



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

COURSE: BACHELOR OF BUSINESS ADMINISTRATION (HONS.)	
PAPER	COURSE OUTCOME (CO)
PAPER BBAA101AE1 (CBCS) SEMESTER I	
Business Communication	
Module One: Introduction	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.
Module Two: Types of Communication	
Module Three: Tools of Communication	
Module Four: Drafting	



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

Paper-BBAA102C1 (CBCS) SEMESTER I	
Principles of Management & Organisational Behaviour	
<p>Module One: Basics of Management (unit 1 & 2) Unit 1 Basic forms of Business Ownership; Management Theories Unit2 Overview of Planning, Organising, Control & Coordination and communication Module Two: Basics of OB (unit 3 & 4) Unit 3 organizational Behaviour. Perception and Attribution, Personality, Learning, Motivation, Leadership Unit 4 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>

Paper-BBAA103C2(CBCS) SEMESTER I	
Business Accounting	
<p>Module One: Introduction of FA Module Two: Introduction of IFRS, Depreciation, Inventory Valuation Module Three: Understanding contents of Financial statement of a company as per Company Act 2013. Understanding the contents of Corporate annual report. Module Four: Techniques of Financial statement analysis.</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>



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

Paper BBAA104GE1 (CBCS) SEMESTER I	
Entrepreneurship Development	
Module One: ENTREPRENEURIAL MANAGEMENT Module Two: ENTREPRENEURSHIP, CREATIVITY AND INNOVATION Module Three: FAMILY BUSINESS AND ENTREPRENEURSHIP Module Four & Five: FINANCING THE ENTREPRENEURIAL BUSINESS & EMERGING ISSUES IN START UP IN INDIA	4.1 Introduction to entrepreneurship, role of creativity and innovation. 4.2 Dynamics of family business, Emerging issues in start ups in India.
Paper V (CBCS) SEMESTER II	
BBAA101AE12	
Environmental Studies	
Module One: Introduction to environmental studies Module Two: Ecology and Ecosystems Module Three: Natural Resources Module Four: Biodiversity and Conservation Module Five: Environmental Pollution Module Six: Environmental Policies and Practices Module Seven: Human Communities and the Environment Module Eight: Project/ Field work	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.
Paper BBAA202C3 (CBCS) SEMESTER II	
Statistics for Business Decisions	
Module One: Definition of Statistics Module Two: Measures of Central Value Module Three: Correlation Analysis Module Four: Analysis of Time Series Module Five: Probability	6.1 Use of statistics in business decisions. Various statistical tools used 6.2 Application of Correlation, Time Series & Probability.



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

<p>Paper BBAA203C4 (CBCS) SEMESTER II Managerial Economics</p> <p>Module One: Demand</p> <p>Module Two: Production & Cost</p> <p>Module Three: Market</p> <p>Module Four: Factor Market</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 & Introduction to Factor market</p>
<p>Paper BBAA204GE2 (CBCS) SEMESTER II Business Ethics</p> <p>Module One: Business ethics</p> <p>Module Two: CSR</p> <p>Module Three: Corporate governance</p> <p>Module Four: Role of Auditor in Corporate governance</p>	<p>8.1 Knowledge of Business Ethics & 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 & it's Changing scenario in India. Auditor's role in corporate governance.</p>



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

SEMESTER III	
<p>BBAA301C5 (CBCS) SEMESTER III Human Resource Management</p> <p>Module 1: Human Resource Management Module 2: Human Resource Planning Module 3 : Training Module 4 : Industrial Relations</p>	<p>9.1 Helping the students to develop an understanding of the concept & techniques of essential functions of human resource management. The course will use and focus on Indian experiences, approaches and cases. 9.2 Idea about various disputes, grievance, and other disciplinary issues.</p>
<p>BBAA302C6 (CBCS) SEMESTER III Marketing Management</p> <p>Module 1: Introduction Module 2 : STP Module 3: Product and Pricing Decision Module 4: Promotion Mix</p>	<p>10. Familiarize students with the concept of marketing management with in-depth knowledge in STP, Product and pricing strategies , and promotion mix decisions.</p>
<p>BBAA303C7 (CBCS) SEMESTER III Management Accounting</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>	<p>11 Basic knowledge about cost & management accounting and how managers are using various costing methods the in calculation of cost. Also presentation of accounting information, in order to take important business decisions and policies.</p>
<p>BBAA304GE3 (CBCS) SEMESTER III Production and Operations Management</p> <p>Module 1: Introduction to Production & Operations Management Module 2: Forecasting Module 3: Process Selection Module 4: Aggregate Planning</p>	<p>12. Learn the production and operation function and familiarize students with the technique for planning and quality control.</p>



