

# PGDM 2020-22

(Two year Full Time Program)  
Approved by AICTE, Ministry of HRD, Govt. of India



BCCM

## Information Brochure



Nurturing Future Leaders.....

Bhavan's Centre for Communication and  
Management (BCCM), Bhubaneswar



Kulapati Dr. K.M. Munshi

## The Founding Members

Bharat Ratna Pandit Jawaharlal Nehru  
Bharat Ratna Sardar Vallabhbhai Patel  
Bharat Ratna Dr. Zakir Hussain  
Bharat Ratna Dr. Rajendra Prasad  
Bharat Ratna Dr. S. Radhakrishnan  
His Holiness The Dalai Lama  
Rt Han. Harold Macmillan  
Jinavijaya Muni

Bharat Ratna J.R.D. Tata  
Bharat Ratna Jayaprakash Narayan  
Bharat Ratna C. Rajagopalachari  
Bharat Ratna M. S. Subbulakshmi  
Bharat Ratna Mother Teresa  
Justice M. Hidayatullah  
Swami Akhandananda Acharya  
Mahamahopadhyaya Dr. P. V. Kane

## Eminent Visitors : (The Presidents of India)



Shri N. Sanjiva Reddy  
Visited on 27. 12. 1978  
Inauguration of  
Bharatiya Vidya Bhavan,  
Bhubaneswar Kendra



Shri R. Venkatraman  
Visited on 04. 01. 2003  
Inauguration of  
Centre for Communication  
& Management



Smt. Pratiba S. Patil  
Visited on 09.08.2015  
Graced Convocation 2015



Shri Pranab Mukharjee  
Visited on 07. 09. 2013  
Dedication of Public Library  
to the people of Odisha,  
Graced Convocation 2013



Dr. A.P.J. Abdul Kalam  
Visited on 15. 01. 2011  
Inauguration of  
Dr. K M Munshi Hall

## Chairman's Message



Let Bhavan's Bhubaneswar Kendra be a knowledge creator and not a mere disseminator of existing knowledge. Bhavan should impart value based education to create good human beings, enlightened citizens and inspiring leaders. They should shape the future and be change managers than just a manager; managing change than creating a change. To be an effective leader, they should give quick and

timely decisions and accept responsibility. All decisions should also take into consideration the effect on social, economic, ecological and environmental aspects.

Be yourself and be honest.

**Maj. General Basant K. Mahapatra, AVSM**

Chairman, Bharatiya Vidya Bhavan, Bhubaneswar Kendra,  
Chairman, Board of Governors, Bhavan's Centre for Communication and Management (BCCM)  
Former General Officer Commanding (Army).

## Director General's Message



The journey towards excellence begins with self discovery, when knowledge, practice, technology and attitude all come together in a perfect rhythm. When a student aims to win and complete the studies at Bharatiya Vidya Bhavan, you know you have a winner, a challenger, a performer and a winning character that will stop at nothing. Bhavan's Centre for Communication and Management will continue its onward journey towards becoming a trendsetter in the field of Management education with improvements and innovations, matching the needs of time and by handling the admission and placement process in a truly professional manner. This is what makes them the managers of the future in the truest sense.

**Dr. S. K. Tamotia**

Hon. Director General, Bhavan's Centre for Communication and Management & Vice Chairman, Bharatiya Vidya Bhavan, Bhubaneswar Kendra

Former CMD, NALCO. President, Aditya Aluminium, HINDALCO, President & CEO, INDAL, Vice Chairman, Visa International Ltd.

## Dean's Message



Greetings from Bhavan's Centre for Communication and Management (BCCM), Bhubaneswar!

BCCM is a value based institution, offering Post Graduate Diploma in Management (PGDM) program, functioning under the aegis of Bharatiya Vidya Bhavan, an epitome of intellectual, literary, educational, ethical, spiritual and cultural life of India. It is recognized as a National Institution of Eminence, having global presence. We have a tradition of grooming the future managers with a rigorous curriculum and pedagogy that provides real time exposure and hands on training to understand and analyze the business scenario and add value to the organization. The certification of our students bears the testimony of industry and corporate readiness for taking up challenging leadership roles. Our alumni have already attained promising track record of high degree of commitment and performance in industries in India and abroad. The student mix is chosen from diverse walks of life that helps them in team learning and developing requisite analytical and decision making skills to be successful leaders in the ever changing world of business.

We have launched a series of exciting campus activities, leadership learning events, industry interface, community engagements, international collaborations, summer internship, rural immersion initiatives and many more opportunities for educational innovations and make a sincere effort to engage so that students can learn from faculty, peers, alumni and industry partners.

Above all, enjoy the campus experience and class room challenges while building friendships of a life time and nurturing a community that will always be there for you as you emerge and evolve as global professional leaders and citizens. BCCM is a destination to study and shape your future.

I would like to invite all aspiring management students who are interested in practical business education to join us for a life changing experience.

**Prof. (Dr.) Sujata Mangaraj**  
Director cum Dean (Academics)

## Our Commitment

### Vision :

To create an academic institution of excellence in the field of management with concern for social, economic and ecological issues.

To strive continuously for achieving high standard of research and application consistent with the needs of the nation.

### Mission :

Develop professional, efficient and creative managerial acumen of students for global industry and services. It strives to inculcate in the minds of the students the basic human values, Indian tradition and culture and a sense of social responsibility towards the nation.

