

REGIONAL COLLEGE OF MANAGEMENT

(Approved by AICTE - Ministry of HRD, Govt of India & Affiliated to Bangalore University)

MBA, PGDM & BBA



5th Best B-School in South India, Rated A+++

Placement Brochure







Highest Package 27 Lakhs Average Package 6.5 Lakhs







M.Techfrom IIT Dhanbad and (Ph.D.) in Marketing and Strategy from CMR University, 14 years of Corporate experience in the field of Marketing, Business Development, Product Analysis and Workforce Management and 11 years of Teaching experience in the field of Human Resource Management, Marketing Management and Entrepreneurship

I extend the heartiest welcome to you all.

With deep pride and immense pleasure, I would like to congratulate all my staff members comprising our experienced and eminent faculty, placement team, soft skill counsellors and admission team as well as our extended family members comprising of international faculty, corporate faculty and HR consultants who are an integral part of our institution for maintaining excellent quality and providing meaningful and purposeful education to our students last year.

Management education should become a platform where students who aspire to join the professional workplace should experience personal and professional transformation along with ample opportunities to take part in the digital and social transformations that are sweeping India and the world.

Regional College of Management Bangalore (RCMB), which started in the year 1972, committed to achieve exemplary stands in management education that will not only achieve its vision but also the redefined parameters of management education.

"At RCMN, we pride ourselves as being at the forefront of educational innovation and we have implemented a range of initiatives to prepare our students for the future."

There is an opportunity to help strong leaders leverage disruption for good. Today, leaders need to understand and appreciate the potential of technology. By preparing them to capitalize on the power of humans and machines, we have the opportunity to raise outcomes in all industries. Leaders need to be agile and curious, and they need to understand the importance of continuous education, because as technology changes our world, our jobs will continue to change as well.

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About RCM Bangalore

Regional College of Management Bangalore, approved by AICTE, and Affiliated to Bangalore University. RCM Bangalore is a 5 th Best B School in south India and Ranked top 20 all over India. For its quality education and placements RCMB is Rated A+++ and has been awarded the Best Management College for placements in south India Region by Berkshire Media LLC, USA. Also, The Grand award of "Indo Global Best Management College in Academic Excellence and Infrastructure by Indo Global chamber of commerce stands for its cause of Excellence The college offers MBA/PGDM/BBA programmes.

With the growing demand of cutting-edge management professionals in the new age city Bangalore, RCM Bangalore campus has been proven its worth in no time since its establishment. The best-in-class faculty with corporate interface, industry experience, global exposure and high placements earn so many laurels in its fold.

Regular classes and activities by the international faculty associated with world renowned Management colleges and Universities enriches the knowledge and skills of our students by the latest teaching technique and methodology. Globally acclaimed corporate leaders as well as eminent and accomplished academicians helping our students to learn £amp; grow at global standard. RCM, Bangalore has been awarded "B school of the year in international collaboration "by Silicon India stands for its commitment to continuous excellence through strategic alliance with foreign universities.

To get an in-hand experience of the foreign industry and management studies International Tour is a part of regular curriculum for our students making them ready for suitable foreign placements. Regional College of Management Bangalore opens up an array of international opportunities! Here, we provide you with 100% placements in various international and national companies.