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

BBAA305SE1 (CBCS) SEMESTER III Information Technology for Business	13. To equip the students with various computer Programming like, word, excel and PowerPoint presentation.
Module 1: Spreadsheets Module 2: Word-processing Module 3: PowerPoint presentation Module 4: Databases	

SEMESTER IV	
BBAA401C8 (CBCS) SEMESTER IV Business Research	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	
BBAA402C9 (CBCS) SEMESTER IV Macroeconomics	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	
BBAA403C10 (CBCS) SEMESTER IV Financial Management	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	
BBAA404GE4 (CBCS) SEMESTER IV Tax Planning	17. The objective of this course is to acquaint the students with the tax structure



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

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	for individuals and corporates and also its implications for planning
BBAA405SE2 (CBCS) SEMESTER IV Summer Internship	18. Hands on experience of different industries.

SEMESTER V	
BBAA501C11 (CBCS) SEMESTER V Quantitative Techniques for Management	19.1: Provides students with Quantitative Skills to make business decisions. 19.2: Use of Statistical tools for forecasting & estimation of techniques. 19.3: Formulation & Application of Mathematical Models in business decision making scenario.
Module 1: Linear Programming Module 2: Elementary Transportation Module 3: Network Analysis Module 4: Decision Theory	
BBAA502C12 (CBCS) SEMESTER V Legal aspects of Business	20.1: To gain knowledge of business and corporate law. 20.2: To understand the application of laws to practical situations.
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	
BBAA503DSE1A (CBCS) SEMESTER V Strategic Corporate Finance	21.1: To know the details of Corporate Finance.



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

<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>21.2: To understand the strategies involved in corporate decisions</p> <p>21.3: To study the valuation principles and practices.</p>
<p>BBAA503DSE2A (CBCS) SEMESTER V Consumer Behaviour</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>
<p>Module 1: Introduction to CB Module 2: Consumer Needs & Motivation Module 3: Group Dynamics & Consumer Reference Groups Module 4: Diffusion of Innovation</p>	
<p>BBAA504DSE1B (CBCS) SEMESTER V Investment Analysis and Portfolio Management</p>	<p>23.1: To provide a conceptual framework for analysis from an investors perspective of maximizing return on investment.</p> <p>23.2: To develop a sound theoretical base for Risk diversification and Management of Portfolio Management.</p> <p>23.3: Use CAPM for identification of Portfolio Return.</p>
<p>Module 1: Basics of Risk & Return Module 2: Share Valuation Module 3: Portfolio Analysis Module 4: Capital Asset Pricing Model</p>	
<p>BBAA504DSE2B (CBCS) SEMESTER V Advertising and Brand Management</p>	<p>24.1: To understand the significance of advertising in the contemporary world.</p> <p>24.2: To study the different dimensions of brand management.</p> <p>24.3: To understand different sales promotion techniques in modern context.</p>
<p>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</p>	



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

	24.4: To know different types of media and their effectiveness.
--	---



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

SEMESTER VI	
BBAA601C13 (CBCS) SEMESTER VI Business Policy and Strategy 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
BBAA602C14 (CBCS) SEMESTER VI Financial Institutions and Markets 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.
BBAA603SE1C (CBCS) SEMESTER VI Investment Banking and Financial Services 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
BBAA603DSE2C (CBCS) SEMESTER VI Marketing of Services 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
BBAA604DSE1/2/3/4 Research Project	29. Hands on experience of different industries.

Programme Outcome (PO)



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

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



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

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



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

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.

PSO 1: 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 gives them the opportunity to do a summer internship project through which students can get the corporate exposure as well as they will be able to know how to write a dissertation 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.



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

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	√					√				
18	√				√			√		
19.1	√		√					√		



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

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