### Values :

- Character, humility, selflessness and spirit through dedicated work.
- Achieving high standards through ethics and moral values.
- Passion for excellence by embracing Indian Culture and Tradition.
- Facilitate meaningful contribution to society, environment and organization

### Objectives :

- To meet the contemporary skill requirements of the corporates by way of providing industry focused and need based curriculum for the students.
- To facilitate in making the youth employable.
- To enable the students to be self-reliant and economically self-sustaining by infusing entrepreneurial mindset.
- To provide international exposure in management education for enhancing global employability.
- To develop strong cultural base and promote Indian values.
- To create an intellectual climate and elevate the quality of academic delivery through research works.
- To participate in the development of the society as part of ISR.



## BOARD OF GOVERNORS

### CHAIRMAN

MAJ. GEN. BASANT KUMAR MAHAPATRA, AVSM  
Chairman, Bhavan's Bhubaneswar Kendra,  
Former : General Officer Commanding (Army)

### SR. DIRECTOR ADMIN. & FINANCE

LT. COL. P. K. SAHU, VSM

### VICE CHAIRMAN & DIRECTOR GENERAL

Dr. S. K. TAMOTIA  
Former: Chairman cum Managing Director NALCO  
President, Aditya Aluminium, HINDALCO  
President & Chief Executive Officer, INDAL  
Vice Chairman VISA International

## MEMBERS

Prof. Dr. Sujata Mangaraj  
Director cum Dean (Academics)  
Bhavan's Centre for Communication and Management,  
Bhubaneswar

Shri G. C. Pati, IAS (Retd.)  
Former Chief Secretary, Govt. of Odisha

Prof. Dr. Damodar Acharya  
Former Chairman AICTE, Former Vice Chancellor, BPUT  
Chairman, Advisory Board, SOA University

Sri Binod Dash  
Chairman & Managing Trusty  
Synergy Institute of Engg. & Technology

Prof. Dr. Brajaraj Mohanty  
Former Dean  
Xavier Institute of Management

Sri A. K. Tripathy, IAS (Retd.)  
Former Chief Secretary Govt. of Odisha  
Commissioner, State Election Commission, Odisha

Rtn Shri Ajay Agarwal  
Managing Director  
Arun Udyog

Dr. T. K. Chand  
Chairman cum Managing Director, NALCO

Padma Vibhushan Sri Sitakanta Mahapatra, IAS (Retd.)  
Gyanapitha Awardee,  
Former Secretary, Dept of Culture, Govt. of India,

Prof. (Dr.) K. C. Mishra  
Former Director S P Jain Institute of Management  
Former Vice Chancellor Sri Sri University

Sri Rajendra Kr Mittal  
CEO - Odisha Operations  
Essar Steel India Ltd.

Sri Gopal Nanda, IPS (Retd.)  
Former D.G.Police, Odisha  
Chairman, Orissa Staff Selection Commission, Orissa

Dr. G. V. Subramanian  
Director, Bharatiya Vidya Bhavan, Kolkata

Shri Ashok Pradhan, IAS (Retd.)  
Director , Bharatiya Vidya Bhavan  
Delhi Kendra  
(Representative from BVB)

Nominee of the AICTE – Regional Officer, Kolkata

Nominee of State Govt.

## EXECUTIVE BODY

### CHAIRMAN

MAJ. GEN. BASANT KUMAR MAHAPATRA, AVSM  
Former General Officer Commanding (Army)

### HONORARY SECRETARY CUM TREASURER

LT.COL. P. K. SAHU, VSM

### HONORARY JOINT SECRETARY

SRI JAGDISH KANUNGO  
Former President, Lalit Kala Academy

### VICE CHAIRMAN

Dr. S. K. TAMOTIA  
Former Chairman cum Managing Director NALCO  
President, Aditya Aluminium, HINDALCO  
President & Chief Executive Office, INDAL  
Vice Chairman VISA International

## MEMBERS

Padma Vibhushan Sri Sitakanta Mahapatra, IAS (Retd.)  
Former Secretary, Dept of Culture, Govt. of India  
(Gyanapitha Awardee)

Lt Gen J.K.Mohanty (Retd.),  
PVSM, UYSM, SM, AVSM, VSM  
Former General Officer Commanding in Chief (Army)

Sri Satakadi Hota  
Chief Editor, The Samaya  
Orissa's Premier Colour Daily News Paper

Col. P. K. Pattanaik  
Former Officer, Indian Army

Sri S. Sundararajan, IAS (Retd.)  
Former Member, Board of Revenue  
Govt. of Odisha

Er. S. S. Harichandan, President  
International Kickboxing Confederation (IKC)

Smt. Geeta Pattanayak, Architect  
MD, ORIARCH Pvt. Ltd

Shri V. V. Bhaskaran  
Director, Bharatiya Vidya Bhavan, New Delhi

## From knowing to doing and from doing to being PGDM Team

BCCM has an intellectual team of faculty members, drawn from industry and academia, renowned for their excellent teaching skills and contribution to management research. They are committed to 3R strategy i.e., Relevance in designing curriculum, Rigor in teaching-learning process and Result oriented in terms of students' performance, publications, training and consulting. BCCM not only takes pride in its eminent and highly experienced faculty but also places significant emphasis on attracting and retaining the best quality faculty, as they constitute the lifeline of the institution. The institute also gives emphasis on inviting visiting faculty from amongst industry experts, leading academicians, entrepreneurs, young achievers and motivational speakers. It regularly conducts Faculty Development Programs and encourages faculty members to participate in seminars, conferences and symposia for continuous improvement of knowledge and skill set.