OUR ACHIVEMENTS

RANKING AND RECOGNITIONS

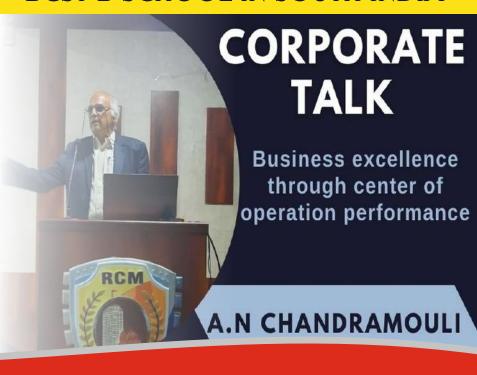
- A Top 20 B School in India
- 5 Best B School in South India, Rated A+++
- "Best Management College in Academic Excellence 2018 "by Indo Global Chamber of Commerce"
- Best Management College in Infrastructure -2018 "by Indo Global Chamber of Commerce"
- Ranked 5 th in Industry Interface Year 2018 "by Silicon India 2018"
- Ranked 14 th all over India Year 2018 "by Silicon India 2018"
- "B- School of the Year 2017 in International collaboration "by Silicon India 2018"
- Ranked 12 th in super Excellent Category of Best B School "Competition Success Review, Nov, 2015"
- Shiksha Ratings 4.9 out of 5.
- College Dunia Ratings 8.8 out of 10.
- Google ratings 4.6 out of 5.

RATED A+++

5TH BEST B SCHOOL IN SOUTH INDIA

RCMB Students Clubs

- FINANCE CLUB
- MARKETING CLUB
- ENTREPRENEURSHIP CLUB
- HR CLUB
- SPORTS CLUB
- IT & DIGITAL MARKETING CLUB
- ACADEMIC CLUB
- ART & amp; CULTURAL CLUB





Soft Skills Development courses provided to every Student

- → Business communications
- → Personality Development
- → Grooming
- → Etiquette and Manners
- → Accent Neutralisation
- → Listening Skill Development
- → Lateral thinking Skills
- → Simulation and Presentation Skills
- → Leadership & Team Development activities

- → Capability Management Skills
- → Mock Interviews
- → Case Study & Analysis
- → Business Incubation Skills
- → Entrepreneurship Development Program
- → Negotiation Skills
- → Conflict Management Skills
- → Stress Management Skills

Flagship events

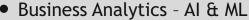
- International conference
- Founders conclave
- Swiss Boot Camp
- French Boot Camp
- Happiness program

- HR conclave
- Corporate interactions
- Open House with Industry leaders
- Workshop

Four International certification (For Everyone)

- French Boot Camp
- German Boot Camp & Business & Global Strategy
- Swiss Boot Camp
- International Business & Global Strategy

SIX Job Skill Certification (For Everyone)



- Digital Marketing
- Lean Management
- Finance Module
- Advance XL, SPSS
- Project Management

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VISION

To create and disseminate knowledge, and to produce globally competitive and socially responsible leaders from every village of our country.

Operating Philosophy

- To operate with a spirit of responsibility, integrity, professionalism and partnership.
- To think with speed, flexibility and an open mind.
- To use a comprehensive understanding of global education to set our own standards.
- To continually seek out and follow Industry best practices.
- Meet or exceed expectations of all stakeholders, faculty, staff, recruiters, parents, promoters, regulators and society



MISSION

To be a model institution of higher learning for developing effective and ethical leaders and entrepreneurs, who anticipate, analyze and manage contemporary as well as emerging business and social issues.



International Boot Camp, a certification course in association with Humanistic Management Network, Switzerland

Regional College of Management Bangalore, provides extensive Global Exposure to students through its International Boot Camp series, a certification course in association with Humanistic Management Network, Switzerland.

IBC is all about International Businesses includes a series of Boot Camps, covering Swiss Boot Camp, French Boot Camp, German Boot Camp et al, for example, In Swiss Boot camp, students get to learn from the International Experts about the life and culture at Switzerland, Business at Switzerland and the different aspects of International Business.

Students benefit from a systematic approach and methodology to international business consulting, including new business opportunities, market trends and risks in the target country.

This hybrid forms of curricula, combines conventional methods and exploratory approaches strengthens student's international management competencies under the guidance of experienced International professors.

