



Where Learning Never Stops

Magnetize Your Success  
with Odisha's **1st**  
Management College

# BBA

Bachelors of  
Business Administration



SINCE 1982

*#Transformationbeginshere*





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## CHAIRMAN'S MESSAGE



### DR. PRABIR PAL

FOUNDER AND CHAIRMAN OF RCM, BHUBANESWAR

Dr. Prabir Pal, Founder and Chairman Of RCM, Bhubaneswar; is an IIM qualified professional with more than 4 decades of Industry and Academic experience seasoned through Entrepreneurship, Investment Finance, and Market Development in Agri-Business, and Consultancy. An active Executive Board Member of the Association of Indian Management Schools (AIMS), Dr. Pal was recognized as a "Fellow AIMA," in New Delhi for his contribution towards Excellence in Management Education.

Dr. Prabir Pal's excellent leadership helped The Regional College of Management to take it to the highest ranking B-School Categories.

The Business World today requires leaders who would not only contribute to their organizations but also will provide new direction and leadership to society to make it a better place to live in.

RCM was established way back in 1982 and since its inception, it has been continuously evolving in its strategy to respond to contemporary business needs and social changes. Our Alumni have achieved laurels in the past and have set a trend for the new entrants to face the emerging challenges with professionalism and dedication. With world-class infrastructural facilities and a dedicated team of talented faculty members. RCM always strives to achieve excellence in varied dimensions of management and technical education.

RCM Bhubaneswar continues to be the best in its class across the board. In its field of influence, the faculty have shaped management thinking. The techniques and methodologies of the institute have changed over time. Our outstanding talent is also one of the best-trained but still keen to learn, ready to join the list of highly successful alumni across professions.

I, along with all the members of RCM family welcome you to our institute and wish that you have an unbelievably valuable experience at RCM.



### Accreditation & Memberships

Since its inception in the year 1982, the Regional College of Management has been accoladed and approved by various Accreditation Councils and Commissions, which has attested to the preeminent reputation of the Institute globally. Tie up with multiple International Universities, research centres with global exchange of students for the ultimate international experience. Some of these international linkages are across Singapore, UK, US, Australia, etc

# ABOUT THE INSTITUTE

Established in 1982, Regional College of Management (RCM) is the 1st Management College in Odisha set up at the heart of its capital, Bhubaneswar.

# 40 YEARS' LEGACY

Crafting Careers for Decades



RCM offers MBA+, MCA+, MA-TA+ as post graduate programs and BBA+, BCA+ as under graduate programs. PGDM+ is the 2 years full time flagship management program under RCM GLOBAL B-SCHOOL.



If you're doing anything in Life that's not making your heart sing, that's not fulfilling your passion to spring from the bed, then you are not fulfilling your role on this planet. You do not have time to put off your dreams. It's now or never. Come 'Magnetize Your Success' with RCM

Boasting 40 years Legacy in Management education, with **15780 alumni**, RCM offers exemplary in-class and outside-class learning opportunity with world class management curriculum.

Being the **1st Management College** in the state of Odisha and **4th Best B-School**, developing authentic leadership has been at the core of all our programs. RCM, has nurtured 15780 potential individuals into future leaders who are currently influencing, creating impact and inspiring the society.

To place our students locally and globally, we have a strong tie up with **540+ companies**. Regular industry interface, case-based methodology, live projects, guest lectures, industry webinars, presentations, **82-placement training sessions** and club activities prepare students to be industry and future ready.

The vision to become the global leader in due course is articulated by RCM's motto - "**Passion for Innovative Education**"

The core strength of RCM is its intellectual capital of highly accomplished faculty. Our capsule courses on Data Science for Managers, Digital Branding, Data Analytics, AI, Leadership & Action Planning, Strategy and Technology, Art of Persuasive Communication, HR Analytics, BI, Advanced Excel, Block chain Technology and more, give programs, truly the PLUS advantage and a robust foundation in building students key professional and management skills.