### ALUMNI SPEAK

Sanmat Choudhary (2014-16) : Entrepreneur

BCCM encourages students to think beyond the regular course curriculum and come out with solutions which help the corporate world but also the society as a whole. It provides a platform for future managers to voice their opinions and augment their thoughts through various event like management games, paper presentations, cultural events and games.

Bhartiya Vidya Bhavan was founded in 1938 at Mumbai by the great visionary, statesman, philosopher and philanthropist, Dr. K. M. Munshi with the blessings of the Father of the Nation, Mahatma Gandhi . At present, Bhavan has 119 centers with 367 institutions in India and 9 centers abroad, in London, New York, Sydney, Brisbane, Mexico, Toronto, Durban, Singapore and Dubai. Bhavan runs a number of leading Business Schools such as, S. P.Jain Institute of Management and Research, Mumbai, M. P. Birla Institute of Management, Bengaluru, Bhavan's Institute of Management Science at Kolkata, Delhi, Mysore, Kochi, Bhubaneswar and in various other places across the country. Government of India recognized it as an Educational Institution Of National Eminence and conferred "GANDHI PEACE AWARD" in the year 2002.



Former President of India  
Dr. APJ Abdul Kalam  
visited on 15th January  
2011 & Inaugurated  
Dr. K.M. Munshi Hall

## BCCM, Bhubaneswar

A leading Business School of Bharatiya Vidya Bhavan



Bhartiya Vidya Bhavan at Bhubaneswar was inaugurated by the then President of India, Late Shri Neelam Sanjeeva Reddy on 27<sup>th</sup> December' 1978. Since then, it has been continuously striving hard to contribute towards the educational, intellectual and socio-cultural upliftment of the state of Odisha. It's Business School Bhavan's Center for Communication and Management (BCCM) was inaugurated by the Former President of India Late Shri R. Venkataramana on 4th January, 2003. Bhavan's Centre for Communication and Management (BCCM) started its Two Year full time Post Graduate Diploma in Management (PGDM) program, approved by the All India Council for Technical Education (AICTE), under the Ministry of HRD, Government of India in the year 2006.

The vision of the Institute is to develop globally competitive and socially responsible leaders having passion for excellence by embracing Indian culture and value system.

## INDUSTRY INSTITUTE INTERFACE

Bhavan's Centre for Communication & Management, Bhubaneswar has collaboration for Curriculum Design, Industrial Training & Visits, Internship and Placement of students, Research and Development, Skill Development, Guest Lectures, Faculty Development Program and Best Student Awards with following Industries:

- |  |   |
|--|---|
| I) National Aluminium Co Ltd, Bhubaneswar.<br>(Best Student Award) | IV) Palai Researches Pvt. Ltd.                        |
| II) EPSUM LABS Pvt. Ltd.   | V) International Foundation for Research & Innovation |
| III) M/s Olivine Solutions   | VI) ESTACHA Communications Pvt. Ltd.                  |



### ALUMNI SPEAK

**Javed Akhtar Khan (2016-18 batch) (HSBC Bank) :**

In HSBC we have to work for nearly twelve hours. This extended work time was quickly adjusted by me, since during our PGDM study in BCCM, besides theory and class room activities extended hours. Yoga, Pranayam, cultural activities speech and other games etc. helped us to manage our stress and increased our social outlook. The Faculty Members of BCCM were extremely co-operative and nurtured us with great care. Our overall personalities were transformed to face the challenging corporate world.



AICTE : Bhavan's Centre for Communication and Management (BCCM) Bhubaneswar is approved and recognized by All India Council for Technical Education (AICTE), Ministry of HRD, Government of India.



GHRDC – CSR: BCCM, Bhubaneswar has been ranked 26<sup>th</sup> in India in Outstanding Business School of Excellence category, 6<sup>th</sup> Best in Eastern India and 3<sup>rd</sup> Best in Odisha by CSR- GHRDC Best B-School Ranking 2018.



ISO : BCCM, Bhubaneswar is an ISO 9001- 2008 Certified Business School.



AMDISA : BCCM, Bhubaneswar has been awarded the membership of Association of Management Development Institutions in South Asia (AMDISA). AMDISA is an International Professional Association and Accrediting body of Management Education in South Asia. It is a “SAARC” recognized body.



AIMS : Bhavan's Centre for Communication & Management, Bhubaneswar is a life member of Association of Indian Management Schools (AIMS), a professional association of Business Schools in India having more than 700 Business Schools across the country.



NIPM : BCCM, Bhubaneswar has academic collaboration with National Institute of Personal Management for undertaking joint Seminars, Conferences, MDPs and Workshops.



INFOSYS FOUNDATION : Bhavan's Centre for Communication & Management, Bhubaneswar has Intellectual and Cultural linkages with Infosys Foundation, Bengaluru for revival of dying arts of Odisha.



