BHAVAN'S
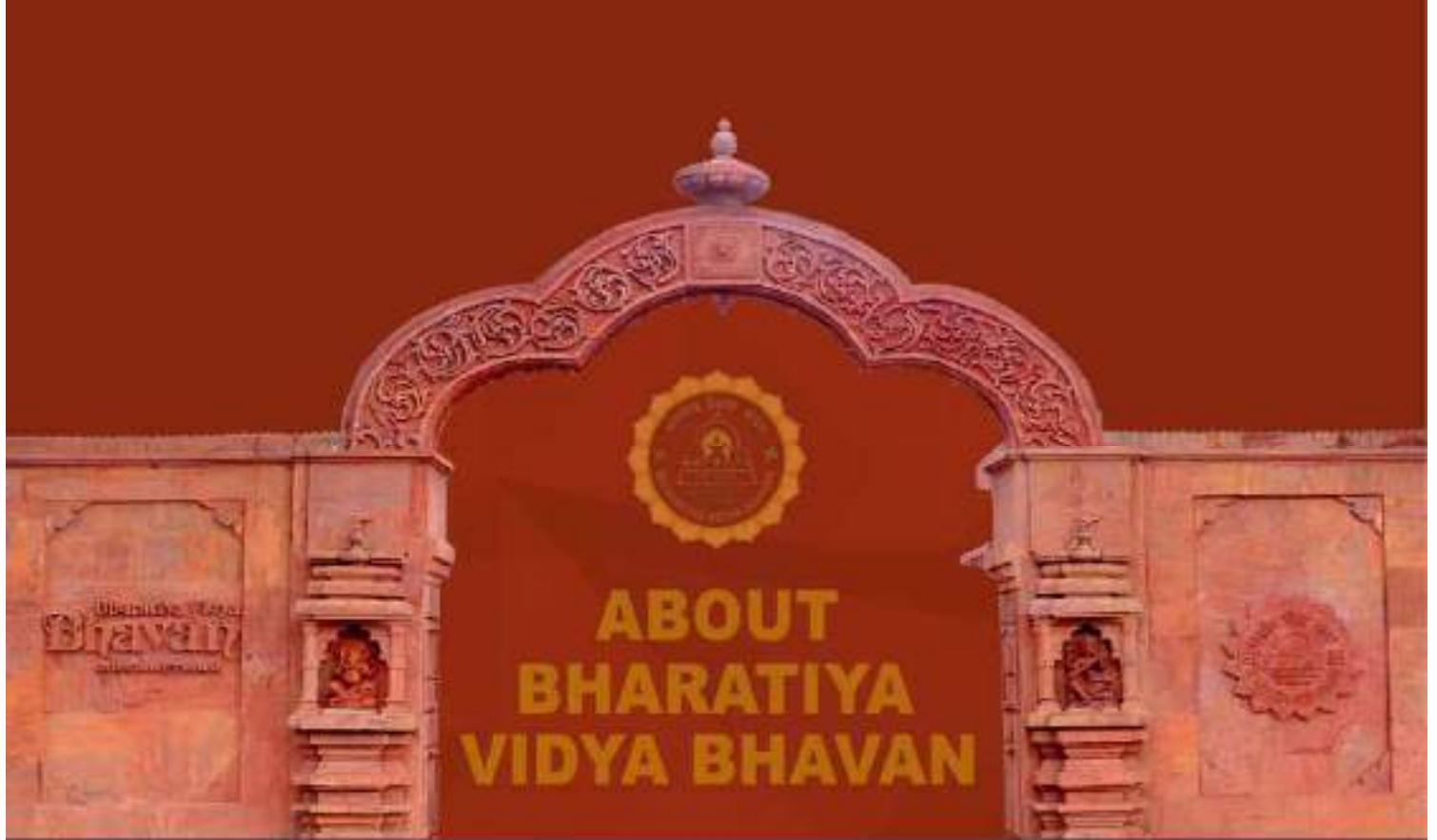## CENTRE FOR COMMUNICATION AND MANAGEMENT
BHUBANESWAR

Approved by AICTE, Govt. of India

A Leading
Business School in India
2024-26

BCCM

ABOUT BHARATIYA VIDYA BHAVAN

- Established in 1938 at Mumbai by Dr K M Munshi, as a philanthropic initiative to promote Education, Art & Culture.