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International Collaboration

Student Exchange Program (SEP) with universities/institutes abroad promotes a greater understanding of the multi-faceted international issues and increases the competencies of students who will live and work in an increasingly interdependent globalized world. For the first time in the history of mankind the importance of global citizenship has emerged. An exposure to the global and multi-cultural environment of working is well appreciated and much needed by transnational companies and Indian corporate houses alike. SEP provides a unique opportunity for the students to enrich their academic experience and widen their career horizons.

Keeping this need in mind, RCM Bangalore has entered into alliances with foreign colleges and universities to provide international cross-cultural and skill exposure to our students. The aim is to provide a platform to our students to expand their horizon & provide exposure to different learning / training methods. The program also aims at having a faculty exchange program to leverage the strength of respective institutions and share knowledge, teaching methods and experiences. This is part of RCM's contemporisation program through academic collaboration with leading institutes abroad for under-graduate and postgraduate programs, research, academic content enrichment and students / distinguished Faculty exchange.

RCM intends to have international collaboration as core of its strategy by sending one out of every three students abroad. We plan to achieve at least 100 students exchange programs which will be stepped up to more than 200 students eventually. Currently RCM has collaboration with the following foreign institutes:

- · ISAE, Brazil
- · Almaty Management University, Kazakhstan
- · Marshall Glodsmith School of Management, Alliant International University, Sandiago, USA.
- · The University of International Business and Economics, Beijing, China.
- · TFH WILDAU, Germany
- · Clafin Business School, South Carolina, USA
- · School Of Business, North State University, Aberdeen



German Bootcamp

The 3-day Bootcamp started with a warm welcome of our honorable chief guest Dr. Anastasia Kiritsi. This Bootcamp was an initiative to expose our students into the zone of international work culture and business models.

The students were brought into light about the rapid growth of technology and business on an international level. They went through an extensive training about Business Canvas Model by their dear mentor Dr. Anastasia who became very close to them within a very short span of time by her oomph and charm. The fellow students were segregated into different groups and were assigned with the project of "Business Canvas", where business meets technology. Each team were expected to bring to the table a unique and interesting business model which would help them brainstorm and wobble up their entrepreneurship skills.

This particular project helped the students to think outside the box and come up with a lot of innovative ideas. They also learned about team building and to work as a team but having a voice of an individual in the team. This character-building exercise would vehemently reflect in them as successful managers and leaders of the future. The 3-day event not only talked business but about a lot of other things as well. It displayed vibrant conversations among students, a handsome number of colourful cultural activities, food delicacies and a hefty amount of giggles and laughter among the students, mentors and the professors. In a nutshell, it amplified the glory of our campus to a thousand times. But, as all good things come to an end, this 3-day gala was no different.

The Boot Camp closed by a gorgeous award ceremony, where each and every students were certified for their participation and unique ideas in the projects. The winning team was awarded with a heavy to lift trophy and in numerous applauses from all across the convention centre. The 1st and 2nd runner up teams were no behind. They posed for the photographers with their respective trophies as well. And to increase the beauty of the ceremony our very near and dear President, Dr. S R Mandal was present and was party to the ceremony. Before the final closing, our chief guest bid a final goodbye with her sweet smile and a bunch of valuable advice about business and career, especially career in abroad. So, to sum up, this Bootcamp trained our students to be corporate ready and opened many doorways



Entrepreneurship Cell (E-cell) at RCMB

The Entrepreneurship Cell, RCMB endeavors to inculcate entrepreneurial spirit in the young minds, and aims at providing a platform where potential is tapped and opportunities are grabbed to assist, nourish and develop an aspiring idea into a business talent.

The top priority of the Cell is to get these minds "thinking".

The Entrepreneurship Cell enables the provision of mentorship by connecting students with potential business ideas, with real-life angel investors and entrepreneurs to provide them assistance in all aspects. It also aims at providing college students with basic financial and entrepreneurial knowledge to make entrepreneurship a possibility for more and more students. Our Management is supporting aspiring entrepreneurs by providing necessary resources such as seed funding, consultancy and networking.



