



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



INFORMATION BROCHURE



RL INSTITUTE OF MANAGEMENT STUDIES

(A Unit of Subbalakshmi Lakshmi Pathy 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 Mohan

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

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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.

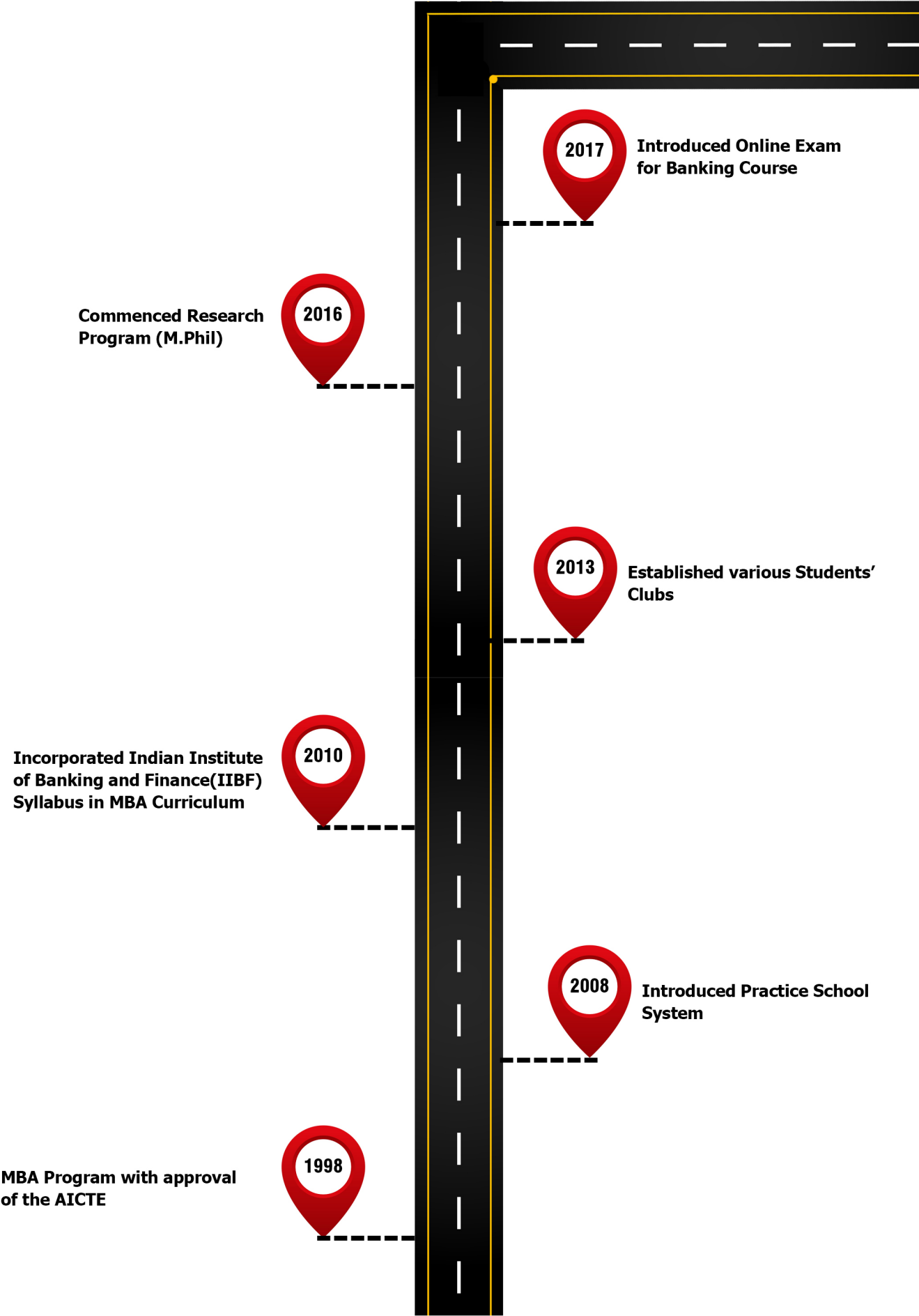
RLIMS has continuously committed to the cause by educating and training budding leaders, emerging entrepreneurs and promising managers who can render service to organizations and society. Plenty of market leaders in the recent past have perished as they failed to understand the changing dynamics of the 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.

