



**THE BHAWANIPUR EDUCATION SOCIETY COLLEGE**  
A MINORITY RUN COLLEGE. AFFILIATED TO UNIVERSITY OF CALCUTTA  
RECOGNISED UNDER SECTION 2(F) & 12 (B) OF THE UGC ACT, 1956

<b>COURSE: BACHELOR OF BUSINESS ADMINISTRATION (HONS.)</b>	
<b>PAPER</b>	<b>COURSE OUTCOME (CO)</b>
<b>PAPER BBAA101AE1 (CBCS) SEMESTER I</b>	
<b>Business Communication</b>	
<b>Module One: Introduction</b>	1.1 Introduction to Business Communication, its applications, advantages & limitations. Different types of business communications.  1.2 Different types of tools used in business communication, How to draft a notice, circular, Business letters, Minutes and agenda of meeting.
<b>Module Two: Types of Communication</b>	
<b>Module Three: Tools of Communication</b>	
<b>Module Four: Drafting</b>	



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<b>Paper-BBAA102C1 (CBCS) SEMESTER I</b>	
<b>Principles of Management &amp; Organisational Behaviour</b>	
<p><b>Module One: Basics of Management (unit 1 &amp; 2)</b>  <b>Unit 1</b>            Basic forms of Business Ownership; Management Theories  <b>Unit2</b>            Overview of Planning, Organising, Control &amp; Coordination and communication  <b>Module Two: Basics of OB (unit 3 &amp; 4)</b>  <b>Unit 3</b> organizational Behaviour. Perception and Attribution, Personality, Learning, Motivation, Leadership  <b>Unit 4</b> Groups and Teams, Power, Politics, Conflict, organisational change</p>	<p>2.1 Brief idea about various forms of business ownership models along with its advantages and limitations. Various classical, Neo classical and modern theories of management            2.2 A detail idea about planning, organizing, control, Coordination and communication            2.3 Understanding of organizational structure along with organizational perception, personality, group dynamics and organizational culture and work place behavior</p>

<b>Paper-BBAA103C2(CBCS) SEMESTER I</b>	
<b>Business Accounting</b>	
<p><b>Module One: Introduction of FA</b>  <b>Module Two: Introduction of IFRS, Depreciation, Inventory Valuation</b>  <b>Module Three: Understanding contents of Financial statement of a company as per Company Act 2013. Understanding the contents of Corporate annual report.</b>  <b>Module Four: Techniques of Financial statement analysis.</b></p>	<p>3.1 To have a basic idea about techniques of business accounting and also learnt how to prepare the financial statement as per Co Act 2013            3.2 To understand the various techniques of financial statement analysis and its preparation.</p>



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<b>Paper BBAA104GE1 (CBCS) SEMESTER I</b>	
<b>Entrepreneurship Development</b>	
<b>Module One: ENTREPRENEURIAL MANAGEMENT</b> <b>Module Two: ENTREPRENEURSHIP, CREATIVITY AND INNOVATION</b> <b>Module Three: FAMILY BUSINESS AND ENTREPRENEURSHIP</b> <b>Module Four &amp; Five: FINANCING THE ENTREPRENEURIAL BUSINESS &amp; EMERGING ISSUES IN START UP IN INDIA</b>	4.1 Introduction to entrepreneurship, role of creativity and innovation. 4.2 Dynamics of family business, Emerging issues in start ups in India.
<b>Paper V (CBCS) SEMESTER II</b>	
<b>BBAA101AE12</b>	
<b>Environmental Studies</b>	
<b>Module One: Introduction to environmental studies</b> <b>Module Two: Ecology and Ecosystems</b> <b>Module Three: Natural Resources</b> <b>Module Four: Biodiversity and Conservation</b> <b>Module Five: Environmental Pollution</b> <b>Module Six: Environmental Policies and Practices</b> <b>Module Seven: Human Communities and the Environment</b> <b>Module Eight: Project/ Field work</b>	1.1 Study of environment, 1.2 Introduction to Ecology and Eco system 1.3 Various types of natural resources and their usage 1.4 Brief idea about biodiversity & conservation 1.5 Various types of environmental pollution and its impact 1.6 Introduction to Environmental policies and practices throughout the world 1.7 Study the relation between human communities and environment 1.8 Firsthand field experience on various environmental issues.
<b>Paper BBAA202C3 (CBCS) SEMESTER II</b>	
<b>Statistics for Business Decisions</b>	
<b>Module One: Definition of Statistics</b> <b>Module Two: Measures of Central Value</b> <b>Module Three: Correlation Analysis</b> <b>Module Four: Analysis of Time Series</b> <b>Module Five: Probability</b>	<b>6.1</b> Use of statistics in business decisions. Various statistical tools used <b>6.2</b> Application of Correlation, Time Series & Probability.