- It had blessings of Mahatma Gandhi & other national leaders e.g., Dr. Rajendra Prasad, Pandit Jawaharlal Nehru, S. Radhakrishnan, Sardar Ballavbhai Patel, Ghaffar Khan and Maulana Azad etc.

- Recognized as an Educational Institution of National Eminence and conferred with "Gandhi Peace Award".

- Bharatiya Vidya Bhavan, Bhubaneswar Kendra established in 1978.

PRESENT STATUS

- 119 Centres in India & 5 Centres Abroad.

- 367 Institutions (KG to PG less Medical Education).

- 9 Business Schools including SPJIMR, Mumbai; MPBIM, Bengaluru; BULMIM, Delhi; BCCM, Bhubaneswar.

- More than 3 lakh students.

BCCM
BHUBANESWAR

- ☑ Bhavan's Centre for Communication & Management (BCCM), the Business School of Bhubaneswar Kendra started in 2006.

- ☑ Ranked 4th Best B-School in Odisha & 21st Best in the Country in Outstanding B-schools of Excellence Category(CSR-GHRDC-2023).

- ☑ ISO 9001-2015 certified Business School.

OUR STRENGTHS

- Located in heart of the City, behind RBI/ Keshari Talkies, 3 Kms from Airport & 1 KM from Railway Station.

- Well furnished campus infrastructure with in-house separate hostel for Boys and Girls having double/ single occupancy.

- Adequate recreational avenues: TV Hall, Yoga Centre, Indoor & Outdoor Sports facilities.

- Uninterrupted Power supply with DG & Rooftop Solar Backup.

- AC Classrooms & Multipurpose Auditoriums with latest Audio/ Video gadgets.

- State-of-the-Art Computer Centre with over 100 PCs.

- 24 Hours High Speed Wi-Fi Network in the Campus.

- Well Stocked Library with DELNET & Book Bank facilities for students.

- Management of the Institute by very distinguished Senior Defence Officers and Educationists of repute.

- Eminent Academicians with IIM, XLRI, XIMB, IIT & NIT background as Faculty.

- Senior Industry Experts as Adjunct and Visiting Faculty.

ABOUT
PGDM PROGRAM

- Post Graduate Diploma in Management (PGDM).

- Two years full-time, approved by AICTE, under Ministry of Education, Govt of India & recognised by Govt of Odisha.

- PGDM of BCCM recognised as equivalent to MBA.

- Eligibility: Any graduate with minimum 50%(For SC/ST-45%) marks in aggregate with valid CAT/XAT/MAT/ATMA/CMAT/OJEE/GMAT.

- The Institute has autonomy to design the program as per the requirement of the industry in line with the model Curriculum of AICTE.

- The Course spreads over six trimesters, the last one being devoted to three projects: Business, Industry & Societal.

- Two months Certified Summer Internship Project(SIP) & one month Shop Floor Training in Corporates & Industries.

- Dual Specialization with Marketing, Finance, HR, IT, Logistics & Supply Chain Management and Healthcare & Hospital Management.

- Foundation Course of four weeks prior to the commencement of first trimester.

ABOUT
PGDM PROGRAM

- ☑ Teaching Method: Lectures, Case Discussions, Presentations, Assignments & Interactive Sessions.

- ☑ The Institute follows NON-NEGOTIABLE Academic Calendar, Continuous Evaluation System & Assessment Criteria as per the AICTE guidelines.

- ☑ Corporate relevant Curriculum, Technology blended teaching-learning & use of Cardinal Apps for web based solutions.

- ☑ Includes Business Analytics & Hands on Training in Advanced Excel.

- ☑ Focused grooming on Employability, Soft Skills & Personality Development throughout the Program.

- ☑ Student exchange programs with leading B-Schools.

