



**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

**Department: BBA**

**2018-19**

**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 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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**2018-19**

**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 organizations.
	<b>Method of Measurement:</b>	<b>College Activities &amp; Assessment</b>



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## COURSE OUTCOME (CO)

<b>BACHELOR OF BUSINESS ADMINISTRATION (HONS.) 2018-2019</b>	
<b>PAPER (CBCS) SEMESTER I BBAA101AE1 Environmental Studies</b>	<b>COURSE OUTCOME (CO)</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>	<b>1.1</b> Study of environment, <b>1.2</b> Introduction to Ecology and Eco system <b>1.3</b> Various types of natural resources and their usage <b>1.4</b> Brief idea about biodiversity & conservation <b>1.5</b> Various types of environmental pollution and its impact <b>1.6</b> Introduction to Environmental policies and practices throughout the world <b>1.7</b> Study the relation between human communities and environment <b>1.8</b> Firsthand field experience on various environmental issues.
<b>BBAA102C1 (CBCS) SEMESTER I Principles of Management &amp; Organizational Behavior</b>	
<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 & 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	<b>2.1</b> Brief idea about various forms of business ownership models along with its advantages and limitations. Various classical, Neo classical and modern theories of management <b>2.2</b> A detail idea about planning, organizing, control, Coordination and communication <b>2.3</b> Understanding of organizational structure along with organizational perception, personality, group dynamics and organizational culture and work place behavior



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<b>BBAA103C2 (CBCS) SEMESTER I</b> <b>Business Accounting</b>	
<b>Module One:</b> Introduction of FA <b>Module Two:</b> Introduction of IFRS, Depreciation, Inventory Valuation <b>Module Three:</b> Understanding contents of Financial statement of a company as per Company Act 2013. Understanding the contents of Corporate annual report. <b>Module Four:</b> Techniques of Financial statement analysis.	<b>3.1</b> To have a basic idea about techniques of business accounting and also learnt how to prepare the financial statement as per Co Act 2013 <b>3.2</b> To understand the various techniques of financial statement analysis and its preparation.
<b>BBAA104GE1 (CBCS) SEMESTER I</b> <b>Entrepreneurship Development</b>	
<b>Module One:</b> ENTREPRENEURIAL MANAGEMENT <b>Module Two:</b> ENTREPRENEURSHIP, CREATIVITY AND INNOVATION <b>Module Three:</b> FAMILY BUSINESS AND ENTREPRENEURSHIP <b>Module Four &amp; Five:</b> 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.
<b>BBAA201AE2 (CBCS) SEMESTER II</b> <b>Business Communication</b>	
<b>Module One: Introduction</b> <b>Module Two: Types of Communication</b> <b>Module Three: Tools of Communication</b> <b>Module Four: Drafting</b>	5.1 Introduction to Business Communication, its applications, advantages & limitations. Different types of business communications. 5.2 Different types of tools used in business communication, How to draft a notice, circular, Business letters, Minutes and agenda of meeting.



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<b>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.
<b>BBAA203C4 (CBCS) SEMESTER II</b> <b>Managerial Economics</b>	
<b>Module One: Demand</b> <b>Module Two: Production &amp; Cost</b> <b>Module Three: Market</b> <b>Module Four: Factor Market</b>	7.1 Introduction to Demand, Supply, Market Equilibrium.  7.2 Various elements of Production and cost both in short run and long run  7.3 Idea about Various forms of market in economics & Introduction to Factor market
<b>BBAA204GE2 (CBCS) SEMESTER II</b> <b>Business Ethics</b>	
<b>Module One: Business ethics</b> <b>Module Two: CSR</b> <b>Module Three: Corporate governance</b> <b>Module Four: Role of Auditor in Corporate governance</b>	8.1 Knowledge of Business Ethics & related factors  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.