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<p><b>Paper BBAA203C4 (CBCS) SEMESTER II</b> <b>Managerial Economics</b></p> <p><b>Module One: Demand</b></p> <p><b>Module Two: Production &amp; Cost</b></p> <p><b>Module Three: Market</b></p> <p><b>Module Four: Factor Market</b></p>	<p>7.1 Introduction to Demand, Supply, Market Equilibrium.</p> <p>7.2 Various elements of Production and cost both in short run and long run</p> <p>7.3 Idea about Various forms of market in economics &amp; Introduction to Factor market</p>
<p><b>Paper BBAA204GE2 (CBCS) SEMESTER II</b> <b>Business Ethics</b></p> <p><b>Module One: Business ethics</b></p> <p><b>Module Two: CSR</b></p> <p><b>Module Three: Corporate governance</b></p> <p><b>Module Four: Role of Auditor in Corporate governance</b></p>	<p>8.1 Knowledge of Business Ethics &amp; related factors</p> <p>8.2 Provision for CSR as per Co Act 2013. Use of CSR by various enterprises. A Brief idea about corporate governance &amp; it's Changing scenario in India. Auditor's role in corporate governance.</p>



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<b>SEMESTER III</b>	
<b>BBAA301C5 (CBCS) SEMESTER III Human Resource Management</b>	<p>9.1 Helping the students to develop an understanding of the concept &amp; techniques of essential functions of human resource management. The course will use and focus on Indian experiences, approaches and cases.</p> <p>9.2 Idea about various disputes, grievance, and other disciplinary issues.</p>
<p>Module 1: Human Resource Management            Module 2: Human Resource Planning            Module 3 : Training            Module 4 : Industrial Relations</p>	
<b>BBAA302C6 (CBCS) SEMESTER III Marketing Management</b>	<p>11 Basic knowledge about cost &amp; management accounting and how managers are using various costing methods in calculation of cost. Also presentation of accounting information, in order to take important business decisions and policies.</p>
<p>Module 1: Nature, scope of Management Accounting            Module 2: Cost-Volume-Profit Analysis            Module 3 Budgets and Budgetary Control            Module 4: Standard Costing and Variance Analysis</p>	
<b>BBAA304GE3 (CBCS) SEMESTER III Production and Operations Management</b>	<p>12. Learn the production and operation function and familiarize students with the technique for planning and quality control.</p>
<p>Module 1: Introduction to Production &amp; Operations Management            Module 2: Forecasting            Module 3: Process Selection            Module 4: Aggregate Planning</p>	
<b>BBAA305SE1 (CBCS) SEMESTER III Information Technology for Business</b>	<p>13. To equip the students with various computer Programming like, word, excel and PowerPoint presentation.</p>
<p>Module 1: Spreadsheets            Module 2: Word-processing            Module 3: PowerPoint presentation            Module 4: Databases</p>	



