



# Ram Krishna Dwarika College

**PROSPECTUS**

**BBM**

**TTM**

**ASPM**



# BBM, TTM, ASPM





The world is just emerging from one of the most serious downturns of economy and the western world has taken many strong steps to ensure that it gets back to the path of economy growth. The developing countries have not been unaffected and appear to be still in the growth path though the size of their economy cannot lead the larger US economy out of its downturn and can, at best can present a supportive environment. The need for good managers at this time is of paramount importance. We are confident of providing the right environment for such learning in a framework of high value system.

In the process of globalization and liberalisation of the Indian economy the rules of games have changed, with the leveling of technology, the only differentiating factor amongst successful organisation is the competencies of their work force. It is the people and how they are managed within an organisation that determines the leverage it enjoys.

Those of you who would use this opportunity to learn, to innovate and to grow in our environment, we welcome you with much warmth that you can partake of as you take up the challenge to face the brave new world which is being reformed.

You are potential managers with infinite talent and wisdom to take India forward. You have the privilege of a sound education, a healthy social environment and an opportunity to grow into a eminence and value. But in doing so, you have a great responsibility to society and to ensure that your decision in the corporate boardroom should positively impact the people outside. Your actions should be able to help the housewives who battle inflation or the employee facing a job cut.

We consistently focus on designing practice oriented learning and a contemporary industry-focussed curriculum, driven by corporate interface. Our vision has taken shape and grown quite naturally. The people associated with us have also grown in tandem. Our experienced faculty members have constantly working on research oriented contribution to know-how world-wide. We are committed towards creating a community which is vibrant and which provides a lifelong learning experience and professional development. Our objective is to provide you a well round curriculum and the critical reasoning to enable them to apply their knowledge in the difficult situation and critical decisions that they will face in their careers.

I extend a hearty invitation to you to visit the campus and interact with the students and faculty members to know more about the institute, our activities and the ambience. We provide you with the opportunity to :

- Gain a solid foundation in management education.
- Apply tools and disciplines learned in the classroom in the real business world.
- Learn by direct exposure to local companies.
- Develop your interpersonal skills and cultural sensitivity.
- Be prepared to take up operational responsibilities in the region's market place.

I wish you luck and success in your endeavour.

**Welcome to our BBM, TTM & ASPM courses with the vision of 21st century. Welcome to innovations, aspirations and foresight.**

*Dr. Sanjoy Kumar*  
Director

## Objective

- ❖ To gain a solid foundation in management education.
- ❖ Apply tools & disciplines learned in the class room in the real business world.
- ❖ Learn by direct exposure to local companies.
- ❖ Development of interpersonal skills and culture sensitivity.
- ❖ Prepare to take up operational responsibilities in the region's market place.
- ❖ To provide students a well-rounded curriculum and the critical reasoning to enable them to apply this knowledge in the difficult situations and critical decisions that they will face in their careers.

## Vision

Inspired by the spirit of 'Magis' we aim at being a management school with-

- ❖ A passion for academic excellence.
- ❖ Uncompromising human values.
- ❖ A sensitive social conscience.
- ❖ An abiding commitment to improve the quality of life in organisation & society.
- ❖ Integrity.

## Mission

- ❖ To offer enriching learning experiences to aspiring managers.
- ❖ To enable them to realize their full potential.
- ❖ To ensure that they serve as agents of continuous improvement and change.
- ❖ To encourage entrepreneurship and service orientation.
- ❖ To extend frontiers of knowledge in management through cutting edge research.
- ❖ To disseminate knowledge through a portfolio of educational programmes and publications.
- ❖ Inculcate values & ethics.

## Faculty

Our BBM, TTM & ASPM courses has a large pool of dedicated and qualified faculty who are expert in their respective fields. A vibrant institutional interaction and incorporation of the knowledge and expertise gained through such interactions is utilized for the benefit of the students. Our college is today proactive in starting other applied courses like Bachelor in Computer Application (BCA) and Bachelor of Science in Information Technology (B.Sc IT)

## About the Venture

BBM, TTM & ASPM Courses in RKD College, Patna is gearing up effectively to avail the opportunities offered by the globalization. With a curriculum, syllabus and teaching methodology that is domain

driver, area specific as well as skill and application oriented our students are leader of this market.