FACULTY



Prof. Kamal Bhowmik

Associate Professor

Qualification M.Sc., Jadavpur University, Kolkata, Fellowship Diploma in Insurance (I.I.I.Mumbai) National Certification NIA, Pune)

> Experience: 27 years in PSU & Pvt. Sector



Prof. Srivatsan

Professor Finance

Oualification Chartered accountant

Experience: 27 years, Academics: 8 years



Prof. Bala Aryan Professor & Head -Marketing

Qualification MBA in International Business, From Sydney Australia Worked in Andersen Consulting (now Accenture), and Adexa. From Singapore, Australia & USA.

> Experience: Industry: 23 years



Prof. Cheruku Ramana Reddy

Professor, HR

Qualification MBA, BL, PGD-T&D; Exec-MBA, XLRI; Fellow, World HR Board.

Experience:

Corporate Leadership in HR: 28 Yrs, HR consulting: 5 Yrs



Prof. S R MANDAL

Founder

Qualification: IIT Roorkee, IIT Dhanbad (PHD in Marketing)

> Experience: Industry: 23 years



Prof. Ravi Tilakan

Qualification

Experience: 27 years in PSU & Pvt. Sector



Prof. Mihir Das Professor & Head- IT

Qualification IIT (Bombay), IIT (Kharagpur)

Experience: 28 years in JP Morgan, Unisys, CISCO



Prof. Sourish Bandyopadhyay

Professor & amp; Head-Finance. Ex AVP, Royal Bank of Scotland. Manager, **American Express**

> Qualification M. Com, MBA (Finance), IFRS & ITIL certified (London)

> > Experience:

28 years (UK, Europe & US)



Prof. Tapas Panda

Professor

Qualification Six Sigma Black Belt, Indian Statistical Institute (Chennai); Lean Methodology Trainer; QMS Professional, Communication & Leadership Coach

Experience:

Corporate: 18+ Yrs, Academics: 4+ years



Prof. Sudip Kumar Sen

Professor & Head- HR, Ex Senior Vice President, Mizuho Bank Ltd.

> Qualification Post Graduation in Industrial Relations & Personnel Management.

> > Experience: Industry: 28 Years

FACULTY



Prof. Zabiulla .S

Assistant professor

Qualification MBA, LLB, B. ED (HR & Amp; Marketing)

Experience: Academics 6 years



Shylaja M Assistant Professor,

Finance-Banking & HR

Oualification

M.Com, PGDHRM

Experience : Academics 6 years



Prof. Vandana K.R

Assistant Professor

Qualification MBA (HR), M. Com, B.ED.

Experience: Academics 12 years.



Shalini J

Assistant Professor

Qualification M.Com (Accounting)

Experience: Academics 6 years



Prof. Smitha .S
Assistant Professor

Qualification: M.Sc. (Applied Maths/Statistics) Expertise in Data Science

Experience : Academics: 9+ years, Involved in Research and innovation.



Anjappa B V
Assistant Professor

Qualification B.ed, MA in Kannada (UGC- NET)

Experience : Academics 1 Year



Manjula B C
Assistant Professor

Qualification IIT (Bombay), IIT (Kharagpur)

Experience: Academics 9 Years



Naseeba Kousar

Assistant Professor, Accounts & Taxation

Qualification: M.com

Experience : Academics 4+ Years



VIMALA .P .L

Professor and Head- Research & Development

Qualification: MBA, M.Com

Experience : Academics 9+ years.



Sahera Assistant Professor

Qualification : M.com

Specialisation: Accounts and Taxation

Message from International Experts



Prof: Wolfgang Amann, HEC, Paris

"RCM Bangalore is consistently maintaining a very high standard with world class quality in its pedagogy and extracurricular activities. Open air class in amphitheatre amidst its sprawling green campus makes it a class apart. I love to teach here and enjoy the warmth of the young minds."