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<b>SEMESTER IV</b>	
<b>BBAA401C8 (CBCS) SEMESTER IV</b> <b>Business Research</b>	14. Understand theoretical and empirical research, and methodological issues, in Indian Corporate Sector.
Module 1: Nature and scope of Marketing Research Module 2: Research Design Module 3 : Primary Data Collection Module 4 : Sampling Theory Module 5 : Hypothesis testing	
<b>BBAA402C9 (CBCS) SEMESTER IV</b> <b>Macroeconomics</b>	15. This course deals with the principles of Macroeconomics. The coverage includes determination of and linkages between majoreconomic variables, level of output and prices, inflation, interest rates and exchange rates. The course is designed to study the impact of monetary and fiscal policy on the aggregate behavior of individuals.
Module 1: Measurement of macroeconomic variables Module 2: Keynesian theory of Income and employment Module 3 Money Module 4: Open Economy	
<b>BBAA403C10 (CBCS) SEMESTER IV</b> <b>Financial Management</b>	16. Understand the elements of cost and capital structure of a business concern. Analysis various types of financial leverage, dividend decisions, also concept of working capital, financing of working capital and how to calculate the working capital cycle.
Module 1: Nature of Financial Management Module 2: Long -term investment decisions Module 3: Capital Structures Module 4: Working Capital Management	
<b>BBAA404GE4 (CBCS) SEMESTER IV</b> <b>Tax Planning</b>	17. The objective of this course is to acquaint the students with the tax structure for individuals and corporates and also its implications for planning
Module 1: Income tax concepts Module 2: Computation of Income under the head Salary Module 3: Computation of Income under the Head Module 4: Clubbing of Income Module 5: Meaning of Tax Planning and Management	
<b>BBAA405SE2 (CBCS) SEMESTER IV</b> <b>Summer Internship</b>	18. Hands on experience of different industries.



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<b>SEMESTER V</b>	
<p><b>BBA501C11 (CBCS) SEMESTER V</b>  <b>Quantitative Techniques for Management</b></p> <p>Module 1: Linear Programming            Module 2: Elementary Transportation            Module 3: Network Analysis            Module 4: Decision Theory</p>	<p>19.1: Provides students with Quantitative Skills to make business decisions.</p> <p>19.2: Use of Statistical tools for forecasting &amp; estimation of techniques.</p> <p>19.3: Formulation &amp; Application of Mathematical Models in business decision making scenario.</p>
<p><b>BBA502C12 (CBCS) SEMESTER V</b>  <b>Legal aspects of Business</b></p> <p>Module 1: Indian Contract Act, 1872            Module 2: Sales of Goods Act, 1930            Module 3 Company's Act, 2013            Module 4: Consumer Protection Act, 1986</p>	<p>20.1: To gain knowledge of business and corporate law.</p> <p>20.2: To understand the application of laws to practical situations.</p>
<p><b>BBA503DSE1A (CBCS) SEMESTER V</b>  <b>Strategic Corporate Finance</b></p> <p>Module 1: Introduction to Strategic Corporate Finance            Module 2: Management Buy-Outs            Module 3: Financial Distress and Restructuring            Module 4: Company Valuation</p>	<p>21.1: To know the details of Corporate Finance.</p> <p>21.2: To understand the strategies involved in corporate decisions</p> <p>21.3: To study the valuation principles and practices.</p>
<p><b>BBA503DSE2A (CBCS) SEMESTER V</b>  <b>Consumer Behaviour</b></p> <p>Module 1: Introduction to CB            Module 2: Consumer Needs &amp; Motivation            Module 3: Group Dynamics &amp; Consumer Reference Groups            Module 4: Diffusion of Innovation</p>	<p>22.1: To equip students with the basic knowledge about the issues and dimensions of consumer behaviour.</p> <p>22.2: To impact skill and ability to analyse consumer information.</p> <p>22.3: To develop consumer behaviour oriented marketing strategies.</p>