**1st Management College** of Odisha



Only college with **PLUS advantage** in PGDM, MBA, MCA, MA-TA, BBA, BCA



**15k + Alumni** across the globe holding top positions in reputed companies



**100% placement** records each year



Recognized as **4th Best B-School** of Eastern India



AICTE, UGC, BPUT, Utkal University-affiliated programs



**540+ companies** for placement from across the globe



**61 + faculty** fraternity to mentor the best brains



**Gyan Sagar Library** one of Odisha's biggest book rooms with 60,300+ books



**1,35,000 square feet** area of High- tech campus in the heart of the city

# FACULTY @ RCM



## Intellectual Capital

- ✓ The faculty members hold a rich experience in the field of Management and Technology. They carry their research experience into the classroom and impart the knowledge to the students.



RCM faculty are leading innovators who work both inside and outside of the classroom to chart the growth of students and transform them.

It is not our hi-tech classrooms but brilliant pool of faculty that create all the difference.

- ✓ The faculty helps students in building skills and intellect through innovative teaching methodology.
- ✓ The faculty members prove to be pillars of strength in their own right. Their excellent experience and skills assist in enhancing a student's potential to the next level.

## LEADING THE WAY

A team of highly qualified, dedicated, and experienced faculty members deeply engaged in education and research helps elevate the success factors for students. The college renders an extensive platform where one can cultivate skills in order to channelize one's career. The faculty establishes an effective understanding of fundamental concepts through direct contact with the business leaders and industry experts.

# DEFINE YOUR COMMUNITY

## RCM Community helps each other succeed in college and throughout their Careers

Our inspiration to make a difference comes from the power of our Alumni Network. Around the world, our dedicated alumni provide critical financial support, offer invaluable services and opportunities to students, and support our faculty members in their teaching and research.

## 15780+ & GROWING

### OUR ALUMNI AS MENTORS:

Mentorship takes many forms, from serving as a class guest speaker or a panelist in an industry discussion to offering advice at a one-on-one coffee chat. Regardless of the format, being a mentor creates vital connections and provides an avenue for our alumni to share their expertise.

### Our Alumni as Career Guides:

Our alumni play an important role in helping students launch careers and pursue meaningful internships.

### Alumni Association:

The maintenance of a strong alumni community is highly-valued and a key component of the RCM academic model: alumni pay regular visits to campus as guest speakers, attend RCM alumni association events, come forward to advise and mentor.

### Hosting Students:

Direct company engagement has always been a cornerstone of the RCM experience. Our vast alumni network carries this legacy forward year after year by hosting RCM students on industry-focused treks and transformative global experiences. Alumni working for companies of all sizes-ranging from startup ventures to Fortune 500s provide students with a unique perspective of how commerce shapes communities, nations, industries, and cultures.

## RCM ADVANTAGE: NETWORKING

The campus will become your second home, and these people – your classmates, professors, and staff – become your family. You can count on them to support and encourage you at every turn, from learning a difficult business concept to interviewing for jobs.

## Define Yourself, Define Your Experiences WITH RCM



# CAMPUS 360<sup>0</sup>



## CLASSROOM

- State-of-the-art, Fully air conditioned classrooms
- Equipped with Overhead projectors
- Modern furniture with charging plug points in tables
- Fully equipped conference rooms with Video-conferencing facility
- Interactive Boards



## COMPUTER LAB

- Aryabhata lab is a 220 seater world-class Lab for enhancing digital proficiency of the students
- 6, mini 50 seater computer labs for daily practice



## GYAN SAGAR LIBRARY

- In-house library accessible to the students 24 x 7
- One of Odisha's Biggest with 60300+ Books
- Provides space for group discussions as well as private study



## COMMUNICATION LAB

- Ensures students achieve expertise to excel in Interviews as well as all sorts of interactions in life
- Sessions like Mock GD, PI, extempore and declamation training are conducted to enhance students' personality confidence and articulation



## HOSTELS

- Hostels having twin-sharing, AC & Non AC rooms with modern amenities
- Well-lit and properly ventilated rooms
- Access to high-speed Wi-Fi
- Proper maintenance with dedicated housekeeping staff
- CCTV Security throughout the campus



## MESS

- Student and professional expert run mess serving both vegetarian and non-vegetarian cuisines
- Serves as the common room during breaks for all students at the campus
- The installed TV and other amenities cater to the recreational needs of the students



## SPORTS

- One of the best sports facilities
- Facilities for a variety of sports – Football, Cricket, Badminton, Volleyball, Pool, Table Tennis and more



## GYMNASIUM

- Fully functional gymnasium with all the modern and essential fitness and training equipment
- Accessible to students 24 X 7

LIFE @ RCM



# WHY BBA @ RCM

The Bachelor of Business Administration (BBA) curriculum is a three-year, full-time undergraduate program that equips young graduates for challenging careers in business and industry while also permitting further education. Graduates will have the required skill sets, comprising analytical, decision-making, technical, interpersonal, and technological skills.