Prof: Ernst von Kimakowitz
Managing Director Humanistic Management Network, Switzerland
"RCM Bangalore's contemporary program aims at its students holistic
development and make them future ready .I really feel great to see
the success of the students in international arena."



Prof : **GulmiraKurganbayeva Rector** Almaty Management University. Kazakhstan

"Students exchange program with leading universities promotes a greater understanding of the multi-faceted international issues and increases the competencies of the Students in global market place. Almaty Management university is happy to upgrade the global competitiveness of the RCM

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development and make them future ready .I really feel great to see
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Assel Kurmantayeva International Office Director, Almaty Management University, Kazakhstan

"RCM Bangalore's alliance with Almaty Management University provides international cross cultural and skill exposure to RCM Bangalore Students and expand their horizon in international job placement".

Message from Corporates:

Dr. G.Y Suhas, Head, HR L&T

A very good institution of management studies.

When I interact with the students here, I feel the desire for 'practical wisdom', which is essential for successful career and life. I am happy to see the institution moving beyond conventional knowledge and skill focus and trying to enhance practical wisdom and real-life skills in its' graduates."





Amith Ingua, HR Solutions Architect, Vodafone UK

It's a Lovely environment to learn and grow. I found RCMB Students are very focussed, intuitive and driven with a passion to work hard with the growing need for managerial talent .I am hopeful they will do wonders in corporate life.

Mr. RamkumarGopinathan, Director, GE - Energy RCM Bangalore is an institution with a vibrant culture and awesome environment.

The world is changing at fast pace. The initiative taken by RCMB for holistic development of management students to make them competitive is laudable.





Zett Maurice Scholz, Germany

I love the greenery in the campus . The environment is amazing . I find it one of the best place for management studies.

Mr. Amit Sharma VP-HR at Volvo

I am very impressed to see a B-school like RCM Bangalore.

Learning environment plays a major role in shaping the managerial talents. I can see how effectively RCMB focuses on enhancing the overall learning environment by making learning innovative and informal beyond curriculum."



MBA - BANGALORE UNIVERSITY

Master of Business Management (MBA) (Bangalore University) Dual Specialisation program

The two-year full-time regular MBA under Bangalore University is a flagship programme, with dual specialisations mode.

The Post Graduate Programme comprises four semesters, with two summer projects in between. The structure of the programme is beautifully designed to give students the best in industry exposure with a nurturing classroom environment. It also ensures practical work experience to become the leaders of tomorrow in the area of specialisation of their choice.

The first year students are given the fundamental knowledge, analytical skills & techniques, contextual understanding, environmental awareness and overall perspective, which will serve as the bedrock for the programme.

Bridge Courses

Students can opt for bridge courses to enhance their advance skills and knowledge on the area of their choice to make them future ready.

Participating in Student exchange program at reputed foreign universities and attending regular classes by International faculty keep the students ready for global assignment.

Dual Specialisation

Dual Specialisation provides students with a deeper understanding of different functional areas and enable them to develop core competency in areas of their choice. The participants are encouraged to select courses in specific domains such as Analytics, E_commerce/IT/ITES, BFS, FMCG, Insurance and Infrastructure et al. The emphasis is on the application of knowledge gained, in the form of projects, group exercises and case discussions. Highly skilled and experienced corporate Guest lectures and workshops further enrich their learning.

Specialization

Students can opt for Unique Dual specialization in:

Marketing management | Human Resource Management | Finance | Production and Operations Management Information Technology | Entrepreneurship Management | Health Care Management



PGDM - AICTE

Post Graduate Diploma in Management (PGDM) (Approved by AICTE), Dual specialisation program

This PGDM program of RCM, Bangalore is carefully-crafted two-year course, incorporates practical industry applications with a rigorous, cutting-edge, case study & model-based curriculum. It prepares the young graduates for Manager level positions in industry and other sections.

The PGDM program is based on feedback from the corporate sector, benchmarking against globally top-ranked MBA programmes and insights from recent studies on the effective management curriculum.

