IT:

Cyber Security Management

Marketing:

Retail Marketing Management
Consumer Behaviour
Services Marketing
Professional Selling
Integrated Marketing Communications
Strategic Marketing
Strategies for Digital Marketing & E-Business
International Marketing
Strategic Brand Management
Channel Sales Management
Management & Marketing of Healthcare Services

Analytics:

Python for Business
Big Data Analytics
Financial Analytics
Artificial Intelligence for Business Environment
Business Forecasting with Machine Learning

Logistics:

Supply Chain Management
Logistics Management
Transportation & Warehousing Management

HR

Leadership Development & Management
Strategic Human Resources Management
Training and Development

Strategy:

Strategy in Emerging Markets

Agri Business:

Agri Business Management

Entrepreneurship:

Managing Small Business

DYNAMIC PROGRAM STRUCTURE

- Crafted by Elite RLIMS MBA Faculty Leaders
- Vetted by Industry Experts
- Vouched by RLIMS MBA - Alumni

ROBUST INDUSTRY ENGAGEMENT

25+

Guest Lectures every year by Speakers from Industry / Corporate / Overseas / Institutional / Startup Entrepreneurs

EXUBERANT ALUMNI INTERACTIONS

- 1300+ alumni | Across the Globe | Various Industries | Notable Entrepreneurs | Senior Managerial Positions.
- Summer Internship / CIS / Project / Placement Guidance.
- Alumni Mentorship.

DYNAMIC PROGRAM STRUCTURE

UNIQUE PRACTICES @ RLIMS

PROFESSIONAL GROOMING PRACTICES (ANCILLARY COURSE)

To Groom the Aspiring Management Students as Professional Managers

IT SKILLS FOR MANAGERS (ANCILLARY COURSE)

To get hands-on training to be a Tech-Savvy Management Professional

COURSE OF INDEPENDENT STUDY (SELF-PACED PROJECTS, ALL SEMESTERS)

To explore the various nuggets of contemporary managerial aspects

BUSINESS ANALYTICS & BUSINESS INTELLIGENCE (CORE COURSE)

To provide the MBA students with the contemporary corporate requisite skills

- Course of Independent Study
- Aathma Bodha Initiatives
- Sustainable Development Goals (UN) Presentations
- Book Review Presentations
- Harvard Business Review Presentation
- Business Personalities Presentations
- Retail Bazar Shodh Yatra – Field Learning Experience
- Exclusive – Movie Analysis & Case Analysis Presentations
- Capstone Project
- Harvard Business School Case & Materials Learning A/c
- Continuous Industry Engagement Practices, Seminars,
- Workshops, Heritage Walk, Industrial Visits

RLIMS offers International **STEM-Based** Curriculum

↓ ↓ ↓ ↓
SCIENCE | TECHNOLOGY | ENGINEERING | MATHEMATICS

MBA Program Offered @ RLIMS

Think Big & Go Global with Cutting-Edge Programs @RLIMS

GENERAL MANAGEMENT

- Retail Marketing Management
- Strategy in Emerging Markets
- Ethics & ESG Reporting
- Agri-Business Management
- Managing Small Business
- Supply Chain Management

BUSINESS ANALYTICS

- Python for Business
- Big Data Analytics
- AI for Business Environment
- Advanced Financial Analysis
- Business Forecasting with ML
- Risk & Fraud Analytics

DIGITAL BUSINESS

- Fintech & Blockchain
- Digital Banking
- Metaverse & Marketing
- IOT & Robotic Process Automation
- Strategies for Digital Marketing
- Cyber Security Management

