



Where Learning Never Stops

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

MA(TA)

Master degree in
Tourism Administration



MANAGEMENT EDUCATION

#Transformationbegins here





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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. The PG Diploma in Tourism was instituted 1984 and the Master Degree program in Toursim was started in 92-1991 Acedemic year as first institue in India. RCM moulds students for global tourism environment and make them responsible professonal to cater the needs of toursim and it's alied industry . 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 started Master Degree program in Toursim in 1991 as first Institute in the country.

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 Toursim 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, **182-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"**



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

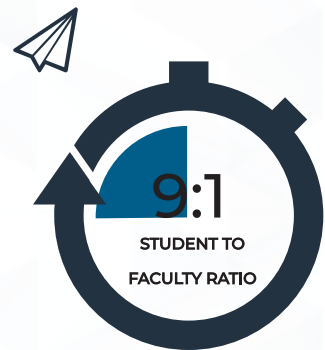


Intellectual Capital

- ✓ 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.
- ✓ The faculty help students in building skills and intellect through innovative teaching methodology.
- ✓ The faculty members prove to be pillars of strength in the student career journey. 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 help 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 extended contact with the business leaders and industry experts.



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.

DEFINE YOUR COMMUNITY

15780+ & GROWING

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 valuable services and opportunities to students, support our faculty members in their teaching and research, extend mentoring facility to the junior batches and offer placement opportunities.

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 360⁰



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



ELIGIBILITY

- Passed or appearing in the current year , for the Bachelor's Degree examination of minimum three years duration from any University of Odisha or from a recognized University as defined by UGC/AICTE.

INTERNATIONAL STUDENTS

- Some seats are reserved for International students. The admission will be governed by the rules and regulation of the country

WHY MA(TA) @ RCM

The Master Degree in Tourism Administration MA(TA) @ RCM is affiliated to Utkal University and the first College in the country instituted Master Degree in Tourism in 1991. This Program incorporate both subject specific and generic Tourism Business model and have been designed to reflect industry practices and academic development in Tourism. Each paper touches upon Tourism business activities - to achieve the organization goal and different dimension of socio- cultural - economic impact of Tourism.

With entry profiles ranging from beginners to advanced levels, this program is tailor-made to meet the present need of the tourism industry. Learners are supported at every stage of learning and career development.

In the 1st year, a student has to be a part of

- Club Activities
- Mentoring sessions- each student is assigned a faculty guide as mentor
- Soft- skill training
- Alumni Meetings
- Distinguished lecture series
- Internships
- Destination Visits- Local & National / International



TOTAL FEE STRUCTURE

Rs. 1,90,000/-

64 SEATS

Application Fee
Rs. 500/-

During Booking
Rs. 24,500/-

During Admission
Rs. 25,000/-

1st Installment
Rs. 35,000/-

2nd Installment
Rs. 35,000/-

3rd Installment
Rs. 35,000/-

4th Installment
Rs. 35,000/-

HOSTEL FEES (ANNUAL)

AC ROOM PER PERSON

Rs 38,000/-

STANDARD ROOM PER PERSON

Rs 30,000/-

FINANCING

Easy payments options
for our programs

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.

For requirements of financing please contact our admission support desk at the below coordinates

Senior Associate (Admission)
admission@rcm.ac.in
+91 9090080801



CLUBS @ RCM



- ✔ **SPORTS CLUB** - Playing any sport brings out your inner leader. Chess, volleyball, box cricket, and badminton are among the inter-college tournaments arranged by the Sports Committee. The Committee has worked hard to improve the sports infrastructure.
- ✔ **COMMUNICATION CLUB** - The Communication Club's mission is to create a platform for students to improve their communication and leadership skills. As a result, their personal growth and professional competence will be strengthened, which is critical in today's integrated business world. This club is open to all RCM students that are interested in joining. The club's goal is to host a variety of events and create opportunities for members to become more confident speakers, which will help them advance in their careers.
- ✔ **THE MARKETING CLUB** - 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.

Cultural Club-

The Cultural Committee attempts to encourage the vibrant persona of the students by offering them a platform to showcase their passion for extra-curricular activities including but not limited to music, dance, singing, acting, painting, writing, instrumentation and photography. Besides facilitating operations of the above activities it also co-ordinates celebration of festivals like Independence Day, Republic Day, Ganesh Chaturthi, Saraswati Puja, Christmas and other charitable and CSR activities.



अतुल्य! भारत
Incredible! India



CURICULLAM OF MA(TA)

A well- defined industry and research-oriented syllabus has been designed to provide comprehensive and contemporary theoretical and practical knowledge to the students to cater the needs of tourism industry as well as tourism fraternity. The MA(TA) program consists of four semesters having 28 papers of 108 credits

The University curriculum requires students to have hands on experience in the form of SUMMER INTERNSHIP PROGRAM at the end of 2nd semester and ON-THE-JOB TRAINING(OJT) including PROJECT WORK at the end of the 4TH Semester. Further the students will visit the local tourist destinations during first semester and NATIONAL / INTERNATIONAL Tourist destination during 2nd semester. The objective of the visit is to give the exposure to the students about the tourist resource, facilities and Amenities available at Tourist Destination.

With the help of alumni, faculty mentors and placement department, RCM successfully creates Internship opportunities for students year after year.