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<b>BBAA504DSE1B (CBCS) SEMESTER V</b> <b>Investment Analysis and Portfolio Management</b>	23.1: To provide a conceptual framework for analysis from an investors perspective of maximizing return on investment.
Module 1: Basics of Risk & Return Module 2: Share Valuation Module 3: Portfolio Analysis Module 4: Capital Asset Pricing Model	23.2: To develop a sound theoretical base for Risk diversification and Management of Portfolio Management.  23.3: Use CAPM for identification of Portfolio Return.
<b>BBAA504DSE2B (CBCS) SEMESTER V</b> <b>Advertising and Brand Management</b>	24.1: To understand the significance of advertising in the contemporary world.
Module 1: Advertising Needs & Importance Module 2: How Advertising Works Module 3: Media Planning and Scheduling Module 4: Management of Sales Promotion Module 5: Introduction to Brands & Brand Management Module 6: Brand Positioning	24.2: To study the different dimensions of brand management.  24.3: To understand different sales promotion techniques in modern context.  24.4: To know different types of media and their effectiveness.





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<b>SEMESTER VI</b>	
<b>BBAA601C13 (CBCS) SEMESTER VI</b> <b>Business Policy and Strategy</b> Module 1: Nature and importance of Business Policy & Strategy Module 2: Environmental Analysis and Diagnosis Module 3 : Formulation of Competitive Strategies Module 4 : Strategic Framework	25.To equip students with the necessary insight into designing strategies for an organisation and linking organisation’s strategies with the changing environment, with a focus on Indian Cases, Approaches and Experiences
<b>BBAA602C14 (CBCS) SEMESTER VI</b> <b>Financial Institutions and Markets</b> Module 1: Structure of Indian Financial System Module 2: Introduction to Financial Markets in India Module 3: Secondary Markets in India Module 4: Money Markets and Debt Markets in India	26. This course aims to introduce students to different aspects and components of the Financial Institutions and markets of India so as to enable them to take rational decisions in the financial environment.
<b>BBAA603SE1C (CBCS) SEMESTER VI</b> <b>Investment Banking and Financial Services</b> Module 1: Overview of Indian Financial System and Investment banking in India Module 2: Issue Management Module 3: Concept of Leasing and Hire Purchase Module 4: Venture Capital	27. Understand the different elements of investment banking, mergers and acquisitions and the detailed SEBI Guidelines on issue management
<b>BBAA603DSE2C (CBCS) SEMESTER VI</b> <b>Marketing of Services</b> Module 1: Emergence of Service Economy Module 2: Service Marketing Mix Module 3: Service System positioning Module 4: Service Marketing Strategy Module 5: Concept of Service Quality	28. To equip students with the in depth knowledge of the marketing of all types of Services and Service sectors in India
<b>BBAA604DSE1/2/3/4</b> <b>Research Project</b>	29. Hands on experience of different industries.



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**Programme Outcome (PO)**

	<b>Program Outcome</b>	<b>Description</b>
<b>PO1</b>	<b>Sound Domain Knowledge</b>	Demonstrate competency in the underlying concepts and tools of management theories and practices.
	<b>Method of Measurement:</b>	<b>Assessment (Internal &amp; Final)</b>
<b>PO2</b>	<b>Managerial and Communication Skills</b>	Applying management skills in the corporate sector and the use of cutting edge corporate communication.
	<b>Method of Measurement:</b>	<b>Regular Communication Activity Internal Assessment</b>
<b>PO3</b>	<b>Analytical Skills</b>	Applying managerial skills to analyze business analogy and corporate strategies and disseminate the same skills to peer group.
	<b>Method of Measurement:</b>	<b>Assessment (Internal &amp; Events)</b>
<b>PO4</b>	<b>Ethical Behavior and Social Responsibility</b>	Identifying and analyzing ethical conflicts and social responsibility issues involving different stakeholders. Developing viable alternatives and making effective decisions relating to ethical practices in business and social responsibility.
	<b>Method of Measurement:</b>	<b>College Activities &amp; Assessment</b>
<b>PO5</b>	<b>Critical Thinking</b>	Using reflective thinking techniques to identify and analyze problems, develop viable alternatives and make effective decisions.
	<b>Method of Measurement:</b>	<b>Regular Teacher-Student Interactive Sessions &amp; Debate</b>
<b>PO6</b>	<b>Familiarity with Recent Developments in a the Field of Management</b>	Applying modern practices and research methodologies to diverse texts to evolve new approaches and interpretations.



