



B.R.C.M. College of Business Administration



PROSPECTUS

BBA (Hons.)



SARVAJANIK
UNIVERSITY

INCLUSIVE | INTEGRATED | INNOVATIVE

ABOUT B.R.C.M.

B.R.C.M. College of Business Administration was established in 1998 by Sarvajanic Education Society . It is one of the first colleges to initiate BBA program in South Gujarat region. It has earned great reputation in short span of time through it's unique learning environment and high performance and discipline standards.

B.R.C.M. College of Business Administration is now one of the constituent college of Sarvajanic University which was established on 1st June, 2021 under Gujarat Private Universities Act No. 8 of 2009 and Amendment Gujarat Private Universities Act No. 15 of 2021. At the core of Sarvajanic University is an 'Integrated, Inclusive and Innovative' approach. To guide, educate, mentor the youth of the nation, under the institutional umbrella of the University is the key objective.



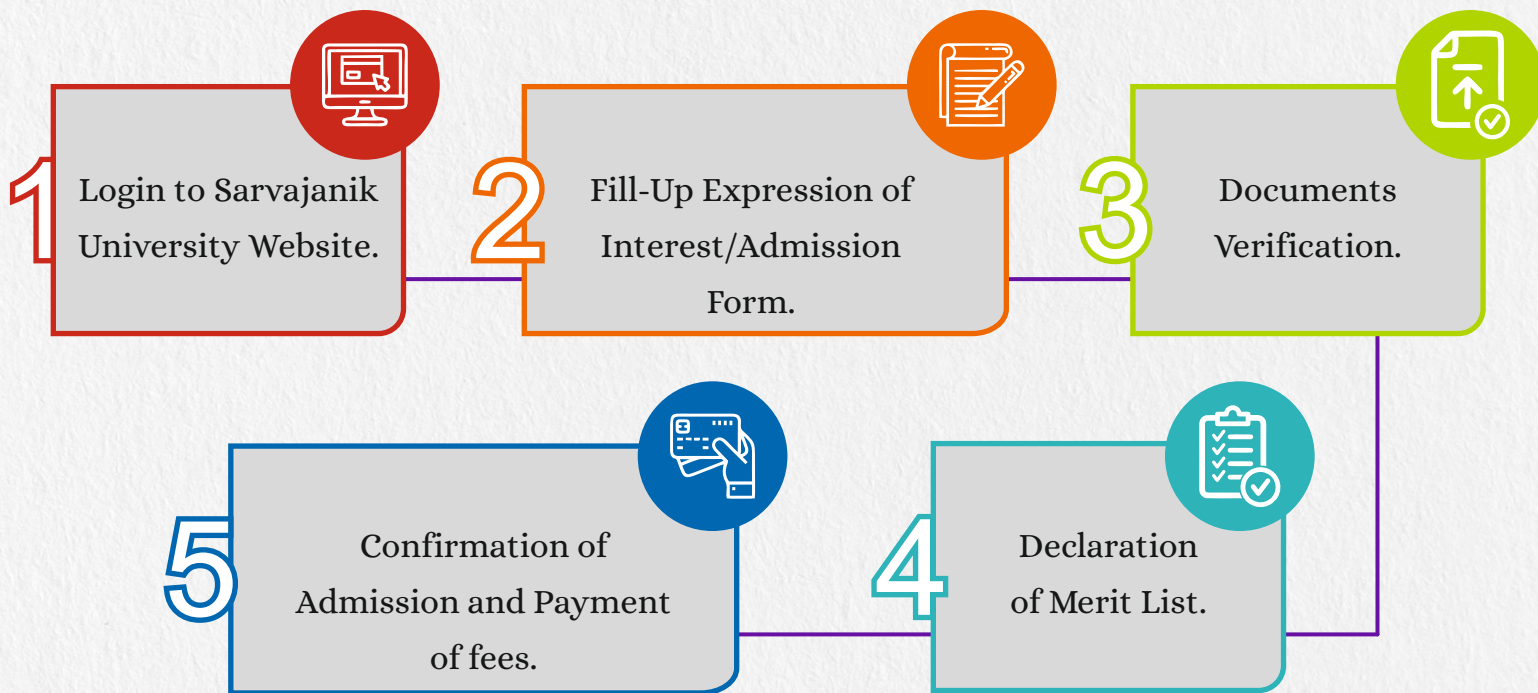
Vision

To excel in the business and its allied studies with a focus on developing socially responsive transformational leadership for creating an equitable and progressive society.

Mission

To develop socially sensitive, resilient, ethical youth with entrepreneurial spirit and global perspective for providing leadership in all sectors of society through value-based education and integrate collaborative efforts of academia – industry.

ADMISSION PROCESS



ELIGIBILITY



10+2 in commerce, science or arts* stream from Gujarat board, CBSE, Open board, State board or any other recognized board.



Candidates must have studied English as one of the subjects in the qualifying exam.



The aspirants should have scored a minimum of 45% marks as an eligibility condition for the BBA(Hons.) admission.

*Arts field applicants must have studied either psychology or Economics.