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<b>SEMESTER III</b>	
<b>BBAA301C5 (CBCS) SEMESTER III Human Resource Management</b>	
<b>Module 1: Human Resource Management</b> <b>Module 2: Human Resource Planning</b> <b>Module 3 : Training</b> <b>Module 4 : Industrial Relations</b>	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.
<b>BBAA302C6 (CBCS) SEMESTER III Marketing Management</b>	
<b>Module 1: Introduction to Marketing Management</b> <b>Module 2: Segmentation, Targeting and Positioning</b> <b>Module 3: Product and Pricing Decisions</b> <b>Module 4: Promotion Mix</b>	10 Aimed to familiarize students with the marketing function in organizations. It will equip the students with understanding of the Marketing Mix elements and sensitize them to certain emerging issues in Marketing. The course will use and focus on Indian experiences, approaches and cases.
<b>BBAA303C7 (CBCS) SEMESTER III Management Accounting</b>	
<b>Module 1: Nature, scope of Management Accounting</b> <b>Module 2: Cost-Volume-Profit Analysis</b> <b>Module 3 Budgets and Budgetary Control</b> <b>Module 4: Standard Costing and Variance Analysis</b>	11 Basic knowledge about cost & 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.



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<b>BBA304GE3 (CBCS) SEMESTER III Production and Operations Management</b>	
<b>Module 1: Introduction to Production &amp; Operations Management</b> <b>Module 2: Forecasting</b> <b>Module 3: Process Selection</b> <b>Module 4: Aggregate Planning</b>	12. Learn the production and operation function and familiarize students with the technique for planning and quality control.
<b>BBA305SE1 (CBCS) SEMESTER III Information Technology for Business</b>	
<b>Module 1: Spreadsheets</b> <b>Module 2: Word-processing</b> <b>Module 3: PowerPoint presentation</b> <b>Module 4: Databases</b>	13. To equip the students with various computer Programming like, word, excel and PowerPoint presentation.

## Second Year under Old Regulation

<b>PII Paper 7: Principles of Management &amp; Organization Behavior</b> <b>Group A: Principles of Management</b>  <b>Group B: Organizations Behavior</b>  <b>PII Paper 8: Human Resource Management, Business Ethics &amp; Environment</b>	14.1 Acquired knowledge in the process of management, applying management skills to solve managerial problems and decision making  <b>14.2</b> Understanding of organizational structure along with organizational perception, personality, group dynamics and organizational culture and work place behavior.  15.1 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
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<p><b>Group A: Human Resource Management</b></p> <p><b>Group B: Business Ethics &amp; Environment</b></p>	<p>Indian experiences, approaches and cases.</p> <p>15.2 Making the students aware about the importance of ethics in business and practices of good corporate governance and corporate social responsibility.</p>
<p><b>PII Paper 9: Production &amp; Material Management</b></p> <p><b>Group A: Production Management</b></p> <p><b>Group B: Material Management</b></p>	<p><b>16.1</b> Learn the production and operation function and familiarize students with the technique for planning and quality control.</p> <p><b>16.2</b> Gained knowledge about the concept of inventory control system, methods of purchasing of inventory in a factory, concept of store keeping and material handling and rating procedure for vendor.</p>
<p><b>PII Paper 10: Marketing &amp; International Business</b></p> <p><b>Group A: Marketing</b></p> <p><b>Group B: International Business</b></p>	<p><b>17.1</b> Aimed to familiarize students with the marketing function in organizations. It will equip the students with understanding of the Marketing Mix elements and sensitize them to certain emerging issues in Marketing. The course will use and focus on Indian experiences, approaches and cases.</p> <p><b>17.2</b> Provide a thorough understanding of the basis for international trade and strategies &amp; role of the global institutional structure and trade strategies of developing countries and trade partners of India.</p>



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<p><b>PII Paper 11: Operational Research, Management Information System and Modern Office Management</b></p> <p><b>Group A: Operational Research</b></p> <p><b>Group B: Management Information System &amp; Modern Office Management</b></p>	<p><b>18.1</b> Understanding the concepts, formulation and interpretation of Operation research. Construction of mathematical models for managerial decision.</p> <p><b>18.2</b> Learn about management information system and how its work and meaning and concept of ecommerce, value chain in ecommerce and its applications in business.</p>
<p><b>PII Paper 12: Cost &amp; Management Accounting</b></p> <p><b>Group A: Cost &amp; Management Accounting</b></p> <p><b>Group B: Management Accounting</b></p>	<p><b>19.1</b> Gain knowledge on cost accounting and how managers are use various costing methods in calculation of cost.</p> <p><b>19.2</b> Understanding the analysis, interpretation and presentation of accounting information, in order to take important business decisions and policies.</p>
<p><b>PII Paper 13: TERM PAPER &amp; PRESENTATION</b></p>	<p><b>20</b> A Real life project either on Finance, Marketing, HR or E Commerce.</p>



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**Third Year under Old Regulation**