- ☑ Exposure to Start Ups & Focus on Entrepreneurship.

- ☑ Leadership development through Movies, Music, Sports(Cricket & Badminton), Yoga, Self Defence & regular Saturday seminars.

- ☑ Weekly Mentor(Faculty)- Mentee(Students) Interaction.

- ☑ Merit cum Means Scholarship to deserving students.

- ☑ Institute provides assistance for Bank Loan & Govt Scholarship for eligible candidates.

- ☑ Convocations generally presided by President of India/ Governor of Odisha & eminent personalities.

- ☑ **Assured Placement Assistance.**

OTHER

KEY FEATURES

- ☑ Exposure to National & International Seminars.
- ☑ Bhavan's Emerging Leaders Contest & B-school Meet by Students.
- ☑ Alumni interaction through Social Media & Annual Alumni Meet. Alumni Mentor for each student.
- ☑ Industrial Visits.
- ☑ Students participate in Bhavan-Infosys Cultural Outreach Program twice in a month in the Institute.
- ☑ Visit to Orphanage/ Old Age Home, Blood Donation Camp, Tree Plantation, Swachh Bharat Abhiyan, Azadi ki Amrit Mahotsav, Heritage Tour & Dhauli festival etc. –part of Curriculum.
- ☑ Students organize Ethnic day, SAARC day, Welcome & Farewell, Annual day.
- ☑ Facilities available for Yoga, Martial Arts, Cricket & Badminton.
- ☑ Institute also offers one year Post Graduate Diploma in Computer Application(PGDCA).

RANKING & RECOGNITIONS

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

BCCM, Bhubaneswar has been ranked 4 Best B-School in Odisha and 21st Best B-School in India in the emerging B-School of Excellence Category as per the CSR-GHRDC best B-School Banking 2023.

Bhavan's Centre for Communication and Management (BCCM) Bhubaneswar is an ISO 9001- 2015 Certified Business School.

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.

BCCM, Bhubaneswar is a life member of the Association of Indian Management Schools (AIMS), a professional association of Business Schools in India that has more than 700 Business Schools across the country. BCCM hoisted the 32nd AIMS Annual Management Education Convention held from 27th to 29th August 2021.

Bhavan's Centre for Communication and Management (BCCM) Bhubaneswar has academic collaboration with National Institute of Personal Management(NIPM) for undertaking joint Seminars, Conferences, MDPs and Workshops.

RANKING & RECOGNITIONS

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

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 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

BCCM, Bhubaneswar has academic collaboration with M. P. Birla Institute Of Management, Bengaluru for conducting Joint Research, Faculty Development programs(FDP), Management Development programs(MDP) and undertaking Faculty & Student Exchange Programs.

BCCM, Bhubaneswar has academic collaboration with ICBM School Of Business Excellence, Hyderabad, for conducting Joint Research, Faculty Development programs(FDP), Management Development programs(MDP) and undertaking Faculty and Student Exchange Programs.