The BBA program at RCM is designed to deliver competent insights, global outlook, and entrepreneurial opportunities through the best of resources from various industries and academia. The program also aims to nurture the aspirations of students by creating a learning space to explore, collaborate, and innovate.

Our BBA Program prepares students for coveted corporate jobs, develops enterprising ventures, and serves society as responsible humans at large.



50+ Mini Projects



25+ Group Assignments



50+ Presentations



50+ Major live Projects



Industry Visits

## SEMESTER 1

### THEORY

101

Introduction to Business

102

English Language and Literature

103

Quantitative Techniques for Management

104

Basic Financial Accounting

### EXTRA VALUE ADDED COURSES BY RCM

1- Workshop on Understanding Organisation

2- Next Gen Leadership

3- Executive Grooming

4- Workshop on Inetrpersonal Skills

5- Basic & Advance Excel

6- High Impact Presentations

7- 30-Model Case Studies

## SEMESTER 2

### THEORY

201

Economics

202

Management Theory and Practice

203

Cost and Management Accounting

204

Computer for Management (including practical)

## PROGRAMME DETAILS

The Bachelor of Business Administration (BBA) curriculum is a 3-year, full-time undergraduate programme that equips young graduates for challenging careers in business and industry while also permitting further education. Students will have the required skill sets, comprising analytical, decision-making, technical, interpersonal, and technological skills. Our programme is designed to deliver competent insights, a global outlook, and entrepreneurial opportunities using the best resources from various industries and academia. also aims at nurturing the aspirations of students by creating a learning space to explore, collaborate, and innovate. BBA at RCM prepares students for coveted corporate jobs, develops enterprising ventures, and serves society as a responsible human at large.

## OBJECTIVES

1. To provide high quality professional education to management students.
2. To prepare students to meet the managerial challenges of the 21st century.
3. To focus on the holistic development of the student with conceptual clarity, analytical ability, critical thinking, and communication skills.
4. To prepare young minds with a positive attitude for excellent performance and committed service.

### SEMESTER 3

### THEORY

301	Psychology for Management
302	Business Ethics and Corporate Governance
303	Introduction to Banking and Insurance
304	Business and Corporate Law
305	Communicative English

### SEMESTER 4

### THEORY

401	Financial Management
402	Marketing Management
403	Human Resource Management
404	Production and Operation Management
405	Environmental Studies

### EXTRA VALUE ADDED COURSES BY RCM

1- Social Media Marketing

2- AI for Manager

3- Personal Growth Tracking & Psychometric Testing

4- Placement Readiness Module

5- Leading Family Business

6- Power BI and Google Suite

7- Field visit to showcase - Digital Governance Applications and Best Practices

## SEMESTER 5

## THEORY

## SEMESTER 6

## THEORY

501	Organizational Behavior	601	Research Methodology
502	Financial Markets and Institutions	602	Entrepreneurship and Small Business Management
503	Advertisement and Sales Promotion	603	Organizational Change and Development
504	Management Information System and DSS (including practical)	604	Dissertation and Viva-voce
505	Indian Society and Culture	605	E-Business

## BBA PLUS ADVANTAGE

## WORKSHOP, SEMINARS

At RCM, workshops, and seminars are conducted throughout the year. Experts from industry and academicians are invited to deliver lectures to our students. Students are also encouraged to organize seminars & give presentations to improve their technical and presentation skills. Eminent speakers from various walks of life including Industry, Academia, Social Sector, Public Sector, etc. visit our Institute and share their expertise with students and guide students to help them to become better managers.

## PLACEMENTS READINESS PROGRAM

RCM prepares students for placements and family business from the day that set foot in here. The PRP session constitutes of extensive 162 sessions which starts with i-reflection, identifying students core strengths, building fluency and articulation in Business English, group Discussion, Psychometric Test, Aptitude Preparation, dream Job, Goal setting, Mock Interviews and more. The PRP modules help craft students career path as per their strength.



