



# COOCH BEHAR COLLEGE

AFFILIATED TO THE COOCH BEHAR PANCHANAN BARMA UNIVERSITY

NAAC ACCREDITED (B++ GRADE) COLLEGE

ESTD. 1970

PROSPECTUS - 2022



COOCH BEHAR, PIN-736101, WEST BENGAL

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# Welcome to Coochbehar College

(Affiliated to Coochbehar Panchanan Barma University)



*Dear students,*

*We recognize that choosing your institution of higher learning is one of the most important decisions that you will make in your life. You choose our institution carefully. I hope that this prospectus will help you in making that choice easier. It presents not only the detail of our academic programs but also provides you with an overview of the overall campus quality of life. At Cooch Behar College, we seeking bright, energetic men and women eager to accept the challenges of an academically rigorous, professionally enriching and personally fulfilling learning program that encourages students to think in new and creative ways in the global market place.*

*College aims at providing you with a distinctive combination of academic excellence and professional relevance, a combination designed a solid foundation for a life time of professional and personal development. Our faculties have been carefully chosen and students will learn from highly qualified faculty many of whom have professional experience to the program.*

*At Cooch Behar College, we believe in building strong futures for our students. I am confident that pursuing your higher education through Coochbehar College would be one of the most exciting and rewarding professional experience of your life. I hope we shall meet in Coochbehar College for this important stage in your education and career.*

*Yours sincerely*  
**(Dr. Pankaj Kumar Debnath)**  
**Principal**  
**Cooch Behar College**

# B.B.A

## Mission

The Main objective of the BBA program is to prepare young students to take up challenging careers at the entry level in the business and industry in the context of globalization and liberalization .The program designed to equip students with multiple skills. The Bachelor's program at Cooch Behar College is designed to develop a holistic personality in students, enabling them to succeed as professionals while at the same time finding fulfillment in their personal lives. The ultimate objective is to prepare young professionals to be responsible and responsive to the demands of society in an ever changing environment making this planet a better place to live in.



## Vission

- Developing the ability of students to apply such concepts to practical situation.
- Providing a comprehensive learning experience, designed to meet the needs of Global Business.
- Facilitating learning through complementary networks of students, faculty and industry professionals.

**Duration of the Programme:** Three Years (Six Semesters)

**Requirements for Admission:** *All students who have passed H.S Examination or equivalent in 2022, 2021, 2020, 2019 & 2018 from Recognized Board / Council are eligible to apply for Admission in BBA Degree Course (2022-2023 Session).*



**Fees Structure:** At the time of admission, a candidate has to make a payment of Rs. 10,590/- as fees for the first semester and Rs 10,000/- is to be paid before enrollment in every semester in accordance to the notification by the College authority.

**Mode of Payments:** A candidate is required to pay the course fee by online payment.

**Registration Fees:** As per University Norms Rs. 400/-

**Examination Fees:** As per University Norms Rs. 450/- per semester\*

**Online Registration Fee: Free (As per G.O.)**



## The Faculty & Academic Programme

The Faculty BBA comprises of members with exceptional academic records and experience. They work sincerely not only in guiding students to become prospective technological and Management expert but also in encouraging them towards all round development. With the understanding that management is not just about theories but also about practical experience ,hand-on knowledge ,professional acumen and inter-personal skill, the Cooch Behar College has envisages to comprehensive education programme for the budding architects of future India.

### Name of Faculty Members

**Mr. Sankar Saha Co-Ordinator**  
**M.Com, M.B.A,NET(Management)**

**Dr. Pankaj Kr. Debnath**  
**M.A, M.Phil,Ph.D (Economics)**

**Mr. Subhendu Chakraborty**  
**M.Com, M.B.A**

**Mr. Abhijit Roy**  
**M.Com, FCMA**

**Mr. Dhananjoy Chakraborty**  
**M.B.A**

**Sushavan Mondal**  
**M.Sc (Economics)**

**Anirban Sen Chowdhury**  
**B.Com, Diploma in Tally**

### Name of Administrative Staffs

**Smt. Laxmi Das**  
**Peon**

## Campus Infrastructure

With the vision of an educational complex, the Cooch Behar College hopes to provide its students with basic comforts to open their minds to the vast expanse of knowledge.

## Library

Library holds a vast collection of text books as well as reference books, renowned journals, Magazines, Newspapers, Project Reports and CD-ROMS related to the curriculum to enable the students to enhance their knowledge inn different topics and subject taught in their courses. The Students can search their required information about various topics through On-line Public Access Catalogue (OPAC) .Separate Reading Room with Sufficient accommodation and Internet Facility is provided.

## Computer Lab

Cooch Behar College provides well –Equipped computer laboratories interconnected with LAN and internet facility with Broadband connection. Apart from this the centre also provides quality education aided by mechanized teaching aids. Qualified experienced and dedicated instructors supervise the computer laboratories.

