

BBA (H), TARAKESWAR DEGREE COLLEGE, HOOGHLY

Based on CBCS

PROGRAMME OUTCOMES (PO)

At the end of three year BBA(H) programme, the students will be able to :

- ❖ PO 1- Understand and apply their knowledge in various corporate or govt. jobs.
- ❖ PO 2- Develop & continue personal business as an entrepreneur.
- ❖ PO 3- Can join in higher studies like MBA, PGD etc.
- ❖ PO 4- Develop critical thinking skills in professional life.
- ❖ PO 5- Enhance interpersonal skills to apply in daily life.

PROGRAMME SPECIFIC OUTCOMES (PSO)

At the end of three year BBA(H) programme with their individual honours, the students will be able to :

- ❖ PSO 1- Develop proficiency in the management of an organizational department.
- ❖ PSO 2- Understand the application of business Knowledge in both theoretical and practical aspects.
- ❖ PSO 3- Developing effective communication skills and ability to work in teams.
- ❖ PSO 4- Adapt the advancement of any kind in business & technology aspects.
- ❖ PSO 5- Understand from practical exposures they get and amplify their own potential.

COURSE OUTCOMES (CO)

After the students finish each course/semester in BBA(H), the students will be able to :

SEMESTER 1

BBA 1.1 – MANAGEMENT PROCESS & ORGANIZATIONAL BEHAVIOUR (MPOB)

- CO 1- Study about the concept and evolution of management.
- CO 2- Understand the emerging trends and challenges in management.
- CO 3- Realize the organizational level work process in individuality & group.
- CO 4- Connect basic management thoughts in any organizational structure.

BBA 1.2 – BUSINESS COMMUNICATION (BC)

- CO 1- Learn formal employment communication skills and techniques.
- CO 2- Equip the students with the necessary skills and techniques of informal communication.
- CO 3- Aware about the importance, role and content of soft skills.
- CO 4- Know about maximum modern communication technologies available to work with.

BBA 1.3 – ACCOUNTING FOR MANAGERS (AFM)

- CO 1- Develop the skills in interpreting financial statements for managerial decisions.
- CO 2- Study about nuances of accounting from very basic.
- CO 3- Aware about the importance, role and content of final accounts and company accounts.
- CO 4- Record transactions and calculate the data to understand company's accounting status.

SEMESTER 2

BBA 2.1 – BUSINESS ECONOMICS (BE)

- CO 1- Find the connection among economics and other allied subjects.
- CO 2- Understand the micro economic factors like demand, production, cost and market.
- CO 3- Realize the macro economic issues like national income, money, banking etc.
- CO 4- Understand the quantitative and qualitative dimensions of economics in general.

BBA 2.2 – BUSINESS ENVIRONMENT (BENV)

- CO 1- Study about the micro and macro aspects of any business environment.
- CO 2- Understand the emerging trends and challenges in domestic and international marketplaces.
- CO 3- Realize the pros and cons of open economy in globalization.
- CO 4- Know the advancements in technological, political, social, cultural dimensions of business.

BBA 2.3 – BUSINESS MATHEMATICS (BM)

- CO 1- Study the very basics of mathematics in general to go further in statistics.
- CO 2- Understand the applications of progression, logarithm, permutation, matrices etc.
- CO 3- Calculate the coordinate geometry, quadratic equations, straight line etc.
- CO 4- Understand limit, derivatives, calculus to understand statistics better.

SEMESTER 3

BBA 3.1 – BUSINESS LAWS (BL)

- CO 1- Provide a basic understanding about the provisions of various business laws.
- CO 2- Understand the Contract Act and Sale of Goods Act in details.
- CO 3- Gather knowledge about consumer rights, negotiable instruments, foreign exchange etc.
- CO 4- Study Companies Act and Partnership Act for future references.

BBA 3.2 – BUSINESS STATISTICS (BS)

- CO 1- Realize the applications of statistics to business and research aspects.
- CO 2- Understand the use of data for measures of central tendency and dispersion.
- CO 3- Have idea of bivariate data through correlation and regression.
- CO 4- Apply index number and time series analysis in real life.

BBA 3.3 – ENTREPRENEURSHIP DEVELOPMENT (ED)

- CO 1- Study the idea and scope of entrepreneurship in general and for women as well.
- CO 2- Determine the activities of government initiatives to help entrepreneurs.
- CO 3- Realize how financing a potential enterprise is possible through different bodies.
- CO 4- Understand how the possible project formulation and appraisal is done.