## VALUE ADDED COURSES

Various value-added courses provided to students along with the prescribed courses by Utkal University, truly give the leading edge + advantage to all the BBA students. The value added courses are a judicious mix of various trending subjects in leadership, operations, finance, marketing and IT to make students techno-leaders.

## INDUSTRY VISITS

Industrial visits helps students with an insight into the real time scenario of manufacturing, marketing, sales, finance ,HR and operations. It helps students to understand the functioning of the industry providing an experience of the real working environment. It provides opportunity to interact with the industrial experts and understand the classroom theories. The few industries the students have visited this year are Anmol Biscuits, Coke, IMFA, Force Motors, OMFED, Parle Agro and few Startups.



## LIVE PROJECTS

Students are exposed to all the latest technologies while developing Projects at our world-class lab facilities at the Institute. Projects are mentored in various areas of technology like App development, web designing, and development, data mining, etc.

## CLUB ACTIVITIES

Club activities help students develop a sense of unity and teamwork, learning how to work with others in reaching the same goals. It helps you to gain knowledge, skills, and experience in leadership, communication, problem-solving, presentation, and public speaking through various activities and competitions. Each club has an elected President, secretary, Bursar and Event Administration to flawlessly execute the club's activities.



## PLACEMENTS

100% year on year placement with highest package of 12.5 lacks per annum. Several students get pre-placement offer (PPO) after completion of Internship by the end of 1st year itself.

## DISTINGUISHED LECTURE SERIES

Distinguished Lecture series are conducted in every semester. During the series, experts from different specialized fields of management and leadership interact with the students on the topics trending in the industry and society. Building Industrial Expertise at a global pace we at RCM enhance techno-managerial skills to transform the leaders of tomorrow.



# BBA PLACEMENT SPECTRUM



# DEFINE YOUR CAREER WITH RCM

Start preparing for your placements the moment you set foot on RCM Campus – We Prepare generations of leaders Year on Year!

Our graduates are employment ready with in 6 to 7 months of joining. This is what sets our degree programs apart from the others in the market. From the 1st day that you join the program, mentors get associated with every single design of your career. Risk-takers, quick learners, and quick thinkers will lead the way as India rises again under unprecedented circumstances. RCM is proud to nurture bold and visionary leaders by encouraging young people to think critically, innovate boldly, study passionately, and lead with enthusiasm, opening their door to a world of opportunities.



Numbers That Talk

**Year After Year,  
We Empower Future Leaders!**

**15780+**

Alumni holding top positions in companies across the globe

**540+**  
TOTAL COMPANIES

YTD GROWTH  
**42% ↑**

OFFERS  
**30K+**

RETAINED VISIT  
**72%**

AVG.OFFERS  
**9.2+**

**12 LAKHS**  
HIGHEST SALARY

**8.5 LAKHS**  
TOP 40 AVERAGE SALARY

**100%YNY**  
YEAR ON YEAR PLACEMENT

## CORPORATE RECRUITERS



# SCHOLARSHIPS

The Regional College of Management, enabling a fair world for the students to pursue their dreams is offering scholarship programmers to academically deserving students to ease their journey to success.

## 01 OJEE

A scholarship for OJEE rank holder. Our "OJEE Rank Scholarship" providing a doorstep to a bright future enables respective waiver on tuition fee according to ranks held by the aspirants in the OJEE examination.

## 02 MERIT

A merit-based scholarship for students who are academically meritorious. Our "Merit Scholarship" with respective percentage of waiver on tuition fee encourages the students to pursue their higher education. By evaluation of a student's merit despite of interferences is completely based on their academic records or performance on a scholarship test.

## 03 LOYALTY

All loyal and valued students of RCM, who choose to continue their academic path with us transitioning from BBA & BCA to our Masters Program are being offered with "loyalty scholarship". The scholarship with a waiver of %30 on the tuition fees enable the flow of legacy by directing students to a better career path.