SCHOOL OF BUSINESS, INDEPENDENT UNIVERSITY, BANGLADESH : BCCM, Bhubaneswar has academic collaboration for Research, FDP, SDP, MDP, Consultancy, Student and faculty Exchange and Skill Development with School Of Business, Independent University, Bangladesh.



BHAVAN'S INSTITUTE OF MANAGEMENT SCIENCE, KOLKATA : Bhavan's Centre for Communication & Management, Bhubaneswar has collaboration for Academic, Research, Faculty and Student Exchange, FDP, MDP and Placement with Bhavan's Institute Of Management Science, Kolkata.



M. P. BIRLA INSTITUTE OF MANAGEMENT, BENGALURU :BCCM, Bhubaneswar has collaboration for Academic, Research, Faculty and student Exchange, FDP and MDP with M. P. Birla Institute Of Management, Bengaluru.



ICBM SCHOOL OF BUSINESS EXCELLENCE, HYDERABAD : BCCM, Bhubaneswar has collaboration for Academic, Research, Faculty and student Exchange, FDP, and MDP with ICBM School Of Business Excellence, Hyderabad.



### AWARDS AND RECOGNIZATIONS

Govt. of India declared  
BHAVAN as  
"Educational Institution of National Eminence"  
and awarded  
"International Gandhi Peace Award"  
"Rajiv Gandhi Award for National Integration"  
"Communal Harmony Award"



2 YEAR FULL TIME PROGRAM, (AICTE APPROVED, MINISTRY OF HRD, GOVT. OF INDIA) :

The 2 year full time Post Graduate Diploma in Management Program approved by AICTE, is designed to prepare students for careers in corporate, across functional disciplines of Management. The Program equips the students with strong conceptual skills to lead and manage business in holistic manner. The emphasis is on developing manager with a vision to take on the challenges of the future.

## PROGRAM OBJECTIVES :

The program has been offered with the following objectives :

- To build awareness about the Socio-economic environment, both domestic and international and its implications for businesses.
- To hone analytical and problem-solving skills using modern day managerial tools to enhance decision making capabilities.
- To impart state-of-art skills and knowledge in functional areas of management with the objective of preparing students for across functional position in industry.
- To develop the students' personality, integrated with strong values and positive attitude so as to be receptive to societal concerns and ethical conduct.

## ELIGIBILITY AND ADMISSION PROCESS:

To be eligible for admission to the PGDM Program, the candidate must possess a Bachelor's Degree or equivalent, with a minimum of 50% aggregate marks or equivalent in any discipline, recognized by the Association of Indian University (AIU) for admission to Post Graduate Program. The Bachelor's Degree or equivalent qualification obtained by the candidate must entail a minimum of 3 years education after completing Higher Secondary Schooling under the 10+2 system or equivalent. The applicants to the program are selected on the basis of BCCM selection scope calculated based the past academic performance in 10th, 12th and Graduation, CAT / XAT / MAT / ATMA / OJEE score; group discussion and personal interview. Appropriate weightage is given to work experience of the applicants.

Applicants for the PGDM Program may be from any discipline such as Engineering, Humanities, Commerce, Economics, Medicine or any other branch of Education. Fresh graduates as well as candidates with relevant work experience are well come to apply.

## SCHOLARSHIPS

BCCM provides merit cum means scholarship to the meritorious students on the basis of their academic performance and economic background. The academic performance of a student in 10<sup>th</sup>, 12<sup>th</sup> & Graduation and Admission Test Score (CAT/XAT/MAT/ATMA/OJEE) are considered for the purpose of selecting meritorious students. Besides, the academic performance in the first three trimesters is also taken into consideration while evaluating the merit of the students. Further, the economic background of the student is considered based on the annual income of his/her parents. However, the decision of the authority shall be final.

## CURRICULUM

The Institute follows the Trimester System. The program has core courses and electives in different areas of specialization. The First Year focuses on core courses whereas the Second Year provides elective courses. There is a system of Dual Specialization. The curriculum offers to students Dual Specialization so as to enable them to specialize in any two fields i.e. Marketing, Finance, HR & Hospital Management. In addition the Institute provides opportunity to the students to undertake Super Specialization in Business/Sector Specific Papers of their choice such as ERP/ Data Analysis, B2B Marketing, Online Trading, Leadership & Change Management, Knowledge Management, International Business, Logistic and Supply Chain Management, Accounting and Auditing, Port Management, Hospital Management, Banking & Insurance Management. These papers help the students to prepare for the present day industry requirements. Thus the course structure helps the students to become not only multi-skilled and multi-talented but also have more industry oriented learning.



## 1<sup>ST</sup> YEAR

FOUNDATION COURSE	I TRIMESTER	II TRIMESTER	III TRIMESTER
Elementary Mathematics & Statistics (EMS)	Principle & Practices of Management	Business Research & Analytics	Taxation & Tax Planning
Fundamentals of Accounting (FA)	Quantitative Techniques & analysis	Organization Behavior-1	Organization Behavior-2
Computer Fundamentals (CF)	Managerial economics	Human Resource Management	Business law
Fundamentals of Economics(FE)	Financial Accounting	Marketing Management-2	Business Environment & Corporate Governance
Developing Public Speaking Skills (DPSS)	IT for Managers	Financial Management-1	Financial Management-2
Management Orientation (MO)	Marketing Management-1	Production & Operations Management-1	Production & Operations Management-2
	Study on Indian Culture and Heritage	Managerial Computing	Management Information System
	YOGA	YOGA	Cost and Management Accounting
	Soft Skill Papers	Soft Skill Papers	Entrepreneurship
	Employability Skills – 1	Employability Skills – 2	YOGA
			Soft Skill Papers
			Employability Skills – 3
			Summer Internship Program, Special Skill Development Program

## ALUMNI SPEAK



Abinash Swain ( batch 2014-16 ) :

Amar Raja Group

Bhavan's excellent teaching methods, latest course curriculum and throughout the year grooming efforts made us tough and competitive in our work environment. It further helped us to face the challenges of the industry to the best satisfaction of our employers.