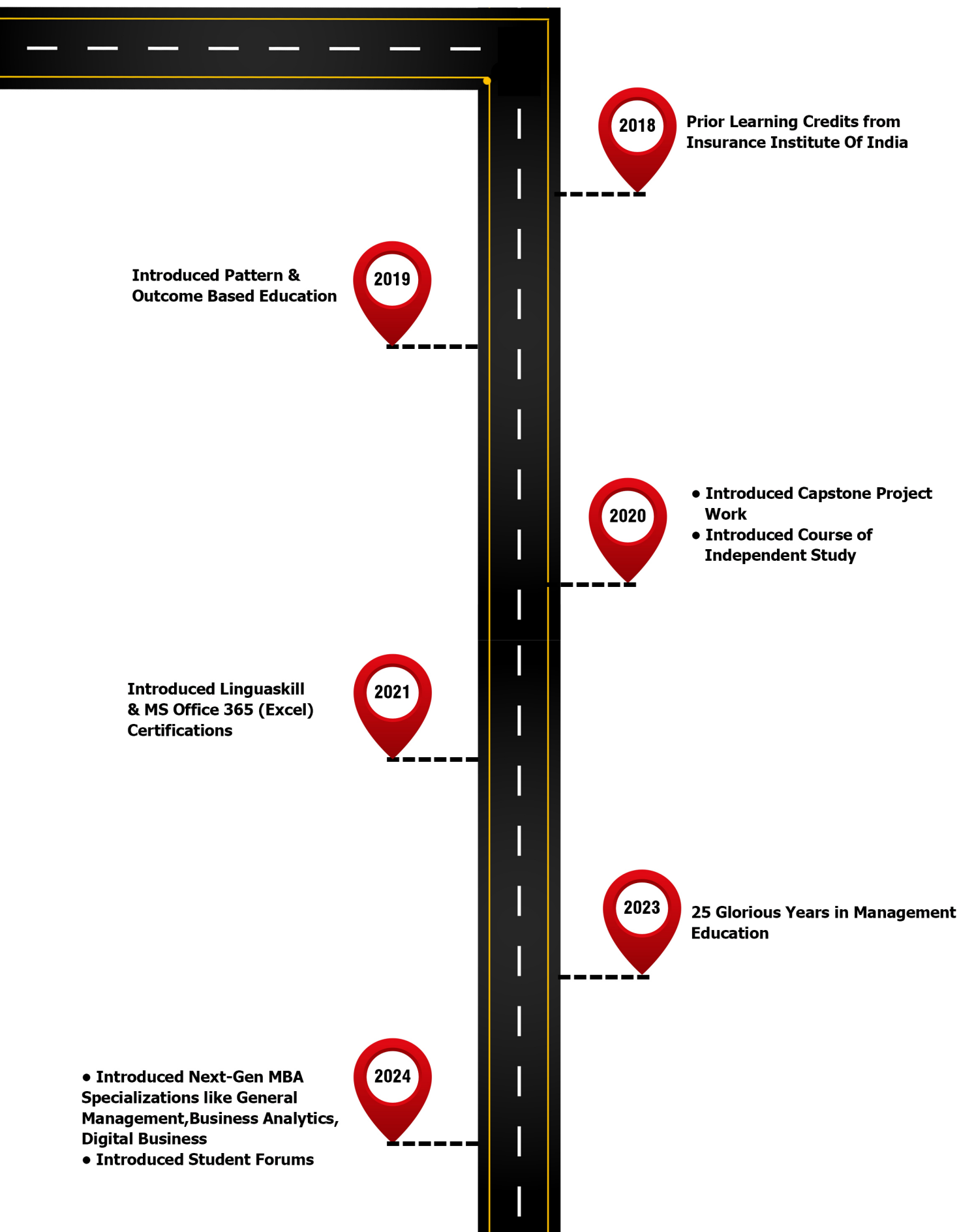
Our MBA program at RLIMS is especially designed to meet such challenges. With the state of art infrastructure and high academic rigor, RLIMS is an apt destination for business & management education.