## 04 EARLY BIRD

First come First Serve being our sole strategy we at RCM in our "Early Bird scholarship" provide opportunity to a limited aspirants who approach us at an early stage to get indulged in our academic curriculum. A waiver of %20 is offered to the aspirant who seeks in first to take a step ahead to their bright future.

## 05 TOPPER

A scholarship for top rank holders of various management entrance examination. Our "Topper Scholarship" enabling evaluation of each student of their position acquired in management entrance examinations such as MAT, CMAT etc provide students to avail respective waiver in their tuition fees.

The RCM scholarships, add feather to the wings of meritorious students who hold the potential to explore new horizons for a better tomorrow with their potential.



# ELIGIBILITY

- RCM institute offers 3 years full time BBA program as per the course curriculum provided by Utkal University, Odisha.
- The aspirants should pass +2 Sc/Arts/ commerce from any recognized institution or equivalent.
- With minimum %50 aggregate marks in 10th and 12th

## MERIT SCHOLARSHIP FOR BBA

- 60 % and above ₹10,000
- 70 % and above ₹ 15,000
- 80 % and above ₹ 20,000
- 90 % and above ₹ 25,000

# FEE'S STRUCTURE

		120 SEATS	FINANCING
TOTAL COURSE FEES Rs. 2,94,000/-	Application Fee Rs. 500/-	During Booking Rs. 20,500/-	<p>Easy payments options for our programs</p> <p>The distribution of the fees have been built keeping in mind the comfort of the sponsor of the program for the student. All banks across the country recognize the brand value and quality of education of RCM.</p> <p>For requirements of financing please contact our admission support desk at the below coordinates</p> <p>Senior Associate (Admission) admission@rcm.ac.in +91 9090080801</p>
	During Admission Rs. 50,000/-	1st Installment Rs. 46,000/-	
	2nd Installment Rs. 46,000/-	3rd Installment Rs. 46,000/-	
	4th Installment Rs. 46,000/-	5th Installment Rs. 39,000/-	
HOSTEL FEES (ANNUAL)		AC ROOM / PERSON 2 Beded Rs 40,000/- 3 Beded Rs 38,000/- 4 Beded Rs 30,000/-	STANDARD ROOM / PERSON 2 Beded Rs 35,000/- 3 Beded Rs 30,000/- 4 Beded Rs 25,000/-

# STUDENT TESTIMONIALS



Diptimaya Mishra  
BBA

"Life in RCM has been a breathtaking experience. As a hosteller, I would say I am indebted to the institute for giving me a loving and safe home."



Chinmay Das  
MCA

"Regional college of management Bhubaneswar is a place where students get an opportunity to promote their holistic growth and become Future IT Leaders."



Rukhshar parvin  
BCA

"One of the best B-School with top class faculties and one of the oldest management college in Odisha. Also, this is the one of the best college in Eastern India for BCA."



Animesh saho  
BBA

"Engaging with a small set of cohort is a big part of what makes RCM unique. You will get to exchange ideas, offer inputs, and seek out viewpoints from a community of Techno-learners."

# CLUBS @ RCM



✓ **VICTORS CLUB** - The Sports Club offers students the chance to take part in a range of sports and physical activities. Among the inter-college tournaments the Sports Committee organises are those for chess, volleyball, box cricket, and badminton. The committee put efforts to boost the infrastructure.

✓ **STELLAR CLUB** - Through a medium of creative art and literary curriculum, RCM's cultural club, also known as the "Stellar Club," aims to promote students' interest, involvement, and responsibility in the innovative field. The creative idea is to give the college community social, cultural, and recreational activities. The Club Committee meets once a week and offers students motivation and the chance to work on both individual and group projects.

The students form and run their own clubs, which are further subdivided into six clubs under the stellar, named Drishyam, Kriti, Mudra, Paakshala, Spectrum, and Dhvani, allowing them to practise and hone their competency and decision-making abilities. The clubs offer members a learning opportunity because they are run by students who organise, control, and schedule events under the guidance of a faculty coordinator.

✓ **METAMORPHOSIS** - This club focuses on management students' general growth and awareness of HR procedures. To supplement academic learning, it hosts leadership speeches, case studies, competitions, events, and quizzes. It allows students to address complex business problems from the standpoint of human resources.