# PGDM Course Structure

## 2<sup>ND</sup> YEAR

IV TRIMESTER	V TRIMESTER	VI TRIMESTER
Core Paper	Core Paper	Dissertation
Supply Chain & Logistic Management	Business Policy & Strategic Management	Rural Innovation Project
Business Ethics & Corporate Sustainability	SPECIALIZATION-I	Community Development Project
SPECIALIZATION-I	Elective-I(E)	Social Sensitization Project
Elective-I(A)	Elective-I(F)	Super specialization Projects & Class Work
Elective-I(B)	Elective-I(G)	P-1 Business History
Elective-I(C)	Elective-I(H)	P-2 Capstone Project
Elective-I(D)	SPECIALIZATION-II	P-3 Management Lab
SPECIALIZATION-II	Elective-II(E)	
Elective-II(A)	Elective-II(F)	
Elective-II(B)	Elective-II(G)	
Elective-II(C)	Elective-II(H)	
Elective-II(D)	YOGA	
Soft Skill Papers		
Employability Skills-4	Employability Skills - 5	
Certification Program ERP / Business Analytics	Certification Program ERP / Business Analytics	

## ELECTIVES OFFERED

MARKETING	HUMAN RESOURCE MANAGEMENT	FINANCE	INFORMATION SYSTEM	HEALTH CARE & HOSPITAL MANAGEMENT
Consumer Behavior	Human Resource Planning	Security Analysis and Portfolio Management	System Analysis and Design	Health Economics & Environment
Advertising & Brand Management	Performance Management	Financial Markets and Services	Relational Database Management System	Medical Terminology & Hospital Administration
Service Marketing	Training and Development	International Finance	Object Oriented Analysis & Design	Hospital Materials, Services & Facilities Management
Sales and Distribution Management	Labor Laws	Project Appraisal and Control System	Software Engineering	Legal Aspects of Health Care
Customer Relationship Management (CRM)	Employee Relations	Merger & Acquisition	Decision Support Systems & Data Models	Health Program Management
Retail Management	Compensation Management	Derivatives	Data Warehousing and Data Mining	Health Insurance And Managed Care
Digital Marketing	International HRM	Corporate Taxation and Financial Planning	Web technologies	Strategic Management in Health Care
Rural Marketing	Knowledge & Talent Management	Banking and Insurance Management	Network Management and Information Security	Managing Quality in Health care



## 1 Class Room

The class room ambiance is very important for sustaining study environment. Proper lighting, temperature, good interiors, smart gadget etc. are some of important factors that affect learning mechanisms. The

institute has spacious study class rooms duly air conditioned and provided with audio visual facilities and wi-fi system.



## 3 Library

The Library has large number of books on management on self development and on self improvement. The well stocked library with adequate reading room facilities is the nerve centre

of the institute where students gain access to all forms of published knowledge. Library has over 12000 volumes of books and more than 750 publications. It has different categories of 50 National & 12 International journals including business magazines. Multiple copies of various types of Magazines & leading newspapers are subscribed. The library also caters to the need of preparation of course material related to the academic program, it also provides online-journals to the students.



## 5 Hostel facility for boy's & Girl's

In campus Hostel facilities for both Boys and Girls are provided on twin sharing basis for a comfortable stay . The hostel is

also provided with dedicated library, crystal room, indoor games and gymnasium for the benefit of students.



## 7 Crystal Room

The beautiful crystal room provides an ambiance of total peace and tranquillity for practising and meditation and peace of mind



## 2 Computer Lab

The Institute has acquired the best of technology to give our students the Wireless advantage.

It is equipped with one IBM Server Running Windows 2000 with Broadband Connectivity. The Software installed in the Lab Includes C, C++, Oracle, Java, .Net, VB, Tally ERP/SAP and other application packages designed to edify the students to cope up with the present scenario.



## 4 Wi-Fi Campus

The Institute has been successful in it's idealistic attempt to build a Wi-Fi enabled campus. Students turn on their Laptops anywhere inside the campus and get connected to the high speed internet. This keeps the students up-front with the leading age technology.



## 6 Canteen

The Institute has dining facilities serving hygienic & nutritious food for healthy growth of budding managers. Meals include (veg/non veg) and snacks as per the menu prepared by students.



## 8 Auditorium

The Institute has two specious auditoriums K. M. Munshi and A. B. Hall for Cultural Programs, Seminars, Workshops and other Guest Lectures.