In its constant endeavour to offer industry- relevant end job oriented curriculum, we invite experts from industries across the country time to time. With this association, students get access to the technology, state of the art infrastructure and in depth training.

## Eligibility

The candidate should have passed 12th level examination or its equivalent with a minimum aggregate of 45% in any discipline. It is mandatory for the candidates to have pass grade in each subject of qualifying examination. A candidate having compartment in any subject will not be eligible.

1. Candidates appearing in the final examination of Class 12 are also eligible to apply provisionally for admission to the above programmes.

If an applicant is found ineligible, after admission to the college, even at a later date, his/her admission will be cancelled. All admissions will be subject to the verification from the original certificates/ documents of the candidate. The decision of the Admission Committee of the of the college regarding the eligibility of any applicant shall be final.

2. Candidates may please note that fulfilling minimum eligibility criteria does not automatically entitle a candidate to be called for counselling / admission.

## Application Procedure

1. Application form and prospectus can be obtained from college counter on payment on Rupees 400/- in Cash. Form and prospectus can also be obtained by post by sending a DD for Rupees 500/- in favour of Director BBM/TTM/ASPM, R.K.D. College, Patna. Application form can be filled up online also. For online applicant, computer generated receipt alongwith other documents and DD for Rs. 400/- must reach the office before the last date.
2. All Correspondence regarding admission should be addressed to the Director BBM/TTM/ASPM, R.K.D. College, Patna
3. Documents to be submitted along with application form.
  - i. Photocopy of marks sheet of qualifying examination.
  - ii. Caste certificate (if applying against reserved quota seats.)
  - iii. NCC Certificate. (if any)
  - iv. Photographs - 3 in no.

## PROCEDURE FOR ADMISSION

Admission will be taken only on the basis of test. The provisional selection list will contain the names of double the number of seats. List of provisionally selected students will be available on college website [www.rkdcollegepatna.com](http://www.rkdcollegepatna.com) and on college notice board. Selected

students will also get information through SMS/ Email. Final selection will be done after counselling. Counselling date, venue and time of counselling will be notified on college notice board and on college website. Candidates are required to bring all the documents, testimonials, marks sheet in counselling. List of finally selected students will publish one day after counselling on college notice board and on college website. Selected candidates will be required to take admission within the given time period, failing which his/her seat will be forfeited and no claim will be entertained. Seat that fall vacant will be allotted to wait listed candidates.

**Note :** If a candidate does not personally appear before the Admission Committee for counselling/Interview on the date and time specified, his/her seat shall be offered to the next candidate.

Following certificates and documents are required at the time of admission:

1. A demand draft/cash of RS.11750/-must be drawn from any Nationalised bank in favour of the Director, BCA, R.K.D. College, Patna.
2. Two sets of Xerox copies of all the documents attested by a Gazetted Officer.
3. Transfer Certificate/Migration Certificate/ evidence for Date of Birth.
4. Statement of marks of qualifying examination/Intermediate/Higher Secondary Education (10+2) attested by a Gazetted Officer or a person holding an equivalent rank or the Principal/Head of an Institution).

**Note :**

Candidates must carry relevant Original Certificates and prescribed fees with them at the time of admission.

### Fee deposition & Seat Confirmation

The selected candidates will have to remit the prescribed fees by way of cash or demand draft drawn in favour of Director, BCA, R.K.D. College, Payable at Patna on confirmation of the seat.

### Fees

**For BBM :** Rs 11,750/- per year

**For TTM :** Rs 6,000/- per year

**For ASPM :** Rs 6,000/- per year

### GENERAL INSTRUCTIONS

- ❖ Fee once paid will not be refunded or adjusted under any circumstances.

- ❖ The college has the right to revise the fee without prior notice.
- ❖ Change of course and subject will not be permitted.
- ❖ Any change in address should be intimated with a covering letter, 12 address slips and a Demand Draft for Rs. 100/-.
- ❖ Students are instructed to furnish necessary particulars such as Name, Address, Enrolment No./ Registration No., Year of study, in all correspondence. Letters with incomplete particulars will not be considered for action at our end.
- ❖ Whenever the students enclose demand draft for various purpose, they should write their name, enrolment number at the back of D.D.. Overwriting or correction in the demand draft will not be accepted.
- ❖ All payments such as tuition fee, for duplicate Identity cards etc. should be paid through cash/ demand draft drawn in favour of Director B.C.A. , R.K.D. College, Patna.
- ❖ The place of jurisdiction for filing of suit in case of any dispute will be only at Patna.

