



**XIM UNIVERSITY**



**CAMPUS  
ENGAGEMENT  
DOCUMENT 2022**

**SCHOOL OF RURAL MANAGEMENT**

# ABOUT XIM UNIVERSITY

Inspired by the Jesuit spirit of 'Magis,' which is Latin for 'more,' XIM University is a premier institute recognized globally, with over 30 years of experience in grooming managers who are ready to take up challenging roles in the industry. Evolved from Xavier Institute of Management, Bhubaneswar, XIM University, provides a vibrant and visible research environment to its students to establish a sound research culture and a habit of intellectual leadership for the nation.

# SCHOOL OF RURAL MANAGEMENT

The almost 27-year-old PGDM - Rural Management programme of XIM University, has evolved into a school, branded as School of Rural Management. The School of Rural Management of XIM University, is dedicated to developing committed professionals with the contextual understandings, specialized management knowledge and skills necessary to address the unique challenges faced by the institutions/organisations engaged in rural development in the country.

The curriculum gives a plethora of opportunities to have an interactive and invasive approach which allows the student

to become critically and analytically aware Rural Managers. The program broadens the understanding of the development process and various other interventions to enhance the ability to be committed in the welfare of the community and have a deep-rooted perspective regarding the working of the institution and how further one can contribute in future that would help in the upliftment at a grass-root level allowing one to understand the intricacies and the importance of Rural Area, and the pertinent issues that need to be addressed to have holistic development of the Country.

## PROGRAMME DESIGN AND KEY COURSES

The programme has been designed for the students to get real-time practical knowledge of the corporate environment along with exposure and understanding of the rural domain, creating empathetic and compassionate managers of tomorrow.

### FINANCE

- Financial Reporting and Analysis
- Accounting and Decision Making
- Rural Finance Institutions and Services
- Financial Management
- Micro Finance Management
- Commercial Banking for Rural Management
- Commodity Markets and Derivatives

### POLICY AND GOVERNANCE

- Rural Development Administration
- Micro Planning
- Rural Environment and Public Policies
- Corporate Social Responsibility
- Digital Innovations for Development & Governance

### DEVELOPMENT APPROACHES

- Co-operative Management
- Societal Analysis and Development Action
- Social Entrepreneurship
- Rural Production Livelihood Systems
- Community Mobilization and Institution Building
- Gender Issues in Development

### BUSINESS DEVELOPMENT AND MARKETING

- Rural and Inclusive Marketing
- Market Research
- Sales and Distribution Marketing
- Consumer Behaviour in Rural Markets
- Agriculture Output and Food Marketing
- Agriculture Input Marketing

### IMMERSION COURSES

- Contemporary Issues in Banking
- Digital Marketing Trends & Strategies Dairy Development



### VISION

To be a leading global Jesuit university, innovative in academia, grooming compassionate and resilient leaders to lead organizations for a just, equitable and sustainable society.



### MISSION

In the spirit of Magis, XIM University strives to:

- Promote innovation in learning and the total ecosystem.
- Nurture multidisciplinary thinking and lead next practice research.
- Serve society by empowering all sections of society.
- Lead digital thinking in social and developmental issues.
- Establish trust in the higher education arena.



### VALUES

- Integrity
- Excellence
- Inclusiveness
- Compassion
- Sustainability

# INDUSTRY CONNECT

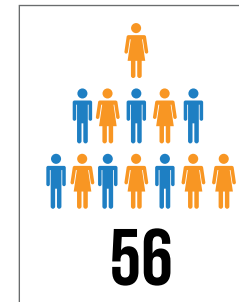
A set of conclaves, marketing fairs and summits are organized to prepare the students for the corporate work life.

- **XpectRM** - This is hosted in collaboration with the RM Alumni Committee of XIM University. The summit is aimed to provide the students a comprehensive view on the wonders of the world of Rural Management, from Rural Inclusive Finance, Development Policy and Livelihood, Rural Marketing to Social Business and Entrepreneurship.
- **Gramotsava** - The annual rural marketing fair is conducted by the Rural Management Association of XIM University (RMAX) that brings consumers and organizations working in the rural space, together. The live projects for students during the event, helps them to have a first-hand experience of the rural market. Gramotsava aims to bridge the gap between rural and urban communities. It is an attempt to identify the institutional voids in rural area and strives to bring in relevant products and services from urban markets to bridge that gap, to empower Rural areas.
- **Abhivyakti** - Abhivyakti, is a business conclave organized by the students of Rural Management. It is the flagship industry interface program conducted by School of Rural Management. It enables the students to interact and deliberate with the panelists and industry experts about the various challenges and their effective solutions in Rural India.

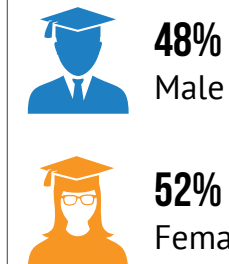


## BATCH PROFILE (2021-2023)

### BATCH STRENGTH



### GENDER RATIO



## STUDENTS' ACHIEVEMENTS

First Runner Up of 11th National Finance Conclave conducted by Kalinga School of Management.