## Curriculum

The Institute's curriculum lays emphasis on participatory learning combining case studies, projects, games & outdoor sessions for overall development of the students. Research Projects/Dissertation work and Summer Project work are essential part of the curriculum, with the aim to acquaint the students with practical knowledge, so that the students not only gain sound theoretical background but also have relevant experience in application of theory to practical situations.

## Soft Skill Development

Special emphasis is given on Soft-skill development and credit paper like Managerial communication, Interpersonal Skills, Team Building, Group Dynamics, Personality Development, Corporate Etiquettes etc., are included in each trimester. Besides these, Spoken English classes are also conducted through a Modern Language Lab, equipped with Orell DLL software package for English Language Communication skill training. Group discussion skills are imparted to the students which provide holistic personality development of the students.



## Stress Management through Yoga

Compulsory training is given in the areas of Art of Living, Meditation, Stress Management through Yoga & Pranayam so that the students are physically & mentally fit to face the practical world.

## ERP / DATA ANALYTICS :

BCCM offers Certification Program in Business Data Analytics. Data Analytics helps in exploring the big data in meaningful ways and helps the Business to take right decisions for the problems faced with the aim of enhancing productivity and profitability.

## STUDENTS CLUBS & COMMITTEE

Clubs	Domain Area
1. Samanway	: Organizing Management fest/ Emerging leaders contest etc
2. Surakha	: Taking care of ERP/ IT/ Language Lab etc
3. Spandan	: HR/ Quality Management
4. Sampark	: All Alumni related matter and close co-ordination.
5. Spardha	: Organizing all sports activities and competitions inside and outside colleges
6. Samruddhi	: Finance related activities.
7. Shilpi	: Placement related activities, making list of new recruiters, contacting then coordinating with students to attend campuses.
8. Santusti	: To look after the day to day quality of food and preparation of menu, hygiene of the cooking place, dining hall and discipline of canteen.
9. Surabhi	: Organizing Cultural programs.
10. Srusti	: Marketing
11. Sraddha	: Corporate Social Responsibility like organizing visits to old age Homes, Orphanages, Blind Schools, Tree Plantations, Blood Donation Camps, Swatch Bharat, working in slums etc.
12. Spurthi	: Managing Entrepreneurship Cell and promoting new Entrepreneurs amongst students
13. Sikhsha	: Organizing Summer Internship program, identifying new companies and close coordination with them. Shop Floor Training
14. Swagatam	: Organizing Foundation Course / Orientation Program



During the two years course adequate attention is given to groom the students and make them Industry ready. Over the years, reputed employers from Banking, Automobile, Finance, Retail, Food & Beverages, Construction, life style, Manufacturing and many other sectors across the country visit the institute for campus recruitment. While some students opt to join family business to become first generation entrepreneurs.

## Placement Team:



The prime objective of management students is to get good placement. The Institute has highly experienced and dedicated placement team consisting of senior executives from Industry & Corporates. Career guidance, Personality Development, Soft Skill Training, Presentation Skills, Industry visits, Mock Interviews, Group Discussion are regularly organized by placement team to close the gap between industry and academia.

## Group Discussion:



For enhancing employability skills of students, the institute conducts regular group discussion on current topics. Industry persons and recruiters guide students for quality deliberations. They are recorded and a feedback is provided to the students to improvise further. Regular debates and public speaking session are also organized for the benefit of students.

## Mock Interview :



**Personal Interview :** To stimulate actual Interview scenario, the institute organizes mock interviews by experienced Industry executives. This helps the students to gain confidence and perform well in Interviews during the Placement.

## COLLABORATION WITH OTHER HIGHER EDUCATION INSTITUTIONS FOR FDP, SDP AND STUDENT EXCHANGE PROGRAM

### International Collaborations:

1. Independent University, Dhaka, Bangladesh

### National Collaboration:

1. M.P. Birla Institute of Management, Bharatiya vidya Bhavan, Bengaluru.
2. Bhavan's Institute of Management Science, Bharatiya vidya Bhavan Kolkata.
3. ICBM School of Business, Hyderabad.
4. Gandhi Institute for Technology, Bhubaneswar
5. B.L.N.L Bohra College, Rajmahal, Jharkhand.
6. AYL College, Bihar
7. Baldevodas Santal Mahila College Jharkhand,
8. St Xavier's College, Jharkhand
9. Godvaris Mahavidyalaya, Banpur
10. Longatababa College, Babagram
11. Government Autonomous College, Roukela
12. Birmaharajpur Degree College, Biramrajpur
13. J.M Colleghe, Bhurkhunda
14. Gossner College, Ranchi
15. Dayavihar Degree College, Kanasa
16. National College Nuapada

## Industry Visit :



Visit to Nalco - Angul plant (Asia's largest aluminum complex)

As part of the curriculum, students visit to different industries every year. This industrial visits help them to gain practical experience and exposure. They get opportunity to meet and interact with experienced industry professionals, on job work force and gain insights about the various aspects of business operations.

Student's visit to one of the largest Aluminum plant of the world and a Nava Ratna (PSU) and private sector food processing unit imparted great knowledge to students and gave a feel of the Industry working scenario and they learnt managing process, supply chain management, sales and marketing, finance and accounting, and CSR activities.



Visit to Celesty Ice cream plant at Bhubaneswar

Through out the year the students participate in various face-to-face interactions with leading industry professionals through seminars and guest lectures. The Institute has blended guest lectures into its curriculum where eminent personalities from different walks of life like Corporate World and other Social-Cultural sectors share their professional experiences with students to facilitate their overall development.