Welcome to the temple of "Management Education"

DR. M. SUBRAMANIAN,

FDPM (IIM Ahmedabad), Ph.D (Finance)





RLIMS INTELLECTUAL CAPITAL

**Dr. M Subramanian**

Director – MBA
(Fintech)

**Dr. S Pugalanthi**

Faculty Leader
(Marketing & Strategy)

**Dr. S Sekar**

Faculty Leader
(IT & Systems)

**Dr. K S Karthik Babu**

Faculty Leader
(General Management & HR)

**Dr. R Sivajothi**

Faculty Leader
(Analytics)

**Dr. D Abraham Pradeep**

Faculty Leader
(Banking & Finance)

**Prof. P Selvam**

Faculty Leader
(Finance & Communication)

Semester 1

1.	Managerial Accounting, Analysis & Reports
2.	Human Behaviour at Work
3.	Circular Economy & 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.	Lakshya - Aathma Bodha Self Learning

Semester 2

11.	Financial Management
12.	Human Resources Management
13.	Marketing Management
14.	Business Research Methods
15.	Business Analytics & Business Intelligence
16.	Data Driven Operations Management
17.	IT Skills for Managers-2
18.	Professional Grooming Program-2
19.	Course of Independent Study - 2
20.	Business News & Current Affairs - 2
21.	Lakshya - Aathma Bodha Self Learning

Semester 3

22.	Strategic Management
23.	Entrepreneurial Skill Development
24.	Professional Grooming Program-3
25.	Course of Independent Study - 3
26.	Summer Internship Program
27.	Business News & Current Affairs - 3
28.	Elective-1
29.	Elective-2
30.	Elective-3
31.	Elective-4
32.	Elective-5
33.	Lakshya - Aathma Bodha Self Learning

Semester 4

34.	Ethics & ESG Reporting
35.	Elective-6
36.	Elective-7
37.	Elective-8
38.	Capstone Project (Domain Based)

Comprehensive List of Proposed Electives

Agri Business:

- Agri Business Management

Analytics:

- Artificial Intelligence for Business Environment
- Big Data Analytics with Hadoop
- Business Forecasting with Machine Learning
- Deep Learning & AI
- Financial Analytics
- Python Programming for Business
- Social Media Web Analytics
- Supply Chain Analytics
- Marketing Analytics
- HR Analytics
- Risk & Fraud Analytics
- Retail Analytics
- The Anatomy of Fraud
- Spreadsheet Models for Business Decision Problems

Banking:

- Accounting & Financial Management for Bankers
- Climate Risk & Sustainable Finance
- Credit Professional
- Digital Banking
- Indian Economy & Indian Financial System
- Principles and Practices of Banking
- Retail Banking & Wealth Management
- Small Finance Banks

Entrepreneurship:

- Managing Small Business

Finance:

- Advanced Financial Analysis
- Behavioural Finance
- Digital Finance
- Forensic Finance

- Corporate Tax Planning & Management
- Financial Derivatives
- Financial Modelling
- Investment Analysis & Portfolio Management
- Marketing of Financial Services & Products
- Merchant Banking & Financial Services
- Mergers, Acquisitions and Corporate Restructuring
- Project Finance

Fintech & Blockchain:

- Agile in Finance
- Fundamentals of Fintech & Blockchain

General Management:

- Political Marketing
- Bionics
- Business Process Management
- Management of Events
- Management of Travels & Tour Operation
- Crisis Leadership & Management
- Managing Customers for Growth
- Market Perspectives