The PGDM is spread over two years, each year consisting of two terms. In between the first and second years, the participant spends eight weeks on a summer project in a business organization. Fourth semester is designed as a project semester in which students are engaged in the industries and work to get on the job training as per their specialisation.

Skill Development

PGDM program emphasises more on Skill Development which include Leadership acumen, Spread sheet Modelling, Entrepreneurial Orientation, Innovation & Design Thinking and Sustainability. Bridge courses help them to acquire advance skills and knowledge.

Industry Exposure

Students visit industries regularly during the Programme. They carry out studies on various industries and work in tandem with the key players in the industry. This enhances their exposure to organizations and provides them a backdrop for analysing the managerial contexts of different cases.

With the Student exchange program at the foreign universities and industrial visits in highly skilled international market increases horizon of PGDM students to take up international job assignments.

Incubator Centre

Through in-house incubation center students are getting relevant exposure in the field of entrepreneurship, e-commerce, and other emerging business trends and can follow the already successfully running start-up ventures in the college incubator.

Specialization

Students can opt for Unique Dual specialization in:

Marketing management | Human Resource Management | Finance | Production and Operations Management Entrepreneurship Management | Digital marketing | Supply Chain and Logistics Management Information Technology | International Business

PROGRAMME

POST GRADUATE PROGRAMME

Masters in Business Administration (MBA)
Post Graduate Diploma in Mangement (PGDM)

ELIGIBILITY:

Graduation from any stream (10+2+3) wighted and above marks from a recognised CAT/MAT/XAT/ATMA Level Entrance Test Score.

Eligible candidates will be intimated to appear in Group Discussion and Personal Interview. Final Selection will be done on the basis of

- Career Marks
- Score in the Test (CAT/MAT/XAT/ATMA/CMAT / State Level)
- Score in GD/PI

CANCELLATION POLICY

On Cancellation of admission on or before 15th Aug 2023, Rs. 1000 Will be deducted and the Balance amount will be refunded. No refund of fees against cancellation of PG admission after 15th Aug 2023.

UNDER GRADUATE PROGRAMME

Bachelor of Business Administration (BBA)

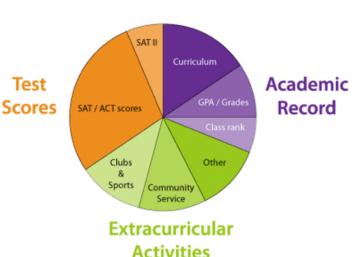
ELIGIBILITY:

Students from any stream (10+2) with min 50% from a recognized board

Eligible candidates will be intimated to appear in Personal Interview.

Bachelor of Business Administration (BBA)

Duration of BBA Course: Three Years (6 Semesters)



CANCELLATION POLICY

On Cancellation of admission on or before 15th July 2023, Rs. 1000 Will be deducted and the Balance amount will be refunded. No refund of fees against cancellation of UG admission after 15th July 2023.