BCCM, Bhubaneswar has academic collaboration with Biju Patnaik Institute of Information Technology and Management Studies(BIITM), Bhubaneswar for conducting Joint Research, Faculty Development programs(FDP), Management Development programs(MDP) and undertaking Faculty and student Exchange Programs.
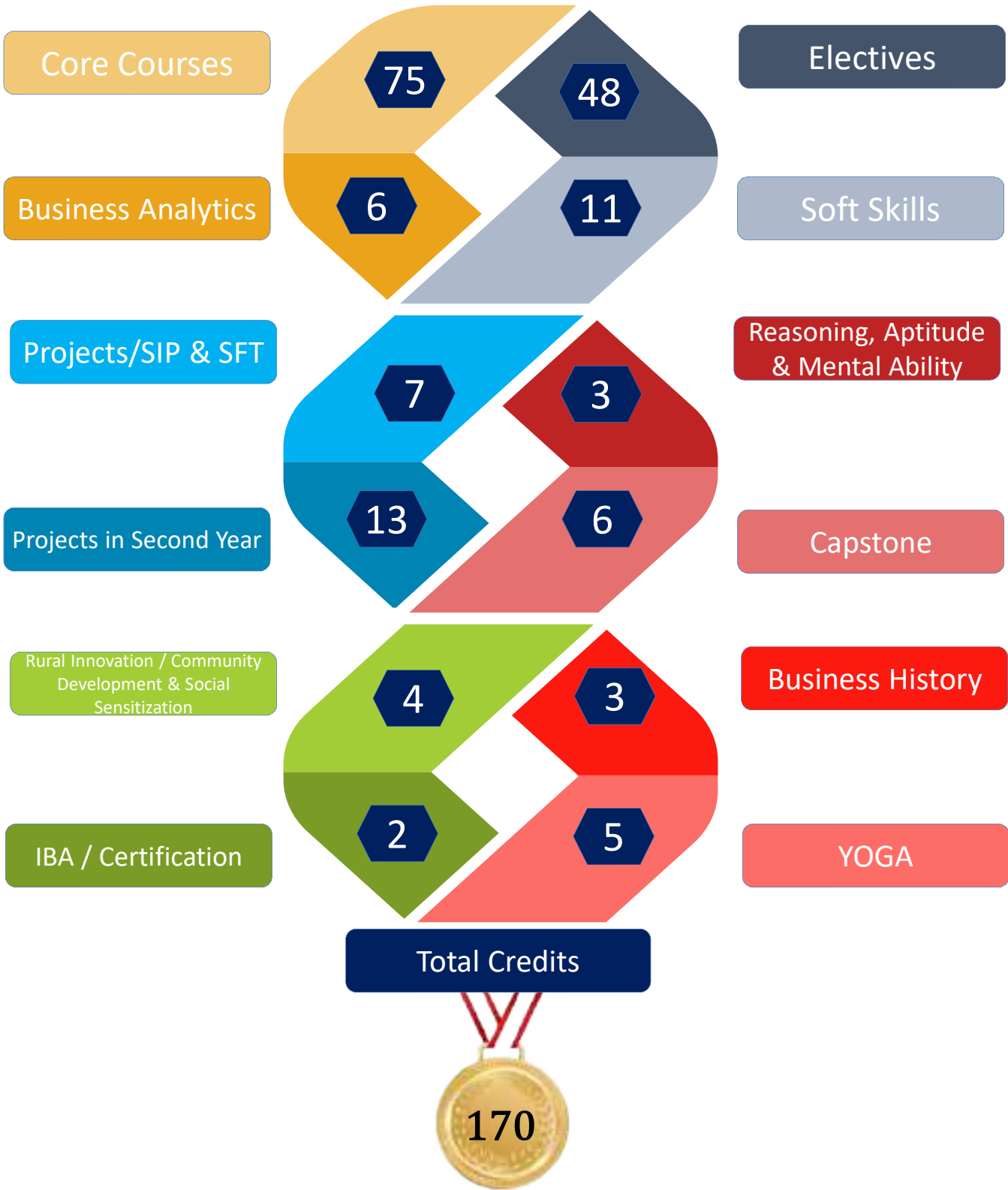
PGDM CURRICULUM

Core Courses	75	48	Electives
Business Analytics	6	11	Soft Skills
Projects/SIP & SFT	7	3	Reasoning, Aptitude & Mental Ability
Projects in Second Year	13	6	Capstone
Rural Innovation / Community Development & Social Sensitization	4	3	Business History
IBA / Certification	2	5	YOGA

Total Credits

170

COURSE STRUCTURE

FOUNDATION- NON CREDIT

Paper No.	Paper code	Papers
FC01	EMS	Elementary Mathematics & Statistics
FC02	FA	Fundamentals of Accounting
FC03	CF	Computer Fundamentals
FC04	FE	Fundamentals of Economics
FC05	DPSS	Developing Public Speaking Skills