HR:

- Leadership Development & Management
- Training & Development
- Mental Health, Well-being and Sustainable HRM

Insurance:

- Practices of General Insurance
- Practices of Insurance
- Practices of Life Insurance

IT:

- Cyber Security Management

Logistics:

- Logistics Management

- Supply Chain Management
- Transportation & Warehousing Management

Marketing:

- Channel Sales Management
- Consumer Behaviour
- Field Sales Management
- Integrated Marketing Communications
- International Marketing
- Management & Marketing of Healthcare Services
- Professional Selling
- Retail Marketing Management
- Sales Support Management
- Services Marketing
- Marketing for Startups
- Marketing and Management of Edtech Products & Services

Strategy:

- Strategy in Emerging Markets
- Strategic Marketing
- Strategies for Digital Marketing & E-Business
- Strategic Financial Management
- Strategic Brand Management
- Strategic Management
- Strategic Human Resources Management
- Strategic Management & Innovations in Banking

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

- 1400+ alumni | Across the
Globe | Various Industries |
Notable Entrepreneurs |
Senior Managerial Positions.
- Summer Internship /
CIS / Capstone Project /
Career Guidance.
- Alumni Mentorship.

SKILL ENHANCEMENT COURSES

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

UNIQUE PRACTICES @ RLIMS

• Aathma Bodha Initiatives

- Sustainable Development Goals (UN) Presentations
- Book Review Presentations
- Industry/Company Analysis Presentation
- Business Personalities Presentations

• Retail Bazar Shodh Yatra – Field Learning Experience

• Exclusive – Movie Analysis & Case Analysis

• Capstone Project

• Harvard Business School Publications Account

• Continuous Industry Engagement Practices, Seminars

• Workshops, Heritage Walk, Industrial Visits

RLIMS offers International **Tech - Based** Curriculum

DIGITAL BUSINESS BUSINESS ANALYTICS GENERAL MANAGEMENT

TECH MBA Program Offered @ RLIMS

Globally-Aligned Electives for Tomorrow's Leaders

DIGITAL BUSINESS

- Fintech & Blockchain
- Social Media & Web Analytics
- Managing and Marketing of EdTech Products and Services
- Digital Finance
- Digital Banking
- Agile in Finance
- Strategies for Digital Marketing
- Cyber Security Management
- Bionics

BUSINESS ANALYTICS

- Spreadsheet Models for Business Decision Problems
- Python for Business
- Big Data Analytics
- AI for Business Environment
- Advanced Financial Analysis
- Business Forecasting with ML
- Risk & Fraud Analytic
- Retail Analytics
- Supply Chain Analytics

GENERAL MANAGEMENT

- Political Marketing
- Retail Marketing Management
- Leadership Development & Management
- Ethics & ESG Reporting
- Agri-Business Management
- Managing Small Business
- Management of Events
- Managing Customers for Growth