Industry Visits







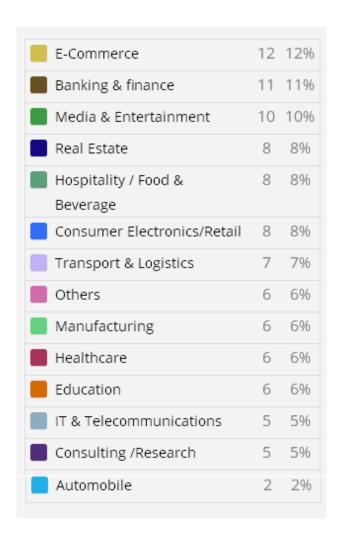


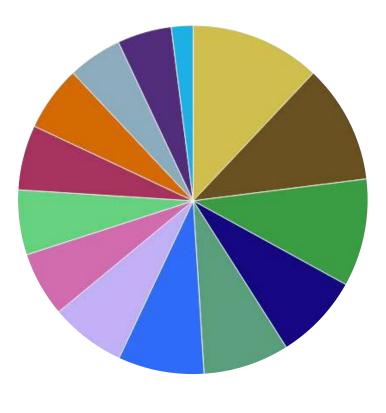
100% Placement Since Inception

PLACEMENTS

RCMB takes your career needs seriously and demands uncompromising approach to learning and development .The placement activity is a structured 2 years program that starts with internship in first year and concludes with campus placement for final yearstudents. The contemporary industry focused curriculum and training program coupled with wide industry collaboration enables our students to excel in campus interviews and also make them ready to contribute effectively in their place of work.

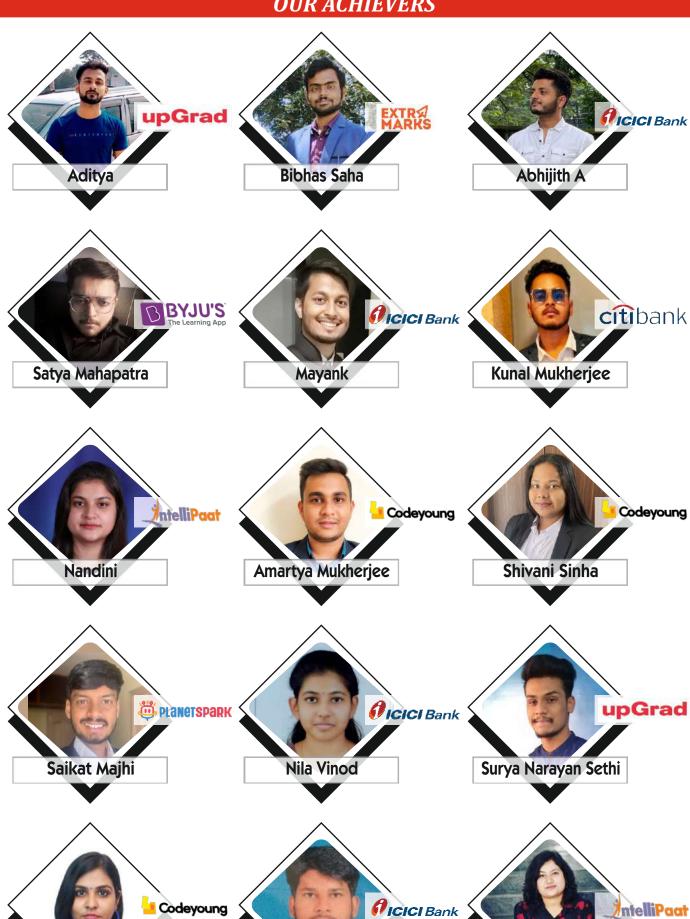
Every student goes through grooming and industry interaction sessions which are conducted regularly. These learning programs consist of weekend classes and interactive sessions under the guidance of practicing managers of different MNCs and large Indian corporate houses who have made an impact in their chosen domain. The singular aim is to expose our students to the working culture and environment of the corporate departments, give them insights into key functional areas like Human Resources, Marketing, Sales, Business Analysis, Supply Chain Management, Operations





Domestic Placement 6 Lakhs to 12 Lakhs International Placement 27 Lakhs to 45 Lakhs

OUR ACHIEVERS



Chandan SR

Jyoti Kumari Singh

Deepthy Menon



pinclick

Madhavi

Kabirul Islam

Deepthy Menon



RCM Bangalore has a very unique internship programme for the students.

In internship Students can take up challenging problems and carry out the projects to fruition

Each student is assigned a faculty from the institute as an academic mentor and the reporting manager at the interning company becomes the Industry mentor.

The Internship programme helps students to transform into "Industry-ready professionals"

After spending rigorous Academic semesters, the internship programme experiences help students to apply their knowledge in statistics, machine learning and business principles etc. to real world problems and add significant value to the firms they work with. Thus, the internship becomes a crucial part in the course curriculum.