## International Seminar :



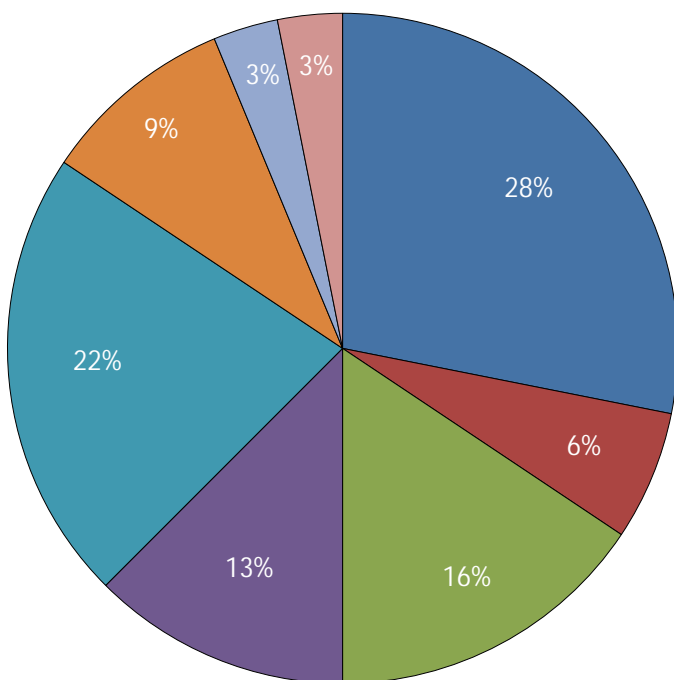
The important criteria for excellence is academic rigor that includes curriculum structure in system, high quality teaching that fall in line with the quality of world class institutions, appropriate change in pedagogy, constant study of the literature, updating knowledge and giving opportunities for strategy changes and meeting the leadership needs. To augment these criteria, BCCM organizes regularly International Conferences and workshops for the benefit of the Faculty members and students of the institute. Madam Diana Hallerud, Associate Director, Accreditation Council for Business Schools & Programs (ACBSP) USA, has conducted one such workshop.



Interaction by Sri Gautam Parida, V. P., SAP Lab.

## Sector Wise Placement of 2017-19 Batch Students



- Retail
- NBFC
- Banking
- Consulting
- Service
- Logistics
- Education
- Entrepreneur

**Highest Salary 10 LPA**

- Axis Bank
- Kotak
- Aditya Birla
- ICICI Bank
- Reliance Retail
- Shopper Stop
- CK
- HDFC Bank
- DCB Bank
- Arvind
- Pantaloons
- Kurlon
- All That JAZZ
- Sutra Consulting
- Estacha Ennovation Incubator Pvt. Ltd.
- ICICI Securities
- Vishal Mega Mart
- Bhubaneswar Stock Exchange
- TATA Steel
- Orissa Mining Corporation(OMC)
- Punjab National Bank
- Orissa Hydro Power Corporation(OHPC)
- Greenlight Planet
- Ideazicon
- Blue Wheal
- Big Bazar
- Century Mattress
- Indian Bank
- Bank of India
- National Aluminium Company Ltd.
- UCO Bank
- Indian Overseas Bank Ltd
- And many more.....

## DISTINGUISHED VISITORS

- Shri Neelam Sanjiva Reddy, The Then President of India, on 27th December, 1978.
- Shri R. Venkataraman, Former President of India, on 04th January, 2003.
- Shri Rameswar Thakur, Hon'ble Governor of Odisha, on 14th September, 2006.
- Shri Murli S. Deora, Union Minister for Petroleum & Natural Gas, Govt. of India on 10th February, 2007.
- Dr. APJ Abdul Kalam, Former President of India, on 15th January, 2011.
- Shri M.C. Bhandari, Hon'ble Governor of Odisha on 28th April, 2012.
- Justice G.B. Pattanaik, Former Chief Justice of India, on 09th February, 2013.
- Shri Pranab Mukharjee, President of India, on 07th September, 2013.
- Smt. Pratibha Devising Patil, Former President of India, on 09th August, 2015.
- Dr. S.C. Jamir, Hon'ble Governor of Odisha, on 03rd March, 2018.
- Prof. (Dr.) Ganeshi Lal, Hon'ble Governor of Odisha, on 30th September, 2019.

## CEO SPEAK

Name	Designation
SriSubrato Bagchi	Former Chairman, Odisha Skill Development Authority, Co-Founder Mindtree
Dr. T K Chand	CMD, National Aluminum Company Limited
Mr Bijay Sahoo	President & HR, Reliance Jio Infocomm Ltd., Chairman RASCI
Sri N K Taori	CEO, OCL Steel Ltd., Former Associate President, International Institute of Projects & Program Management, Noida
Mr. Dhirendra Kumar Ray, IRS (Retd.)	Managing Director, Kalinga Hospital Limited
Mr. Biswajit Bhatta	CEO, CTO, ETAIOITA System Pvt. Ltd.
Mrs. Tara Dash	MD, Rajamani Foods Pvt. Ltd.
Mr. Sharad Kumar	Airport Director, Airport Authority of India, Biju Pattnaik International Airport
Mr. Soo Yeon Kim	Director, International Youth Fellowship India Project, South Korea