## Class room

The Cooch Behar College offers an excellent atmosphere for study in well furnished and maintained classrooms with modern equipments and ergonomically designed furniture.

## Canteen

The College with assistance of the Student's Union runs a College Canteen for the benefit of the students.

## Placement Cell

Tie up with different renowned Placement Agency and assists to find out the right candidate to right job depend on candidate performance and his potentiality. Coaching for MAT/CAT/QMAT/NBU-MAT

## Extra Curricular Activities

Students are encouraged to participate in several co-curricular activities like

- ❖ Group Discussion
- ❖ Seminars
- ❖ Quizzes
- ❖ Cricket & Football tournaments.
- ❖ Sports Meets
- ❖ Cultural Meets
- ❖ Debating

These co-curricular activities help them to:

- Develop right kind of attitudes
- Enhances leadership abilities and qualities.
- Emerge as a team player
- Refined interpersonal skill.
- Improve creativity
- Become result oriented
- Understand the value to be disciplined.

## English Speaking Skills

Well qualified and skilled faculty is exclusively entrusted with the responsibility in identifying and developing the English Speaking Skill of the students.

## Public Speaking Skill

Conducting seminars, Group Discussion and debates on various topics and current events is the regular practice at Cooch Behar College.

## Industrial Tour

Conducting Industrial Tour once in a course to give our students a practical exposure. Last year Students are visited at:

- I. Sikkim Jewels(Sikkim)
- II. Coca-Cola (Rani Nagar)
- III. Sikkim Handlooms & Cottage Industry(Sikkim)
- IV. Bajaj Allianz ,Divisional Office (Sikkim)
- V. Pepsi (Bhutan)
- VI. Bhutan Agro Industries (DRUK)
- VII. Handmade Paper Industry (Bhutan)
- VIII. Good Hope Tea Garden( Mal Bazar)
- IX. Ayna Detergent (Siliguri)

## Teaching Methodology

- Lectures
- Practical Sessions
- Assignments
- Class Test
- Mock Interview
- Group Discussion
- Project
- E-Learning
- Management System
- Class Studies
- Seminars



## Academic Achievement

**Nikita Bania**  
1<sup>st</sup> Class first  
**GOLD MEDALIST 2018 (CBPBU)**

**Eshani Mitra**  
1<sup>st</sup> Class first  
**GOLD MEDALIST 2010 (NBU)**

**Namita Asopa**  
1<sup>st</sup> Class first  
**GOLD MEDALIST 2012(NBU)**

**Sourav Nath**  
1<sup>st</sup> Class first  
**GOLD MEDALIST 2021(CBPBU)**

**Khushboo Jain**  
1<sup>st</sup> Class First 2009(NBU)

**Utsav Bose**  
1<sup>st</sup> Class first  
**GOLD MEDALIST 2021(CBPBU)**

**Saikath Banik**  
1<sup>st</sup> Class Second 2018(CBPBU)

**Sunrita Naha**  
1<sup>st</sup> Class Second 2021(CBPBU)

**Kashyape Mondal**  
1<sup>st</sup> Class first  
**GOLD MEDALIST 2019(CBPBU)**

**Sanjay Dutta**  
1<sup>st</sup> Class Second 2019(CBPBU)

## Professional Achievement

- I. Eshani Mitra , **TCS**
- II. Anirban Goon, **Barger Paints**
- III. Ankur Saha, **Edehwiss Securities**
- IV. Anumita Paul , **Axix Bank**
- V. Kamakha Prasad Chatterjee , **Axix Bank**
- VI. Mohan Chakraborty , **Assistant manager,JayashreeTea garden**
- VII. Pappu Das, **Tata Motors**
- VIII. Debashish Pandit ,**Citi Bank**
- IX. Baskar Mukerjee , **ICICI Securities**
- X. Subha Bhatteerjee , **Airport Authority of India**
- XI. Shayari Chakaraborty, **SB Marketing**
- XII. Abishek Banerjee,pnb (**Punjab National Bank**)
- XIII. Saikath Banik , **Bandhan Bank.**
- XIV. Bishnupada **Mandal,Bandhan Bank.**
- XV. Pradip Das, **Banking.**
- XVI. Shraya Saha, **Kotak Bank.**
- XVII. Ashimata Chakdar, **Motilal oswal.**
- XVIII. Shima Sarkar, **Star Health Insurance.**
- XIX. Prasanta Debnath, **Jio.**
- XX. Sandip Saha , **Vodafone**