The internship helps the students to get a good Pre Placement Offer.

Summer Internships have grown to become an important criterion to judge a B-School's competitiveness. Exposure to a variety of work cultures forms a significant part of the wholesome educational experience imparted in any eminent B-School. It is only logical that RCM Bangalorre, as part of its internship program, is a witness to the representation from leading firms, across the globe. Our recruiters include leading Investment Banks, Corporate Banks. Investment Holding Companies, Private Equity Funds Firms, Management Consulting Firms, Corporate Brands, Retail Majors, Trading Houses, and FMCGs. We have had a fruitful relationship with the best in the business.

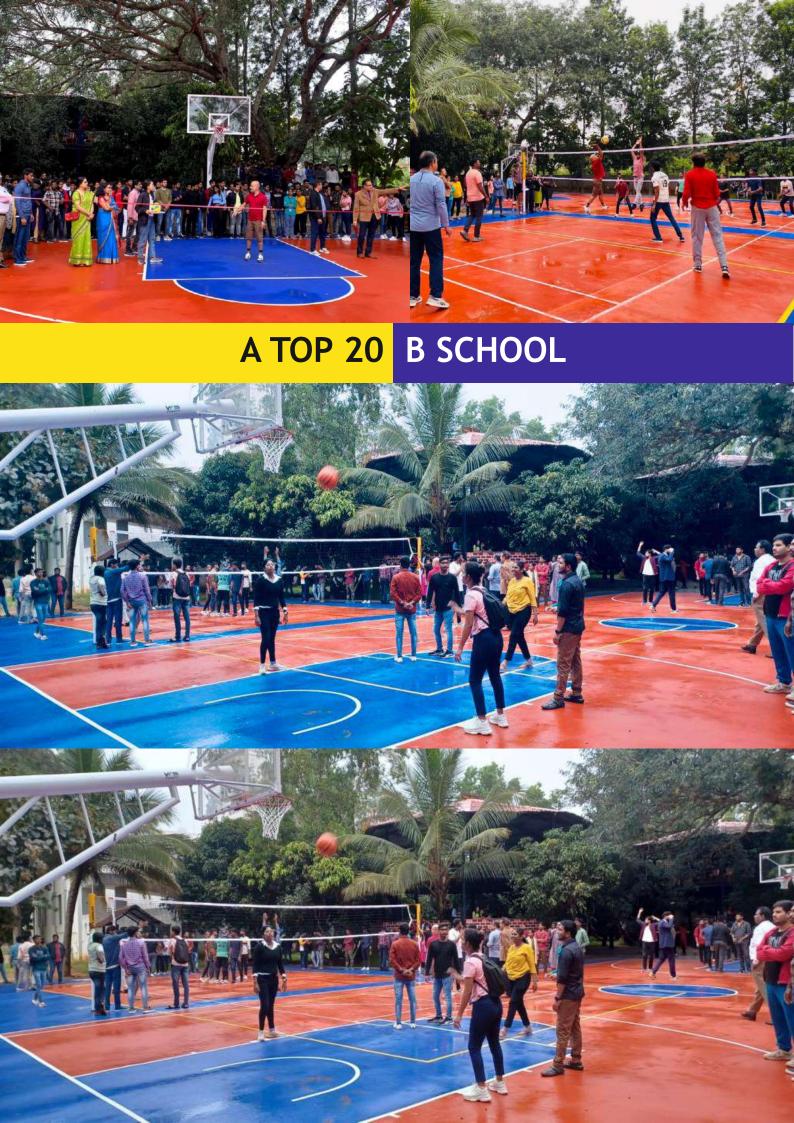
On successful completion of internship the students get ful time placement from the same company













"BEST MANAGEMENT COLLEGE IN ACADEMIC EXCELLENCE