### STUDENT SUPPORT SERVICE

#### GRIEVANCE CELL

Institute has a grievance cell for students.

Students may register their grievances / suggestions either in person or by post with the co-ordinator, BBM/TTM/ASPM. All the complaints / suggestions received will be recorded and steps will be taken to redress the grievance within a time frame. If reply is not received within a reasonable time, the fact may be brought to the notice of the Director, who will attend to it personally.

#### Personal Contact Program (PCP)

Personal Contact Programmes for students are conducted by experienced teachers and experts in their respective fields. Students are requested to attend the PCP classes regularly without fail. The PCP classes are organised to supplement the assignment already provided. To make the sessions interactive, we recommend students to read the assignment prior to attending the classes.

Students are expected to attend practical classes compulsorily to enable them to complete all the practicals within the stipulated period. Practical classes for relevant courses will be conducted on the specified dates.



## STUDENTS ACTIVITIES

### THE HR ASSOCIATION

Career Management Sessions, group discussion workshops and contribution to issues of social concern, are the initiatives taken by HR association as part of its commitment to its motto 'Add meaning to life'. It plans to disseminate information on current HR issues in industry, in addition to the personal development of the students.

### The Marketing Club

The focus of this club is to provide students with opportunities to showcase their creativity, and help to develop a passion for marketing. Its activities include the advertisement designing contests, the logo quiz and discussion on emerging trends and contemporary marketing topics. Its most outstanding endeavour is organizing annual corporate quiz which is aimed at bringing the students closer to the industry and fostering better ties between the two.

### The Industry-Institute Interaction Club

The club seeks to provide the industry with quality solutions delivered professionally, assisting them while making strategic decisions and developing projects that cater to their needs. It is seen as the fulcrum that leverages the institute in the industrial circle. The annual event creates platform where eminent personalities from the industry are invited to participate in debates on various issues.

### THE FINANCE CLUB

This Association seeks to promote a greater sensitivity to current issues in finance; The Finance Club organizes crossword competitions and stock market contests, besides simplifying finance terms and concepts for the non-finance folks. Online simulation games and other similar strategies used by the club to keep the students involved in activities like regular sectoral analysis etc. Just like the other groups, eminent personalities are invited to speak to and interact with students.

### THE SYSTEMS CLUB

This special club acts as a nexus between Management and Technology and strives to create an awareness of the significance of IT in today's dynamic business environment. The club has conducted workshops on various essentials of IT to enable the students surpass the challenges offered by competition and carve a niche for themselves in the industry. One of the most acclaimed and looked forward event is the annual workshop series.

### Students Advisory Council

The Student Advisory Council or SAC as it is generally recognized is a 4 member committee elected by the students as their representative. Collectively, the SAC represents the views, opinions and sentiments shared by the student community and forward the same to the administration, to see to it that rules of the institute are enforced and to monitor the functioning of various clubs on the campus.

### The Literary Club

Literary club is committed to bring out a monthly publication in the form of the college e-newsletter. Through this newsletter, we try and showcase the creative skills of students. In addition to this, Literary club also covers the various events organized by other clubs in college. Through this we keep people informed about college activities they have missed. Literary Club has also come up with a Corporate Issue, with the intention of keeping the different companies informed about the talent base resident here. This is a more formal publication as compared to our college issue which is in a lighter vein. The Corporate issue is sent to companies all over India. We maintain our club notice board with snippets of the on-goings in college. We also conduct small on-going contests and activities, which give people something to think about and also acknowledge any trace of literary or creative genius we see in them. All in all, we are a club which celebrates the spirit of expression in varied forms. We have tried to break through the mould of text, which is normally associated with a literary society.

### The Cultural Committee

The Cultural Committee emphasizes and integrates the cultural diversity that exists on campus. The main aim of the club is to help beat the stress associated with the hectic BBM/TTM/ASPM curriculum. The club creates a home away from home feeling for students, by organizing festival celebrations. Other initiatives include many other fun filled activities like talent contests, the Fresher's Night and the Farewell Night.

### Prayas

Prayas is a student's initiative to feel student comfortable. Set up to promote student welfare, Prayas acts as an intermediary between students, the college administration and other clubs. The main aim being to ensure that the college environment is pleasant and beneficial to learning along with fun.