BBA 3.4 – COMPUTER FUNDAMENTALS & APPLICATIONS (CFA)

- CO 1- Study about the theory and architecture of computer so far with some practical experience.
- CO 2- Understand how operating system, computer languages work.
- CO 3- Realize the use of number system, flowchart, algorithm in general.
- CO 4- Apply the knowledge of internet applications at most.

SEMESTER 4

BBA 4.1 – MARKETING MANAGEMENT (MM)

- CO 1- Understand the core concepts of marketing theories in detail.
- CO 2- Upgrade to the new trends applied in marketing around the world.
- CO 3- Realize the total concepts of marketing mix and promotion mix.
- CO 4- Imbibe the smaller terms and nuances of marketing in real life through examples.

BBA 4.2 – HUMAN RESOURCE MANAGEMENT (HRM)

- CO 1- Understand the core concepts of HRM theories in detail.
- CO 2- Upgrade to the new practices applied in HRM in India.
- CO 3- Realize the major concepts of human resource planning, development, industrial relations etc.
- CO 4- Imbibe the smaller terms and nuances of HRM in real life through examples.

BBA 4.3 – PRODUCTION AND MATERIALS MANAGEMENT (PMM)

- CO 1- Understand the core concepts of PMM theories in detail.
- CO 2- Upgrade to the new practices applied in PMM in India.
- CO 3- Realize the major concepts of plant, quality, materials etc.
- CO 4- Imbibe the smaller terms and nuances of PMM in real life through examples.

BBA 4.4 – FINANCIAL MANAGEMENT (FM)

- CO 1- Understand the core concepts of financial theories in detail.
- CO 2- Realize the modern practices applied in finance in India.
- CO 3- Realize the major concepts of capital, money etc. through quantitative approaches.
- CO 4- Imbibe the smaller terms and nuances of finance through calculations.

SEMESTER 5

BBA 5.1 – STRATEGIC MANAGEMENT (SM)

- CO 1- Understand the strategy theories as a whole structure in business organization.
- CO 2- Have an idea about how any organization can analyze the strategic decision to make.
- CO 3- Realize the steps involved in making any strategic move at any given time.
- CO 4- Imbibe the smaller terms and nuances of strategic management from small to large scale.

BBA 5.2 – OPERATIONS RESEARCH (OR)

- CO 1- Understand how and why the subject is important in its quantitative nature of application.
- CO 2- Realize how a business decision can be quantified to arrive at an optimum solution.
- CO 3- Have an idea of linear programming, decision by theory and calculations.
- CO 4- Apply transportation, assignment, game, networking technique analysis in business problems.

BBA 5.3 – MANAGEMENT INFORMATION SYSTEM (MIS)

- CO 1- Study about how information system can be variable used for management practices.
- CO 2- Understand the uses of the functional as well as other classifications of information systems.
- CO 3- Realize the use of database, computer networking etc. in general.
- CO 4- Have an idea about e-commerce and allied concepts.

SEMESTER 6

ELECTIVE A – ACCOUNTING & FINANCE (AF 6.1-6.2-6.3)

- CO 1- Study in details about cost and management accounting with calculations.
- CO 2- Understand how to apply taxation theories in real life practices.
- CO 3- Study the financial markets and financial statement analysis.
- CO 4- Connect all these theories and calculations in their respective project work.

ELECTIVE B – SALES AND MARKETING MANAGEMENT (SMM 6.1-6.2-6.3)

- CO 1- Study in details about sales and distribution management theories.
- CO 2- Understand how to apply promotion mix theories in real life practices.
- CO 3- Study the services marketing concepts and how they are implemented.
- CO 4- Connect all these theories in their respective project work.

ELECTIVE C – HUMAN RESOURCE MANAGEMENT (HRM 6.1-6.2-6.3)

- CO 1- Study in details about the industrial relations concepts and implementation of its laws.
- CO 2- Understand how to apply human resource development theories in real life practices.
- CO 3- Study the compensation management concepts and laws of wages etc.
- CO 4- Connect all these theories in their respective project work.

ELECTIVE D – SYSTEMS MANAGEMENT (SM 6.1-6.2-6.3)

- CO 1- Study in details about system analysis and design theories.
- CO 2- Understand how to apply decision support system theories in real life practices.
- CO 3- Study the database management system concepts and how they are implemented.
- CO 4- Connect all these theories and quantitative approaches in their respective project work.

BBA 6.4 & 6.5 – PROJECT STUDY & GRAND VIVA

- CO 1- Undertake project assignment in any registered company and submit a research based report on that.

- CO 2- Understand the emerging trends and challenges in real life business environment.
- CO 3- Face a grand viva & project viva as a base for future interviews to appear.
- CO 4- Realize the concepts of honours papers studied so far as a practical outcome.