STEM-BASED CURRICULUM

INDUSTRY-FOCUSED CERTIFICATIONS



**Linguaskill
Certification**



**Microsoft office Specialist
Excel Associate**



Digital Banking



**Diploma in Banking
& Finance**



Research Analyst



**NCFM (Certification in
Financial Markets)**

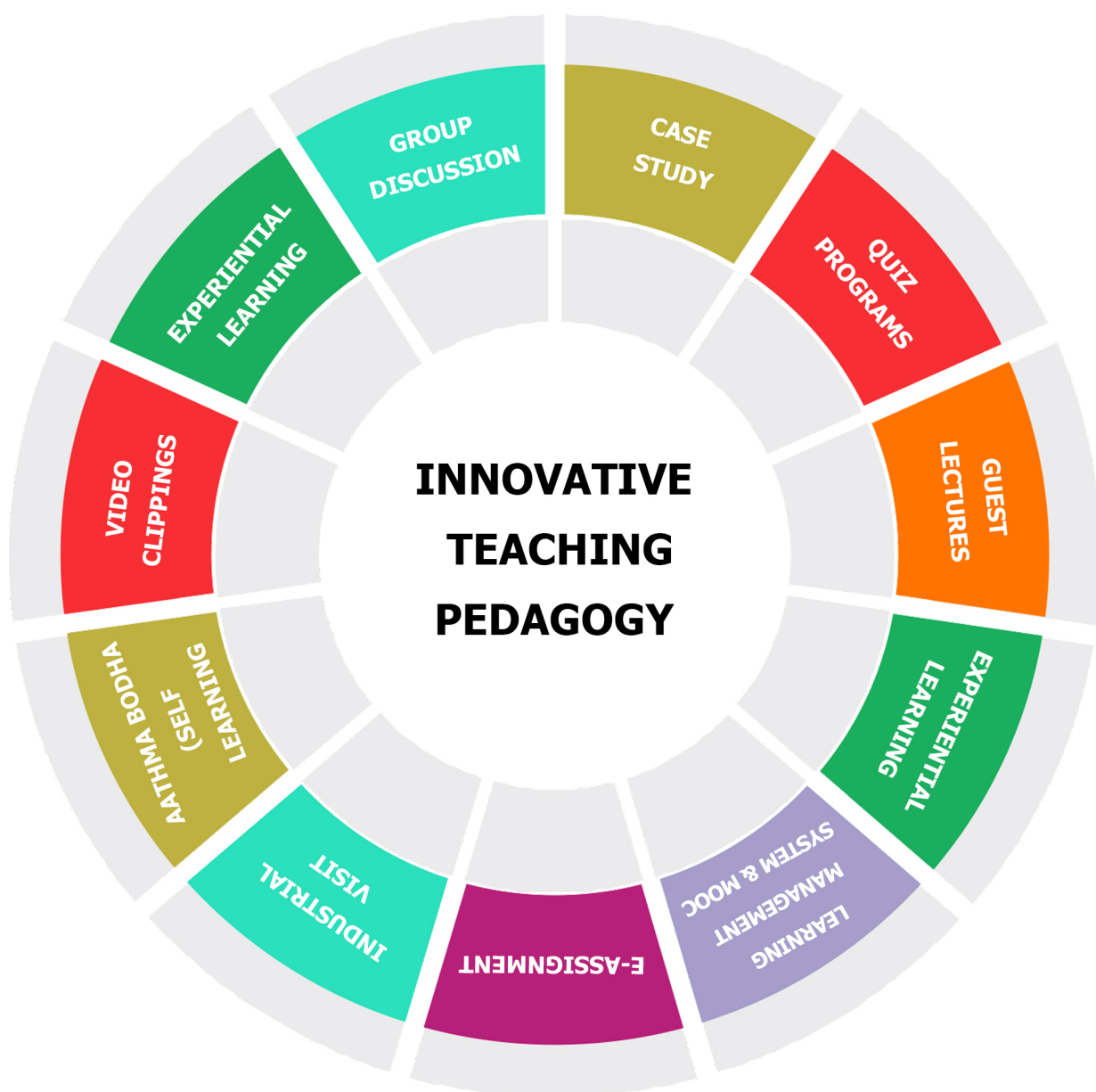


**IAPM (Investment Analysis &
Portfolio Management)**

UNIQUE COURSES OFFERED

- ▶ Business Process Management
- ▶ Cyber Security Management
- ▶ Healthcare Management
- ▶ Marketing of Financial Products
- ▶ Agile in Finance
- ▶ Bionics
- ▶ Management of Events
- ▶ Strategies for Digital Marketing & E-Business
- ▶ Financial Analytics
- ▶ Management of Travels and Tour Operations
- ▶ Principles and Practices of Banking
- ▶ Field Sales Management
- ▶ Supply Chain Analytics
- ▶ Financial Modelling
- ▶ Credit Analysis
- ▶ Project Finance
- ▶ Internship & Capstone Project





“

J. Adel,
Founder & Managing Director,
Alfa Care Hospitals,
Chennai, India.
(Batch 2002-04)

”

The MBA at RLIMS has given me invaluable experience working through real-life business problems. The professors provide us with real-world examples of how the concepts we are learning in class are being applied in the business world. These connections show us that we're learning practical skills which we'll use in our career.

Proud to be an alumnus of RLIMS

INFRASTRUCTURE AND LEARNING RESOURCES

RLIMS has well-equipped infrastructure whose outstanding features include:

ACADEMIC INFRASTRUCTURE:

Multi-disciplinary faculty members with extensive industry experience, relevant specializations in line with corporate requirements, innovative teaching methodologies and in-depth projects.

PHYSICAL INFRASTRUCTURE:

Multimedia-enabled spacious gallery type air-conditioned classrooms, equipped with Lecture - Capturing System & LCD Projectors, a soundproof Seminar Hall, Discussion Rooms with modern furniture and a 360-seat auditorium provide a stimulating learning experience, Audio Video Media Room, Communication & Broadband-enabled WiFi classroom, Library with 500+ titles on Management and 20+ leading Management Journals cater to the intellectual requirements of the students.

THE SPORTS AND GAMES:

Facilities on the campus make the students physically active and sportive by spirit. Popular games like Cricket, Basketball, Football, Volleyball, Hockey etc. are given prime importance. Intra-college and Intercollegiate matches and Sports Day events provide students with ample opportunities and a sense of determination to strengthen their skills.