FUTURE-READY CERTIFICATIONS FOR THE DIGITAL ERA



**Linguaskill
Certification**



**Microsoft Office Specialist
Excel Associate | Office 365**



Digital Banking



**Diploma in Banking
& Finance**



Research Analyst



**Mutual Fund
Distributors**

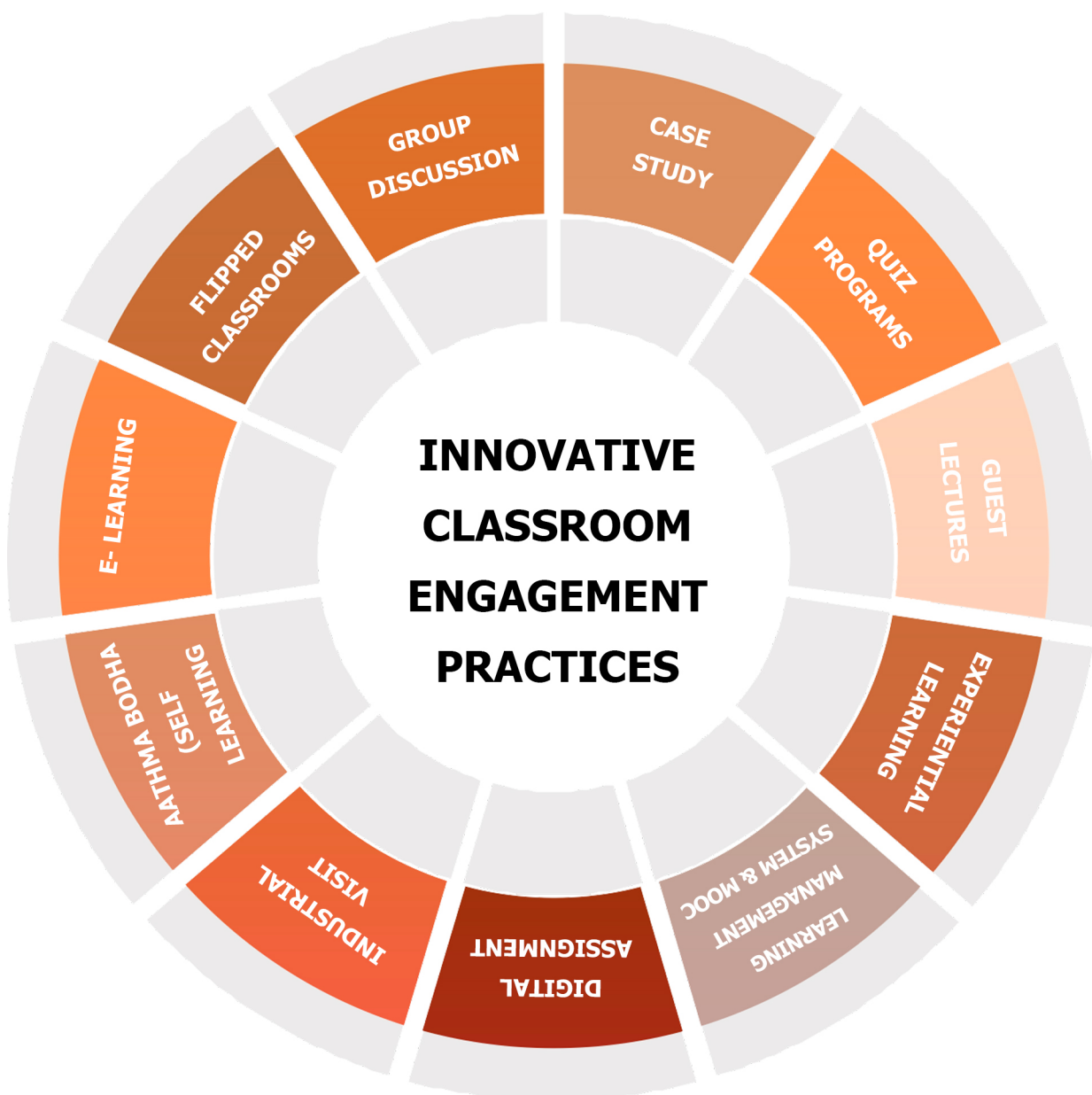


**Investment Analysis &
Portfolio Management**

UNIQUE COURSES OFFERED

- ▶ Political Marketing
- ▶ Managing & Marketing of Ed-Tech
- ▶ Business Process Management
- ▶ Cyber Security Management
- ▶ Healthcare Management
- ▶ Deep Fake Detection using DL
- ▶ Mental Health, Wellbeing & Sustainable HRM
- ▶ Bionics
- ▶ Management of Events
- ▶ Strategies for Digital Marketing & E-Business
- ▶ Financial Analytics
- ▶ Management of Travels and Tour Operations
- ▶ Digital Banking
- ▶ Spreadsheet Model for Business
- ▶ Supply Chain Analytics
- ▶ Managing Customers for Growth
- ▶ Marketing for Startups





“

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.