Prayas organise sports events in which students participates in large numbers which acts as a stress buster from their busy schedule.

### Student Advisory Council

Student Advisory Council is a 4 member committee elected by the students as their representative. SAC represents the views, opinions and sentiments shared by the student community and forwards the same to the administration. The main role is to address grievances of students to act as an interface between students and administration. To see that the rules of the institute are enforced and to monitor the functioning of various clubs on campus.

## PLACEMENT & CAREER MANAGEMENT

The placement cell assist in facilitating the entry of BBM/TTM/ASPM students back into the corporate world. The Placement co-ordinator provides expert guidance, and the placement office offers additional services including the preparation and mailing of the placement brochure, arranging for grooming sessions, the distribution of resumes to interested companies, maintenance of data on jobs, summer placement opportunities and arrangement of campus interviews. The function is handled by an elected committee of students and managed by a Faculty in charge of Placement, who is the executive functionary of the Faculty Committee for Placement. The Placement Office acts as an interface between the students and corporate world. Student exposure to prospective employers is made possible through Placement Cell's



efforts in inviting company representatives connected with major companies to give company presentations and conduct their selection process on campus.

### Alumni Association

Strives to nurture a mutually beneficial relationship with the alumni and the Institute. Alumni Committee guided by a Faculty Coordinator work to facilitate the working of the alumni body that is involved and committed to the success of the institute and to promote

alumni meets in which Alumni from all walks of life and fields share their experiences and provide access to emerging trends in the industry through guest talks. The Alumni participate in the Institute's academic and cultural events and provide inputs on the curriculum so that it is up-



the interests and understanding between the students of the past, present and future.

The Association facilitates alumni interaction through

to-date with the requirements of the industry. The Alumni are also kept abreast with the recent developments in the campus and an ongoing monthly e-newsletter.



# CAMPUS LIFE



Our college has wi-fi campus. A closely knit student community where everyone not only knows each other but also remember them for lifetime. A unique environment of caring and sharing makes us different from others. There is a high competitive spirit amongst the students in the

organized time to time that develop social awareness and expose student to diverse views,



classroom to excel academically. But the atmosphere outside the classroom is of comradeship. Here, in R.K.D. College we lay emphasis on ethics and a sense of responsibility. Seminar / Symposium / Debate / Workshops are

opinion and idea of great minds. Students of different streams always find an opportunity to explore their interest. ***Innovation is the religion at R.K.D. College and a little initiative can take you a long way.***

We have N.S.S. (National Social Service) & NCC Units for the students.





# e-LIBRARY

e-Library has online reading facility where students can access books available in different

unique password that he can use to access different books online at anytime from anywhere.



libraries over the world. College is a member of INFLIBNET that provide online access to large no. Of books and journals. Each student is provided a

## LIBRARY

Our library is a hub for research and informaiton, housing traditional and digital study

library with its modern collection of knowledge resources and innovative information service play



materials conveniently under one roof. Library has rich collections of both printed study materials as well as journals, database, audio-vidoe materials, conference proceedings, training manuals. The

an essential role for the academic community in their intellectual pursuits. Our library has collection of over 10,000 books.

## Code of Conduct

### 1) Dress Code :

**For Boys:** White shirt(half sleeve), Black colour trouser, Black leather shoe, White socks, Black tie, Black blazer (during winter).

**For Girls:** White colour sameez with 3 quarter sleeve, Black salwar, Black dupatta, Black shoe, Black blazer (during winter).

Dress should be either formal, semi formal or uniform. The way the student dress should befit and

reflect the stature of the college. Student shall not be permitted to wear revealing clothes. Student are advised to adhere to Indian culture and ethos. Student not adhering to above rules will not be allowed to attend classes & will forfeit the attendance for the classes missed.

- ❖ For repeated violation, after 3 warnings student will be suspended from attending classes for 3 days and their parents will be informed.

## 2) Attendance:

- ❖ Every student must have minimum 75% aggregate attendance of the total number of lectures conducted. The student will not be eligible to appear for the examination if he / she fails to put in the required attendance. SC / ST / OBC students seeking UGC sponsored scholarship should have a minimum of 85% attendance.
- ❖ The concession in attendance is meant to take care of medical leave and leave on personal grounds.
- ❖ On duty attendance for authorized activity of the college can be granted at the discretion of the Principal.