AATHMA BODHA - SELF-PACED LEARNING:

In addition to providing a conducive classroom learning environment and state-of-the-art infrastructure, a unique practice RLIMS adopts is called "Aathma Bodha" meaning "Self-paced learning", wherein the students are required to make presentations about the contemporary business news, Harvard Business Review articles, notable business personalities and Sustainable Development Goals by United Nations. This practice also focuses on the enablement of the students to strengthen their presentation skills.

RETAIL BAZAR SHODH YATRA - FIELD LEARNING EXPERIENCE:

RLIMS places a high premium on "Retail Bazar Shodh Yatra - Field Learning Experience", leveraging which our students succeed in comprehending the nitty-gritty of the business and attaining practical exposure. This initiative requires our students to select any retail business units of their choice in and around Madurai and explore the various strategies being pursued by the business. This unique experience stands our students in good stead while appearing for the interview.

PROFESSIONAL GROOMING PROGRAMS

- FOR SUCCESSFUL MANAGEMENT CAREER PROGRESSION

At RLIMS we have designed, well-structured, articulated, industry-vetted CAREER TREK - Professional Grooming Programs for the successful management career progression. The CAREER TREK - Professional Grooming Programs encompass the following:

- ▶ **Business Communication Training - Preparation for Cambridge University's Linguaskill Assessment Exam.**
- ▶ **IT Skills for Managers – Enhancing Spreadsheet Skills, Presentation Skills, Database Management Skills**
- ▶ **IIBF's Diploma In Banking & Finance (RBI Notified DBF as preferred qualification for aspiring bankers)**
- ▶ **Indian Institute of Banking & Finance's Digital Banking Certification Preparation**
- ▶ **III – Insurance Institute of India's Licentiate Certification Exam Preparation**
- ▶ **NISM – Certifications such as Mutual Funds, Research Analyst by SEBI**
- ▶ **SCM Certification by CII Institute of Logistics | Recognized by Logistics and Supply Chain Industry**
- ▶ **Contemporary MOOC certifications for variety of courses based on industry-demand**
- ▶ **Business Intelligence & Business Analytics as a Core Course during the 1st Year MBA Program**

“

Nithya Karunanithi,
Delivery Management - GBS
(ADM) ,IBM Chennai
(Batch 2004-06)

”

RLIMS was my home away from home. A place I always felt comfortable, could always find a willing ear to listen, and a little motivation to keep up with everything at school. Everyone in RLIMS has a heart for students, and they have the knowledge and institutional memory to help me navigate the system to accomplish my goals. RLIMS is perhaps the most impactful campus which will help you celebrate success and take you to greater heights. Kudos to RLIMS.

“

Aditya Gupta,
MD, Silver Arrow Logistics,
Chennai, India (Batch 2006-08)

”

The RLIMS MBA program has helped me think more strategically and develop more in-depth insights and provide data to top management. This MBA degree has been a tremendous boost to my business career, self-esteem, and life goals.

Thank you RLIMS!!!

AN ILLUSTRATIVE LIST OF CORPORATE CONNECTS @ RLIMS

ALUMNI (PRESENTLY-WORKING ORGANISATIONS), SUMMER INTERNSHIP PROGRAM,
CAPSTONE PROJECTS & FINAL PLACEMENTS.



Information Technology (IT) and Services



Banking and Financial Services



Consumer Goods and FMCG



Insurance



Retail



Manufacturing and Industrial



Logistics and Shipping



S. CHAND

Publishing and Media

INTERNATIONAL RESOURCE PERSONS @ RLIMS



MR BRUNO ROCHA
Chief Finance Officer
TCS, Brazil



PROF. CAMBELL PARSONS
Professor (Finance)
Hanze University,
The Netherlands, Europe



PROF. KREMENA KRUMOVA
Former Professor (Communications)
Bulgaria (AOU, Oman)



DR INDOUNAS KOSTIS
Professor (Marketing)
Athens University, Greece, Europe



DR ELY PAIVA
Professor (Supply Chain Management)
Sao Paulo School of Business, Brazil



MS KIMBERLY NICHOLS
Senior Director (Products)
InComm, Florida, USA

AN ILLUSTRATIVE LIST OF DISTINGUISHED ALUMNI @ RLIMS



MR GANESH
(Director Client Services)
Visa International ,
Mumbai ,India (Batch 2004-06)



MR C.KARTHIK
Vice President Enterprise
Business,
Tech Mahindra, India



MR J ADEL
Founder & M.D, Alfa
Care Hospitals, Chennai,
India (Batch 2002-04)



MS NITHYA KARUNANITHI
Delivery Management
- GBS (ADM) IBM Chennai,
India (Batch 2004-06)



MR. ADITYA GUPTA
MD, Silver Arrow Logistics,
Chennai, India
(Batch 2006-08)



MR PRIYADARSI BAL
National Head- Marketing
PACE Stock Broking Service Pvt. Ltd.
New Delhi, India (Batch 2004-06)



MR RAHUL RAGHUNATH
Vice President Sales
at naukri.com
(Batch 2003-05)



FOR
ADMISSIONS / ENQUIRIES

95006 65581
88070 72121

TANCET | **474**
COUNSELLING CODE



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