Name	Designation
Mr. Jeffrey Alderman	President & CEO, Accreditation Council for Business Schools Programs (ACBSP), USA
Dr. Rajesh Khajuria	Director, CKSVIM, Vadodara & Commissioner, ACBSP, USA
Dr. Omkarnath Mohanty	Former VC, Biju Pattanaik University of Technology (BPUT) & Director, Technology & Academic Initiative, RSB Metaltech, RSB Group
Prof (Dr) Sunil Sarangi	Former Director, NIT Rourkela, Professor Fellow, IIT, Bhubaneswar
Ms. Diana Hallerud	Associate Director, Accreditation Council for Business Schools & Programs (ACBSP), USA
Prof (Dr) NR Parasuraman	Director, SDM Institute for Management Development, Mysore. Champion, ACBSP & EPAS-EFMD
Prof (Dr.) S Rajani	Director, School of Management Studies, Gayatri Vidya Parishad, Visakhapatnam
Prof (Dr.) Sadananda Sahu	Former Professor, IIT Kharagpur
Mr Debabrata Das	Chief Human Resource Officer, TS Alloys Ltd, Tata Steel
Mr. Soumyakanta Mishra	General Manager (HR), GMR Varalakshmi Foundation
Prof. (Dr.) Ramesh Behl	Director, IMI, Bhubaneswar
Sri K C Samal	Director (Finance), NALCO, Bhubaneswar
Dr Ashok Kumar Das	Vice Chairman, Higher Education Council, Govt. of Odisha, Former Vice Chancellor, Utkal University
Mr. Hara Prasad Das	Former Chairman, Odisha Administrative Tribunal and Former Deputy Comptroller & Auditor General of India
Mr. Jyoti Prakash Mishra, IRTS	Chief Public Relation Officer, East Coast Railway
Mr. Vivekananda Pattanayak, IAS (Retd.)	Former Chairman, Odisha Public Service Commission
Dr. Pratap Chandra Panda	Former Director (HR), GRIDCO, Consultant Delloite & Bhubaneswar Development Authority
Mr. Jagadananda	Mentor and Co-Founder, CYSD, Former State Information Commissioner, Odisha
Mr. Suresh Mantri, IAS (Retd.)	Former Commissioner cum Secretary to Government, Labour and Employment Department, Director, The Samaja
Mr. Dinabandhu Satpathy	Former Director (HR & Admn.), Hindustan Copper Limited & Director, Equinox HR services private limited
Shri B.V.G.Reddy	Chief General Manager, SBI
Sangramjit Nayak	Additional Secretary, Dept. of Energy, Govt. of Odisha.
Shri Ashit Kumar Tripathy	Director, Bhubaneswar Smart City Limited.
Mr. Nagen Mallick	Ex-AGM (HR), Bank of Baroda, Kolkata.
Mr. Soumitri Patnaik	Head Corporate Communication, TATA Steel.
Dr. Santanu Rath	Director (HR), OMC
Prof. Raja Gopal	Professor, Egade Business School, Mexico.



## Selebration: Annual Day Celebration

The annual day function of the institute is observed every year during the month of September and October. The event not only includes the cultural program but also indoor and out door sports activities.



## Equinox:

Equinox is the formal welcome of the new members to the Bhawan's family. It is a day where seniors and Juniors finally bond and unite to face the challenges together.



## Holi Celebration:

Holi, the festival of colours is celebrated by the students, teacher and staffs of Bharatiya Vidya Bhawan in all the spirit of fun and enthusiasm.



## Sports & Cultural activities:

Cultural activities are organized on special occasions like Independence Day, Republic Day, College Day, Ganesh Chaturthi etc., so that the students will not only have subject knowledge but also learn & preserve Indian Culture, Values & Traditions. After a hectic study schedule, a student needs to refresh oneself with various recreational activities like sport & games. (Volley Ball, Table Tennis, Badminton, Chess etc.) Competitions are held and prizes are given away as a token of encouragement and appreciation.



## Aurovoir:

Aurovoir is a farewell organised by Juniors for their Seniors to memorise the great time spent in BCCM.



## Independence Day Celebration

In Bhawan celebration of important historical events like Independence Day, Republic Day, Sahid Diwas, Utkal Diwas etc. are given priority. Patriotic songs and Dances of various States are performed by the students with great enthusiasm

## SOCIAL SENSITIZATION PROJECT



ORPHANAGE HOME



OLD AGE HOME



VISIT TO ASHRAYA CENTRE OF  
AUTISM AT CUTTACK

## COMMUNITY DEVELOPMENT INITIATIVE OF BCCM



“Clean India-Green India” by students of BCCM  
inspired by “Swachata-Hi-Seva”  
initiative made by the Prime Minister of  
India Shri Narendra Modi.



BLOOD DONATION CAMP



ONE STUDENT... ONE TREE

## CONVOCATION - 2019





## ADMISSION TEAM

**P. C. Nayak**  
Mob. :09776731461

**Abhijit Bhatta**  
Mob. :07873725002

**Prof. T.N. Shukla**  
Mob. :9337327034

**Basanta Kumar Basantia**  
Mob. : 9337442577

**Priyadarsani Biswal**  
Mob. :9938677462

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