**Subha Ghosh**  
**Bajaj Allinz**  
**Year- 2019**



**Utpal Roy**  
**Hero Motocorp**  
**Year- 2019**



**Bishal Kar**  
**Tutremint**  
**Year- 2019**



**Roja Panikar**  
**ICICI Bank Cooch Behar**  
**Year- 2019**



**Md. Firoz**  
**Byjus**  
**Year- 2019**



**Asmita Chakdar**  
**Kodak Securities**  
**Year- 2018**



**Saikat Banik**  
**Area Manager Bandhan Bank**  
**Year- 2018**



**Sima Sarkar**  
**Star Health**  
**Year- 2018**



**Vivek Prasad**  
**Ewelweiss**  
**Year- 2020**



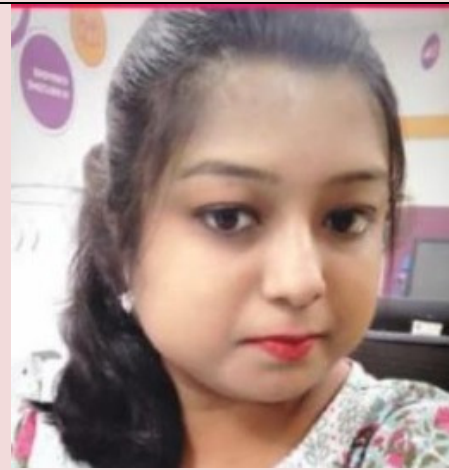
**Barsha Chetri**  
**ICICI Bank**  
**Year- 2018**



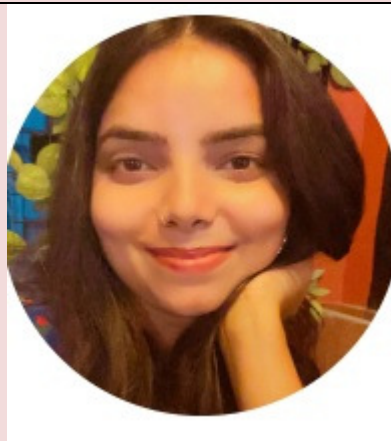
**Baivab Sarkar**  
**Airtel**  
**Year- 2020**



**Sourav Chakraborty**  
**West Bengal Police**  
**Year- 2020**



**Pranama Paul**  
**Axis Bank**  
**Year- 2016**



**Rashni Gupta**  
**Reliance Insurance**  
**Year- 2017**



**Eashani Mitra**  
**TCS**  
**Year- 2010**

# Syllabus

paper	Semester I	CATEGORY	Credit		MARKS
101AECC -	Environmental Science	Ability Enhancement -	2		50
102 C -1	Fundamentals of Management & Organizational Behavior	Core Discipline	6		50
103 C -2	Statistics for Business Decisions	Core Discipline	6		50
104 GE-1	Entrepreneurship Development	Elective Course -	6		50
		TOTAL	20		200
	<b>Semester II</b>				
201 AECC	MIL - English	Ability Enhancement -	2		50
202 C - 3	Managerial Economics	Core Discipline	6		50
203 C - 4	Business Accounting	Core Discipline	6		50
204 GE-2	Ethics & Corporate Social Responsibility	Elective Course -	6		50
		TOTAL	20		200
	<b>Semester III</b>				
301 C -5	Macroeconomics	Core Discipline	6		50
302 C -6	Principles of Marketing	Core Discipline	6		50
303 C -7	Management Accounting	Core Discipline	6		50
305 GE-3	Production and Operation Management	Elective Course -	6		50
304 SEC -1	Financial Software package	Skill Enhancement Course	2		50
		TOTAL	26		250
	<b>Semester IV</b>				
401 C -8	Business Research	Core Discipline	6		50
402 C -9	Human Resource Management	Core Discipline	6		50
403 C -10	Financial Management	Core Discipline	6		50
404 GE-4	Tax Planning	Elective Course -	6		50
405 SEC -2	Summer Internship	Skill Enhancement Course	2		50
		TOTAL	26		250
	<b>Semester V</b>				
501 C -11	Quantitative Techniques for Management	Core Discipline	6		50
502 C -12	Legal Aspects of Business	Core Discipline	6		50
503 DSE -1	Elective – I	Discipline Specific Elective	6		50
504 DSE -2	Elective – II	Discipline Specific Elective	6		50
		TOTAL	24		200
	<b>Semester VI</b>				
601 C -13	Business Policy & Strategy	Core Discipline	6		50
602 C -14	Financial Institutions & Markets	Core Discipline	6		50
603 DSE -3	Elective – III	Discipline Specific Elective	6		50
604 DSE -4	Elective – IV	Discipline Specific Elective	6		50
		TOTAL	24		200
		<b>GRAND TOTAL</b>	<b>140</b>		<b>1300</b>

	<b>DSE - (Finance)</b>	<b>DSE - (Marketing)</b>	<b>DSE - (Human Resource)</b>	
1	Investment Banking & Financial Services	Consumer Behaviour	HRD : Systems & Strategies	Elective-I DSE - 1
2	Investment Analysis & Portfolio Management	Personal Selling & Sales Force Management	Training & Development	Elective-II DSE - 2
3	Business Analysis & Valuation	Advertising & Brand Management	Management of Industrial Relations	Elective-III DSE - 3
4	Research Project	Research Project	Research Project	Elective-IV DSE - 4