<b><u>Part III Marketing Management</u></b>	
<b>Paper 14: Sales Management (Group-A + Group-B)</b>	<b>21</b> Acquire knowledge regarding salesmanship, selling styles, sales functions, sales planning and designing, with real-life examples and case-driven approaches.
<b>Paper 15: Advertising and Sales Promotion (Group-A + Group-B)</b>	<b>22.</b> Make the students aware of multi-functional scenarios of advertising, with special emphasis on social and ethical issues of advertising. Understand the growth scenario of Sales Promotion and Push Strategies, with special emphasis on Budget Allocation and Channel Structure, and Distribution Planning in Indian Perspective.
<b>Paper 16: International Business (Group-A + Group-B)</b>	<b>23</b> To understand the importance of International Marketing, with the forms of International Business and the factors affecting the entry modes in International Business. A special understanding on international trade concepts and theory, with case studies and examples.
<b>Paper 17: Marketing Research and Consumer Behaviour (Group-A+ Group-B)</b>	<b>24</b> Understand theoretical and empirical research, and methodological issues, in Indian Corporate Sector. Understand the fundamentals of consumer behaviour and the factors influencing the same, with real-life examples.



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<b><u>Part III Financial Management</u></b>	
<b>Paper 14: Advanced Financial Accounting &amp; Reporting</b>	
<b>Group A: Financial Accounting</b>	<b>25.1</b> Gained knowledge about how company issues, forfeit shares. How accounts are prepared for Amalgamation, merger, reconstruction of company.
	<b>25.2</b> Learnt the conceptual framework of accounting, objectives and challenges of corporate financial reporting and have a basic idea about accounting standard.
<b>Group B: Financial Reporting</b>	
<b>Paper 15: Management Accounting: Performance Measurement and Decision Making</b>	
<b>Group A: Performance Measurement</b>	<b>26.1</b> Understanding the techniques of divisional performance measurement of a business concern along with the knowledge about preparation of various kinds of budget, cash flow statements and to preparation of responsibility reporting.
	<b>26.2</b> Understand the concept followed in decision making process and the parameters to concern before taking any financial decision.
<b>Group B: Decision Making</b>	
<b>Paper 16: Working Capital &amp; Project Management</b>	
<b>Group A: Working Capital</b>	<b>27.1</b> Study the concept of working capital, financing of working capital and how to calculate the working capital cycle.
	<b>27.2</b> Study how to design a project, choose a project between two alternatives but analyzing the profitability and its use & application in business.
<b>Group B: Project Management</b>	



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<p><b>Paper 17: Financial Management</b></p> <p><b>Group A: Structural Aspects</b></p>	<p><b>28.1</b> Gained knowledge about the Indian Financial Markets and its components and also understand the elements of cost and capital structure of a business concern.</p>
<p><b>Group B: Process and Analytical Tools</b></p>	<p><b>28.2</b> Analysis various types of financial leverage, dividend decisions, also about Financial derivatives and tools and techniques of Security and portfolio analysis.</p>
<p><b>Paper 19: Computer Application (For both Specialization)</b></p> <p><b>Group A: Theory</b></p>	<p><b>29.1</b> To make the students familiar, with basic concepts of system analysis and design, and with the concepts of DBMS, ERP and E-Commerce.</p>
<p><b>Group B: Practical</b></p>	<p><b>29.2</b> To equip the students with 'C' Programming, Financial Accounting Packages and Web Design.</p>
<p><b>Paper 18 &amp; 20: Project Work and Comprehensive Viva-Voce (For both Specialization)</b></p>	<p><b>30</b> Hands on experience of different industries.</p>



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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	√							√		
14.1	√				√					
14.2	√									
15.1	√			√					√	
15.2	√			√					√	
16.1	√		√	√						
16.2	√	√				√	√			



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CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
17.1	√	√			√	√				
17.2	√		√							√
18.1	√									
18.2	√	√	√				√			
19.1	√						√			
19.2	√						√			
20				√	√	√	√	√	√	√
21	√		√							
22	√		√							
23	√		√							√
24	√		√		√	√				
25.1	√				√		√			
25.2	√				√		√			
26.1	√				√		√			
26.2	√				√		√			
27.1	√				√		√			
27.2	√				√		√			
28.1	√				√		√			
28.2	√				√		√			
29.1	√				√		√			
29.2	√				√		√			
30	√		√		√			√		√