Won the title of 'Best Presenter' for the research paper Titled 'Psychological Impact of Social Media usage concerning stress' at the Indian Academy of Health Psychology (ICIAHP-2018).

Anthology published in the book 'Hortative Hope' (ISBN No. 978-93-90456-10-9), the book has been published by Spectrum of Thoughts.

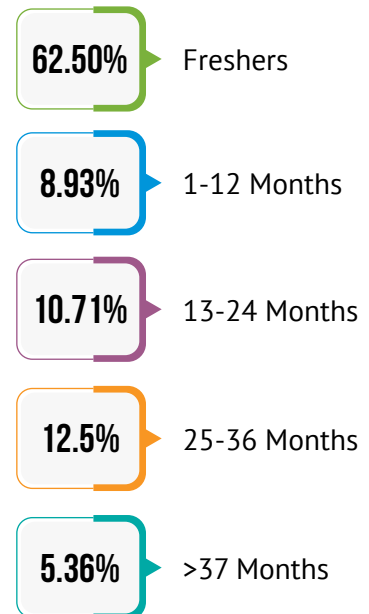
First Runner Up of Corporate Trilogy conducted by IBS Mumbai.

Anthology published in the book 'Amdavad Unbound' (ISBN No. 978-9-385-782671), the book has been published by Artson Publishing House.

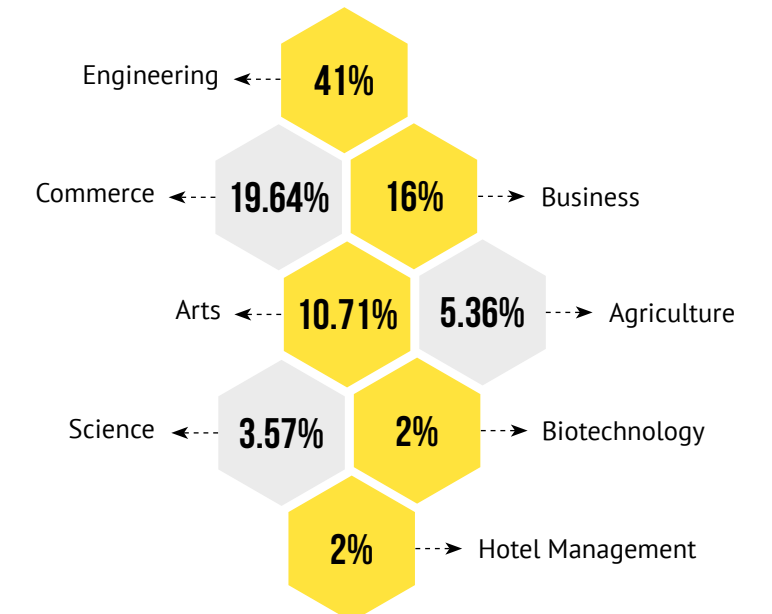
Semi Finalist in Breaking Case 5.0 organised by IIM Trichy

1st Position in Khelo India University Games - Lawn Tennis.

### WORK EXPERIENCE



### ACADEMIC DIVERSITY



## SUMMER INTERNSHIP PROGRAMME (BATCH OF 2022-24)

The Summer Internship Programme forms an integral component of the MBA course with an attempt to bridge the gap in student's perception between academics and the corporate world. Under this programme, students undergo an 8week internship at organizations where they are encouraged to take up time bound multi-disciplinary and goal-oriented assignments. During this period, the students seek to learn the various dimensions and their operations in their respective organisations. This not only enhances their analytical and decision-making abilities but with hands on experience further grooms them to be future managers.

The institute saw the participation of reputed organizations like RBL Bank, ICICI Bank, Decathlon, TCSR, Caspian Debt, Thinkthrough Consultancy, BAIF, Coromandel International, ICICI Foundation, Suryoday Small Finance Bank to name a few. Additionally, as a testament to academic excellence, students also got opportunities in esteemed organisations such as Tata Trust, Reliance Industries Limited, Gramin Vikas Trust, IFFCO LTD Paradip, Azim Premji Foundation and Tata Power.

## ANNUAL CAMPUS HIRING (BATCH OF 2021-23)

The placements witnessed a multitude of roles from BFSI, consultancy, development, financial inclusion, healthcare and marketing and sales, amongst others, offered by the 22 companies participating in the process. The present trend of placements highlighted a special focus on financial inclusion and revival of the microfinance sector. The BFSI and the Development sector fetched the maximum package. Along with the RM program's regular recruiters in XIM University such as ICICI Bank, AXIS Bank, Satin Credit care Network Limited and PRADAN, several new companies showed a keen interest in the batch. Some of the new recruiters Bisk Farm, Docsumo, Arthan Finance, Fullerton India Pvt Ltd, were among others.

## INDUSTRY PARTNERS



## CAREER ADVISORY SERVICES

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