TRIMESTER-1

Sub. Code	Paper Code	Core Papers	Credits
T-I-01	QTA	Quantitative Techniques & Analysis	3 Credits
T-I-02	ME	Managerial Economics	3 Credits
T-I-03	OB-1	Organizational Behavior -1	3 Credits
T-I-04	OSS	Organization Structure and System	2 Credits
T-I-05	FRA	Financial Reporting & Analysis	3 Credits
T-I-06	ITM	IT for Managers	3 Credits
T-I-07	MM-1	Marketing Management-1	3 Credits
T-I-08	ICH	Study on Indian Culture and Heritage	1 Credit
T-I-09	ES-1	Employability Skills – 1	2 Credit
T-I-10	YOGA	YOGA (Self Defense)	1 credits
Total			24Credits

TRIMESTER-2

Paper no.	Paper Code	Core Papers	Credits
T-II-01	BRM	Business Research Methodology	3 Credits
T-II-02	OB-2	Organizational Behavior-2	3 Credits
T-II-03	MM-2	Marketing Management-2	3 Credits
T-II-04	FM-1	Financial Management-1	3 Credits
T-II-05	HRM	Human Resources Management	3 Credits
T-II-06	POM	Production & Operations Management	3 Credits
T-II-07	AEM	Advanced Excel for Managers	3 Credits
T-II-08	HCHM	Health Care & Hospital Management	3 Credits
T-II-09	ES - 2	Employability Skills - 2	2 Credits
T-II-10	YOGA	YOGA (Meditation)	1 Credit
Total			27 Credits

TRIMESTER-3

Paper No.	Paper Code	Core Papers	Credits
T-III-01	NS	Negotiation Skills	3 Credits
T-III-02	BL	Business law	3 Credits
T-III-03	BECG	Business Environment & Corporate Governance	3 Credits
T-III-04	FM-2	Financial Management-2	3 Credits
T-III-05	TTP	Taxation & Tax Planning	3 Credits
T-III-06	CMA	Cost and Management Accounting	3 Credits
T-III-07	SCLM	Supply Chain & Logistic Management	3 Credits
T-III-08	BA-1	Business Analytics -1 (Certificate Course)	3 Credits
T-III-09	ES - 3	Employability Skills - 3	2 Credits
T-III-10	YOGA	YOGA	1 Credit
Total			27 Credits

SUMMER INTERNSHIP PROGRAM	4 Credits	
SHOP FLOOR TRAINING (SFT)	3 Credits	

TRIMESTER-4

Paper no.	Paper code	Core Papers	Credits
T-IV-02	BECS	Business Ethics & Corporate Sustainability	3 Credits
T-IV-03	BA-2	Business Analytics -2 (Certificate Course)	3 Credits
		SPECIALIZATION-I	
T-IV-04	E-I(A)	Elective-I(A)	3 Credits
T-IV-05	E-I(B)	Elective-I(B)	3 Credits
T-IV-06	E-I(C)	Elective-I(C)	3 Credits
T-IV-07	E-I(D)	Elective-I(D)	3 Credits
		SPECIALIZATION-II	
T-IV-08	E-II(A)	Elective-II(A)	3 Credits
T-IV-09	E-II(B)	Elective-II(B)	3 Credits
T-IV-10	E-II(C)	Elective-II(C)	3 Credits
T-IV-11	E-II(D)	Elective-II(D)	3 Credits
T-IV-12	ES - 4	Employability Skills - 4	3 Credits
T-IV-13	YOGA	YOGA	1 Credit
		SPECIAL SKILL DEVELOPMENT PROGRAM (Reasoning, Aptitude & Mental Ability)	3 Credits
Total			37 Credits

TRIMESTER-5

Paper no.	Paper code	Core Paper	Credits
T-V-01	SM	Strategic Management	3 Credits
T-V-02	ESMEM	Entrepreneurship & SMEs Management	3 Credits
		SPECIALIZATION-I	
T-V-03	E-I(E)	Elective-I(E)	3 Credits
T-V-04	E-I(F)	Elective-I(F)	3 Credits
T-V-05	E-I(G)	Elective-I(G)	3 Credits
T-V-06	E-I(H)	Elective-I(H)	3 Credits
		SPECIALIZATION-II	
T-V-07	E-II(E)	Elective-II(E)	3 Credits
T-V-08	E-II(F)	Elective-II(F)	3 Credits
T-V-09	E-II(G)	Elective-II(G)	3 Credits
T-V-10	E-II(H)	Elective-II(H)	3 Credits
T-V-11	ES – 5	Employability Skills - 5	2 Credits
T-V-12	YOGA	YOGA	1 Credit
Total			33 Credits