## 3) Identity card and related documents:

Purpose : College urges students to understand the spirit of wearing the Identity card and to comply with rules since :

- ❖ It is a symbol of belonging to one the premier institution of the university.
- ❖ It is means of identification in the event of accident, medical and other emergencies.
- ❖ After admission and the commencement of the class each student is issued an identify card by the Administration Department.  
The Identity card will contain the student's name, batch details, class, Roll No., Session, subjects offered along with a recent passport size color photograph duly stamped and signed by the college for purpose of identification.
- ❖ In case of loss of the Identity card, a duplicate Identity card will be issued on a written request subject to the approval of the Principal and payment of applicable fee. Duplicate Identity card will be clearly marked as duplicate.
- ❖ Bonafide Certificates will be issued and signed by the Principal.

## Discipline

- ❖ Any act of indiscipline / insubordination or misbehaviour by any student will attract severe penalties / punishment.
- ❖ Use of mobile phones in the academic block of the college is strictly prohibited. Violation of the rule will result in confiscation of the handset.
- ❖ Appropriate disciplinary action will be taken against the student using loud / impolite talk / use of unparliamentary language.
- ❖ Students are not allowed to bring motorbike/car or any type of motorised vehicle inside the campus. Students can bring only non motorised bicycle inside the campus and will park it properly locked in the space marked for it.
- ❖ Damage to college & campus property due to negligence / lack of care would attract punishment and compensation will be charged for loss caused.
- ❖ Instigating or abetting, collective insubordination will be viewed very seriously.
- ❖ No society or association of the students will be started without written permission of the principal.
- ❖ No Social get together of students will be organized without written permission of the Principal.
- ❖ Collection of funds or sponsorship in any form will not be permitted without the written consent of the Principal.
- ❖ No person shall be invited to address or to entertain the student of the college without the prior written permission of the principal.
- ❖ Consumption or possession of alcohol / drugs smoking and being under their influence while on campus or at functions is prohibited. Appropriate disciplinary action will be taken against the defaulters.
- ❖ Theft, gambling, sexual harassment, physical fight / bouts

with each other in the campus, indecent behaviour in public places will be dealt with severely by the college. Any other offence not included in this list will be dealt with on case to case basis.

- ❖ Littering in campus will attract either monetary or non-monetary punishment.
- ❖ The behaviour of the student at all times within or outside the campus must be above board and must reflect a sense of responsibility. Anybody violating this would be dealt with on case to case basis by the college.
- ❖ A student who has taken admission on any form of misrepresentation of facts, or fraud will be cancelled as soon as such misrepresentation comes to surface. Further, he / she will forfeit the tuition fee paid and legal action will be taken as per the law.
- ❖ Any student misbehaving in class and behaving arrogantly towards the faculty & staff or fellow students will be severely punished. The nature of punishment will depend upon the severity of the offence and will be decided on a case-to-case basis.
- ❖ All student are required to provide accurate information relating to their local as well as permanent address and are required to intimate changes, if any, in their address.

## Ragging

- ❖ Anyone found indulging in ragging within or outside the campus shall be dealt with under the provisions of Ragging act, 1999. Salient features of the act are as under. ***Ragging within or outside any educational institute is prohibited.***

## Examination

- ❖ Students are required to carry Identity card & admit card during examination failing which student will not be allowed to appear for the examination.
- ❖ Mobile phone will not be carried in the examination.
- ❖ Student using unfair means will be dealt with according to university rules.

**All other rules of University will prevail**

## Library Rules

- ❖ Student need to follow the library rules as specified in their library card. Library is the sacred property of the college. Student should not indulge themselves into any damage to it.
- ❖ To get a book issued a student has to be present in person with his / her library card on specified days.
- ❖ Silence must be maintained in library.
- ❖ In case of loss of library card, duplicate library card can be obtained by depositing the requisite fee of Rs. 25/-.
- ❖ Only two books will be issued at a time for 15 days only. Late fine of Rs. 2/- per day will be charged, if book is not returned on time. Student will have to pay double the value of the book in case of loss of book.

## Rules for Computer Lab

- ❖ Students need to follow lab rules as specified.
- ❖ Net connectivity in the computer lab for e-mailing, chatting, browsing or downloading for personal use during working hours will be considered as misconduct and punitive measures including monetary or other penalty will be invoked if found guilty.
- ❖ Any damage caused due to negligent or unprofessional behavior will result in punitive action as decided by the institute.