**FINANZA:** The finance Club provides a exposure to various facets of the financial world by providing several possibilities to broaden their understanding of finance and the business world from both a practical and technical standpoint. It guarantees students preparedness to deal with the intricacies of the financial world outside of school. The club hosts a variety of events, including quizzes, workshops, and competitions, on a variety of themes, including investment banking, risk management, private equity, portfolio management, fixed income, and other financial domains. It assists students in gaining a better grasp of the many job options accessible in the financial industry.

**RCM MART:** RCM's Marketing and Branding Club. Its goal is to give students a comprehensive understanding of marketing through on-campus activities and industrial exposure. The club organizes marketing and branding-related events such as case study competitions and other activities that complement academic learning.resources.

## DIRECTOR'S MESSAGE



**Dr.Pritam Pal**

Director, RCM, Bhubaneswar



**Incubating Ideas. Driving Insights. Creating Leaders**

Regional College of Management, Bhubaneswar is changing the way business is done and will be done. With our MCA program RCM is the source of bringing out globally competent pioneering computing professionals, researchers, innovators and entrepreneurs and thereby succeed and contribute value to the knowledge based economy and society.

Our faculty, students, and alumni generate big ideas, back them up with incisive analysis, and turn them into ingenious solutions that work. We educate, inform, and inspire the leaders who are meeting the world's complex challenges, advancing business practice, and drive economic growth at a global scale.

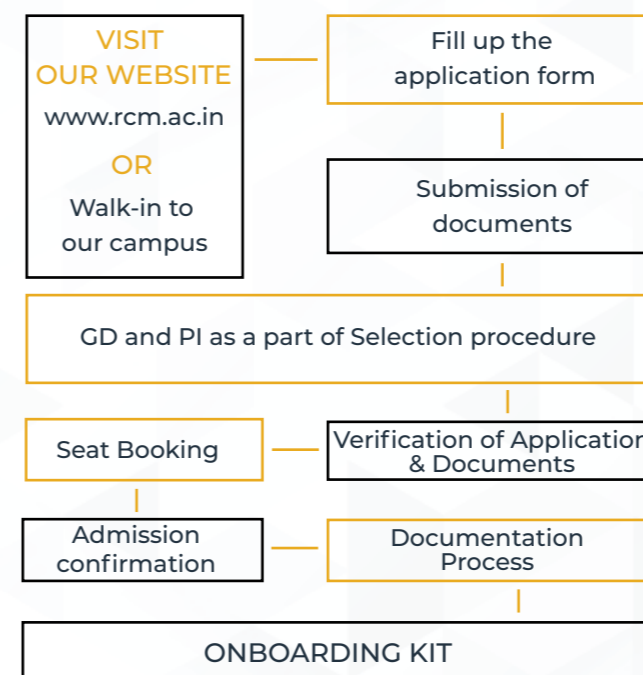
RCM has always been among the frontiers in harnessing data for smarter decision-making and Incubating ideas to build expertise that transcends borders.

For more than 40 years, RCM has been the place where visionaries, inventors, and trailblazers get their start. Since then, the 4th best Eastern B-School has continued innovating to meet mounting global demand for new ideas, deeper insights, and transformative leadership. We blaze trails, from being Odisha's first collegiate center for entrepreneurship to our latest research in alternative investments and neuro management.

RCM is Developing leaders to change the world with radical ideas that has revolutionized both business practices and higher education. I, Dr Pritam Pal, the group Director at Regional college of Management invite you to join the league of 15,700 leaders from RCM and be the drivers of Transformation, in the field of technology in the world.



## ADMISSION PROCESS





**SINCE 1982**



Scan to apply now

website : [www.rcm.ac.in](http://www.rcm.ac.in) | [www.rgbs.ac](http://www.rgbs.ac)

Toll Free : 1800 1214 357 | Mobile : +91 9090080801 | Email : [admission@rcm.ac.in](mailto:admission@rcm.ac.in)

RCMT Campus I: Plot No. GD 2/12 & 2/13, RCM Lane, Chakadola Vihar, Chandrasekarpur,  
Bhubaneswar - 751023, Odisha, INDIA

CITY Office II:  
Directors Chamber's, #203, Plot No. B15, 2nd Floor, Swash lane, Sahidnagar,  
Bhubaneswar - 751007, Odisha

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