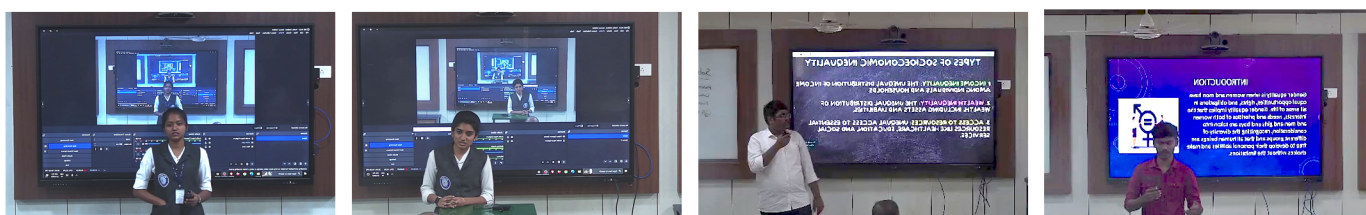
PHYSICAL INFRASTRUCTURE:

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.

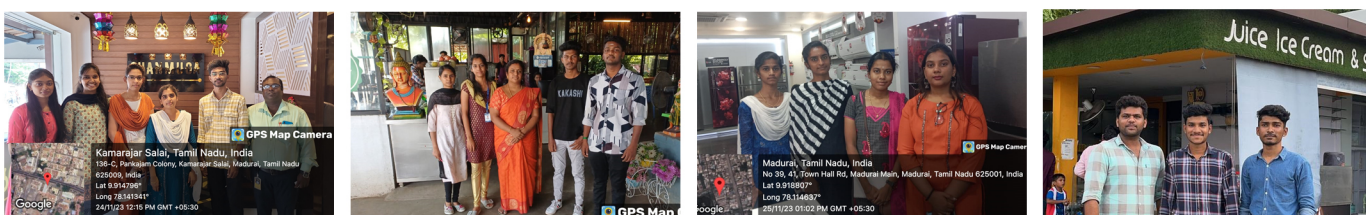
THE SPORTS AND GAMES:

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:



RETAIL BAZAR SHODH YATRA - FIELD LEARNING EXPERIENCE:



STUDENT FORUMS

- LAKSHAYA - THE MBA ASSOCIATION

- **Deming Forum** (Towards Operations and Quality Consciousness)
- **Bankers Forum** (Towards building capacity for aspiring Bankers)
- **Digi-Blitz Forum** (Towards building capacity for Digital Business Platform)
- **Silicon Valley Forum** (Towards building capacity for IT and ITES domain)
- **Antarprerana Forum** (To nurture budding Entrepreneurs)
- **Arthashashtra Forum** (To grow financial and numerical skills)
- **Kotler's Den Forum** (To nurture sales and marketing skills)
- **Enablers Forum** (To build capacity for aspiring HR Professionals)

“

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)

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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



Publishing and Media

Fintech

INTERNATIONAL RESOURCE PERSONS @ RLIMS



MR BRUNO ROCHA
Chief Finance Officer
TCS, Brazil



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



PROF. DIMITRIS
Professor (Law)
(CFCI)
Coventry University (Greece)



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



DR JUN-DER-LEU
Associate Professor
University of Hong Kong,
Taiwan

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 (Batch 2000-02)



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 SOMASKANDAN
Head - Passenger Vehicle SCM
Ki Mobility Solutions
Pvt Ltd (Batch 2009-11)



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

SEMINARS / WORKSHOPS



OUTBOUND LEARNING PROGRAM





FOR
ADMISSIONS / ENQUIRIES
+91 95006 65581

ADMISSIONS ELIGIBILITY

CAT, MAT, XAT, ATMA

ANY OTHER RECOGNIZED ALL INDIA ENTRANCE EXAM

TANCET
COUNSELLING CODE

474



Estd. Sep 24, 1998
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Estd. 1998

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For Training & Consultancy, Prof. P Selvam : **97907 80736** | vedanam@rlims.ac.in

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