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	<b>Method of Measurement:</b>	<b>Discussion Sessions</b>
<b>PO7</b>	<b>Financial Acumen</b>	Understanding financial tools and techniques for making business enterprises sustainably profitable and also to instil an awareness about fundamentals of taxation and law.
	<b>Method of Measurement:</b>	<b>Group Activity Assignments Assessment</b>
<b>PO8</b>	<b>Creative Ability</b>	Use of intuition and creative abilities and self expression through deliberations on the application of creative practices in management.
	<b>Method of Measurement:</b>	<b>Events &amp; Activities</b>
<b>PO9</b>	<b>Human Resource Practices</b>	Use of motivation and the study of Organizational Behavior in order to carry out better Human Resource Management and Human Resource Development.
	<b>Method of Measurement:</b>	<b>Regular Teacher-Student Interactive Sessions</b>
<b>PO10</b>	<b>Environmental Consciousness</b>	Understanding the motivational factors and processes for integrating environmental and natural resource management and sustainability issues with strategies, operations management and global surveillance of <del>examinations</del>
	<b>Method of Measurement:</b>	<b>College Activities &amp; Assessment</b>



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**Programme Specific Outcomes (PSO)**

Students seeking admission for the B.B.A. programme are expected to possess the following qualities, which would help them in their future life, to achieve the expected goals.

**PSO1:** This course would encourage students to start their own business venture. They can apply small business accounting and finance concepts and practices, in the new venture.

**PSO 2:** This course would provide explicit theoretical bases and the implicit practical understanding of a subject .It also give them the opportunity to do a summer internship project through which students can get the corporate exposure as well as they will able to know how to write desecration for research work.

**PSO 3:** This course would provide transferable skills, which comprise of the various abilities that would be useful across a range of different jobs and industries.

**PSO 4:** This course would provide practical skills, which enable the students to combine concepts and theories, and put them into practice.

**PSO 5:** This course would provide intellectual skills, like critical, analytical, synthesizing and problem-solving capabilities. Students can develop these skills by learning and thinking critically, applying basic principles and forming structured arguments.

**PSO 6:** This course would provide a solid foundation to pursue professional careers and take up higher learning courses such as MBA, M.Phil, Ph.D as well as other research works.



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**PO CO MAPPING FOR THE ACADEMIC SESSION 2018-19**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
1.1	√	√								
1.2	√	√								
1.3	√	√								
1.4	√									
1.5										√
1.6										√
1.7										√
1.8										√
2.1	√									
2.2	√									
2.3	√							√	√	
3.1	√				√		√			
3.2	√				√		√			
4.1	√									
4.2	√						√			
5.1	√	√								
5.2	√	√						√		
6.1	√				√		√			
6.2	√				√		√			
7.1	√									
7.2	√									
7.3	√									
8.1	√			√						
8.2	√		√	√						
9.1	√								√	
9.2	√								√	
10	√						√			
11	√					√				
12			√							
13						√				
14	√									
15	√						√			
16	√						√			
17	√					√				



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18	√				√			√		
19.1	√		√					√		
19.2	√		√					√		
19.3	√		√					√		
20.1	√			√		√				
20.2	√			√		√				
21.1	√	√			√	√	√			
21.2	√	√			√	√	√			
21.3	√	√			√	√	√			
22.1	√	√				√	√			
22.2	√	√				√	√			
22.3	√	√				√	√			
23.1	√		√		√		√	√		
23.2	√		√		√		√	√		
23.3	√		√		√		√	√		
24.1	√	√				√	√			
24.2	√	√				√	√			
24.3	√	√				√	√			
24.4	√	√				√	√			
25	√	√			√	√				
26	√					√	√			
27	√					√	√			
28	√					√	√			
29	√		√		√	√		√		
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10