SALIENT FEATURE OF OUR FOUR-YEAR BBA (HONS) PROGRAM

Designed as per new UGC curriculum and credit framework

Rewarding internship opportunities for better practical industrial exposure

Focus on Life and Self-management skills for Industry Readiness

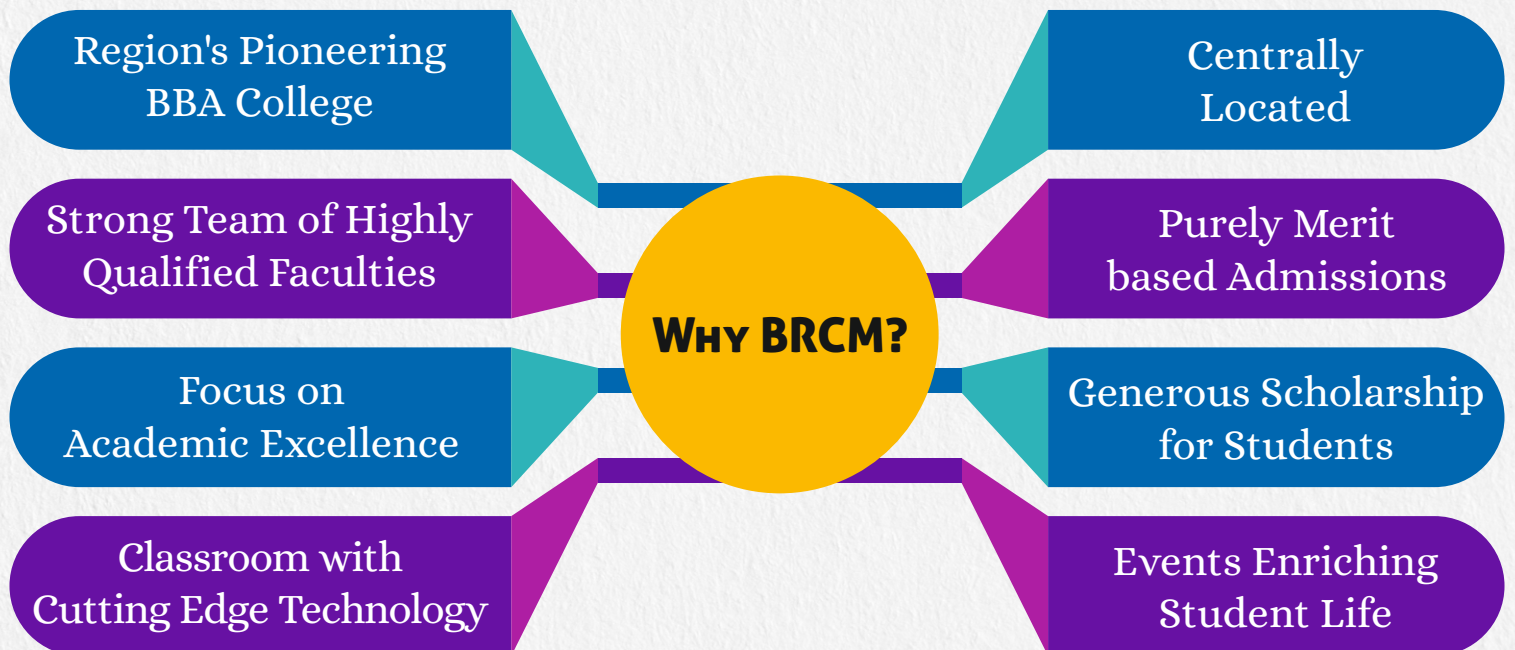
Engrossing electives: Major, Minor and Multi-Disciplinary

Engaging and diverse subjects: Value added Courses, Ability Enhancement courses

Field-based research project to get the sense of market and its requirements

Flexibility and Choices aligned with the New Education Policy, 2020

Parity with International Entry Requirement of 10+2+4



ACTIVITIES / EVENTS



Utkarsh

Placement Assistance

Yoga

Guest Lecture

Workshops

Field Visit

Career Counseling

Inter-College Event



CURRICULUM

SEMESTER-1

Principles of Economics

Principles of Management

Financial Accounting

IT Skills

Communication and Soft Skills - 1

Emotional skills for Workplace

Indian Health, Wellness and Yoga

SEMESTER-2

Management Accounting

Organisational Behaviour

Managerial Economics

Multi-Disciplinary Elective

Business Communication

Managerial Skills

Environment and Sustainability

SEMESTER-3

Business Environment

Marketing Management

Human Resource Management

Multi-Disciplinary Elective

Communication and Soft Skills - 2

Negotiation and Team Management

Indian Art and Culture

SEMESTER-4

Financial Management

Production and
Operations Management

Indian Ethics and CSR

Statistics for Business Decisions

English Language and Literature

Digital Marketing

Constitutional Values,
Fundamental Rights and Duties

Multi-Disciplinary Elective

Cyber Security | Emerging Technologies for effective Management | Literature and Society
IT and GST | Event Planning and Hospitality | Quantitative Techniques | French | Spanish
Introduction to Mass Communication | Indian Society

SEMESTER-5

Service Management

Career Management

SEMESTER-6

B-Start-up and Project Management

Academic Writing

Internship/ Vocational Training

SEMESTER-7

Business Research Methods

Business Analytics for Decision Making

Elements of Strategic Management

Research Project/ OJT

SEMESTER-8

Applied Strategic Management

Purchasing & Supply

Chain Management

Research Project/ OJT

Major Electives (for sem 5 to 8) - Any one

Finance : Behavioural Finance, Strategic Financial Management, Financial Markets and Services Banks and NBFCs, Advance Financial Management, Portfolio Management and Financial Derivative, Mutual Funds and Insurance, International Financial Management, Contemporary Issues and Financial Analytics, Financial Planning/ Business to Business Marketing.

Marketing : Consumer Behaviour, Integrated Marketing Communication, Product Development, Sales & Distribution Management, Retail Management, Brand Management, Relationship Marketing, International Marketing, Contemporary Issues and Marketing Analytics.

HR : Human Resource Development, Contemporary Issues in HRM, Team Dynamics, Effective Leadership, Employee Relations, Advance Human Resource Management, Leading teams for high performance, Developing Organisation, HR Metrics, Analytics and Skills Assessing teams, metrics and skills.



Life @ B R C M





B.R.C.M. College of Business Administration

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