Below mentioned are the outline of the syllabus

SEMESTER 1

Foundation of Tourism

Management Concept
and Organization Behavior

Global Tourism Geography

Tourism Marketing

Business Communication

Cultural History of India

Tourism Business Environment

Destination Visit-1 and
Group Presentation

SEMESTER 2

Travel Agency and
Tour Operation Business

Cultural Tourism Product Of India

Computer and Management
Information System

Basic Accounting

Tourism Transport Services

Destination Planning and
Development

Hospitality Management

Destination Visit-2 :National/
International & Group Presentation

SEMESTER 3

Natural Tourism Products of India

Research Methodology

Special Interest Tourism

Itinerary Planning and
Tour Packaging

Elective-1

Elective-2

Elective-3

Summer Training Report and
Viva-Voce

SEMESTER 4

Elective-4

Elective-5

Elective-6

Project and Viva-voce

ELECTIVES THIRD SEMESTER (ANY THREE)

Digital Marketing

Tour Leadership Management

Forex Management

Airport Operations and
Management

Medical and Wellness Tourism

Event Planning and Management

Flight Cabin Management

ELECTIVES FOURTH SEMESTER (ANY THREE)

Tourist Behavior

Computerized Reservation System

Management of
Adventure Tour Operations

Entrepreneurship Startup and
Incubation

Meetings, Incentives, Conventions
and Exhibitions

Foreign Language-French

Food & Beverage Service

MA(TA) PLACEMENT SPETRUM



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.



OUR RECRUITERS & BUSINESS LEADERS



PLACEMENT READINESS PROGRAM COMPRISING OF 182 SESSIONS

Training: To understand “what counts” rather than “Learning to count”.

The Pre-Placement Readiness program @ RCM helps students to acclimatize themselves to the placement environment. The Placement cell arranges personality development programme, and soft skills training programs throughout the course. In addition, technical skills and several other value-added programs related to recent development are also conducted to upgrade the student's technical knowledge to meet the employment opportunities. These programs help students find out their strengths and analyze their weak points and allow them to work on them.

The students are also made to learn and practice Aptitude questions and answers with explanations for the interviews and entrance tests during the mock sessions. Group Discussions are also done to test their communication skills so that they put their best foot forward during the placement time. For the same reason, mock GDs are a part of the pre-placement readiness program of RCM, so that students can deliver their best during the placement session.

A part of RCM's Placement Readiness Program includes practicing your interview skills through mock interview sessions with mentors to perfectly approach the final placement interviews.

Apart from live/field projects, case study based discussions, RCM also organizes regular Industrial visits as these visits have their own importance in the career of Tourism management students to enhance their core competencies and practical knowledge.

Psychometric tests and inbound & outbound training sessions further help students scale and chart their growth journey.



DIRECTOR'S MESSAGE



Dr.Pritam Pal

Director, RCM, Bhubaneswar

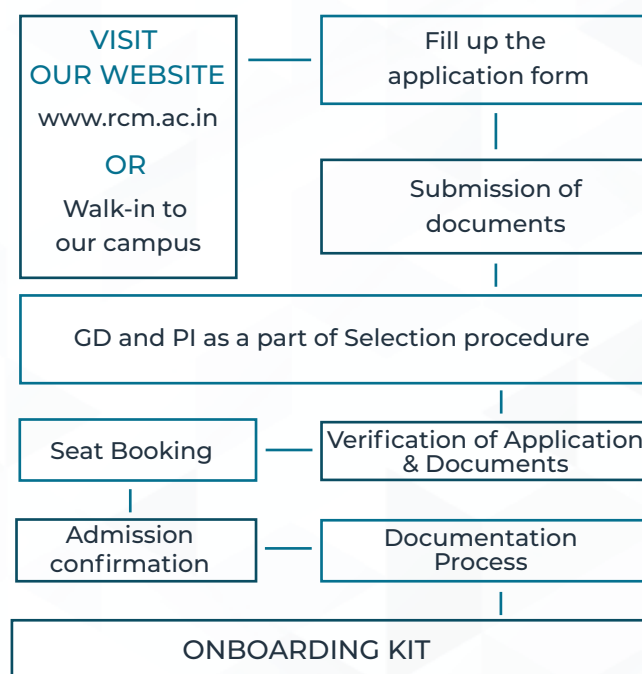
“Driving Insights. Incubating ideas to transform Global Leaders.”

Regional College of Management, Bhubaneswar with new era managerial methods is changing the stereotype of the management world. With our MBA program RCM is the source of bringing out globally competent pioneering management 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.

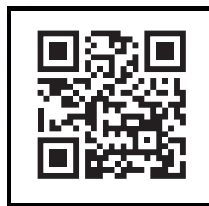
RCM has always been among the frontiers in incubating ideas to build expertise that transcends borders. The School strives to make the curriculum industry-relevant through live projects, cases, global exposure and experiential learning, using outbound activities and interactive teaching sessions. For 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. 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 transformed global leaders from RCM and define your Transformation, in the world of Management.

ADMISSION PROCESS





MANAGEMENT EDUCATION



scan to apply now

website : www.rcm.ac.in | www.rgbs.ac

Toll Free : 1800 1214 357 | Mobile : +91 9090080801 | Email : 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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