ELECTIVES

MARKETING	HUMAN RESOURCE MANAGEMENT	FINANCE	HEALTH CARE & HOSPITAL MANAGEMENT
Consumer Behavior (T-IV (M)-01	Human Resource Planning (T-IV (HR)-01	Security Analysis and Portfolio Management (T-IV (FIN)-01	Basics of Health Care Management (T-IV (HCHM)-01
Advertising & Brand Management (T-IV (M)-02	Performance Management (T-IV (HR)-02	Financial Markets and Services (T-IV (FIN)-02	Operations Management in Hospital (T-IV (HCHM)-02
Service Marketing (T-IV (M)-03	Training and Development (T-IV (HR)-03	International Finance (T-IV (FIN)-03	Hospital Administration & Record Keeping (T-IV (HCHM)-03
Sales and Distribution Management (T-IV (M)-04	Labor Laws (T-IV (HR)-04	Project Appraisal and Control System (T-IV (FIN)-04	National Health Program and Bio Statistics (T-IV (HCHM)-04
Customer Relationship Management (CRM) (T-V (M)-01	Employee Relation (T-V (HR)-01	Merger & Acquisition (T-V (FIN)-01	Materials Management & Pharmacy Services (T-V (HCHM)-01
Retail Marketing (T-V (M)-02	Compensation Management (T-V (HR)-02	Derivatives (T-V (FIN)-02	Legal Issues in Health Care & Hospital (T-V (HCHM)-02
Digital Marketing (T-V (M)-03	International HRM (T-V (HR)-03	Financial Modeling & Using Excel (T-V (FIN)-03	Planning & Designs of Hospital (T-V (HCHM)-03
B2B Marketing / Rural Marketing (T-V (M)-04	Talent Management (T-V (HR)-04	Banking and Insurance Management (T-V (FIN)-04	Quality Safety & Risk Management (T-V (HCHM)-04

TRIMESTER-6

Project no.	Project code	Project	Credits
T-VI	BH	Business History	3 Credits
T-VI	CP (P1)	Capstone Project	6 Credits
T-VI	RI (P2)	Rural Innovation Project	4 Credits
T-VI	CD (P2)	Community Development Project	
T-VI	SS (P2)	Social Sensitization Project	
T-VI	IBA	International Business Affairs	2 Credits
Total			15 Credits

OUR RECRUITERS

HSBC • Unilever • BSW • CEASE FIRE • Reliance

Arvind • ICICI Bank • HDFC BANK • AN KAPURNA • SPANIDEA

Bandhan Bank • pwc • Hindustan Unilever Limited • NORTHERN TRUST • OPPO

BLUESTONE • BajajCapital • AGARWAL PACKERS MOVERS • Lucintel • Vyapar

AXIS BANK • KIMS HOSPITALS • SS • OCTAVO • AMARA RAJA

DCB BANK • Extramarks • BYJU'S The Learning App • pantaloons • IndusInd Bank

SPANDANA • Apollo HOSPITALS
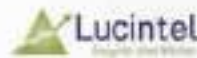
TEACHING &
LEARNING MODES

SEMINAR & WORKSHOPS
NDUSTRIAL TOUR & ORPHANAGE VISITS

LIBRARY
CANTEEN

IN-CAMPUS BOYS & GIRLS HOSTEL

YOGA & BOXING
SELF DEFENCE
SOFT SKILL TRAINING

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Contact us:

Phone: 0674-2530433, 9437847162, 9938677462

Website : www.bvbbhubaneswar.org

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Address: 9, Kharvel Nagar, Unit-3, Bhubaneswar, Odisha - 751001