# CAMPUS ACTIVITIES



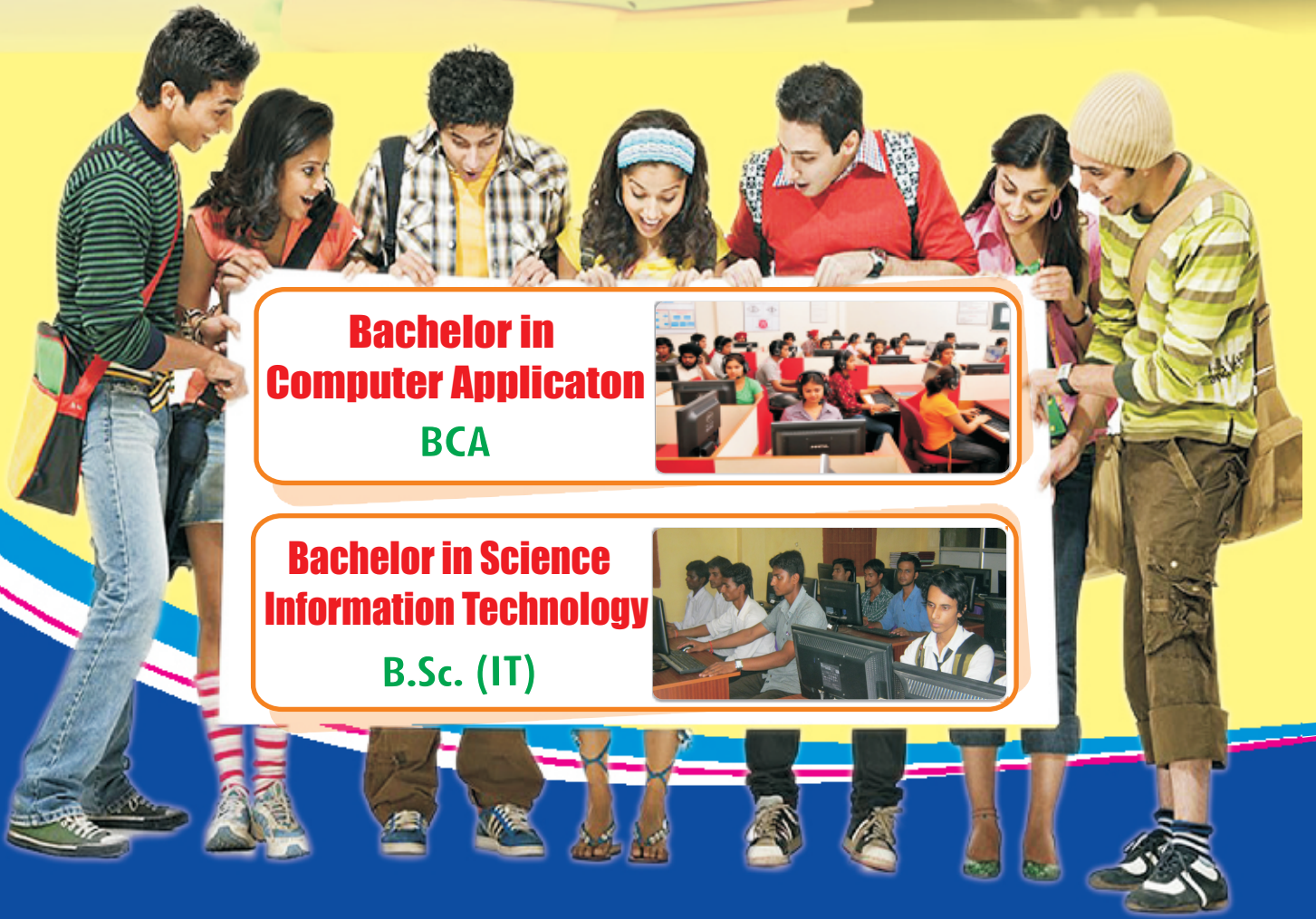
When you go to study you want a solid support system to care of any troubles for you.

Are You Covered?



Business Management

Marketing Management



**Bachelor in  
Computer Applicaton**  
BCA



**Bachelor in Science  
Information Technology**  
B.Sc. (IT)



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