

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 faculty 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

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: Students seeking admission to the BBA programme must have passed pre-university/Higher Secondary/10+2 examinations or equivalent of any recognized Board or Council in any discipline.

Fees Structure: At the time of admission, a candidate has to make a payment of Rs. 10445/- as fees for the first semester and Rs 10000/- 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 fees by a demand draft in favour of “**Cooch Behar College BBA Centre**”, Payable at **Cooch Behar**.

Registration Fees: As per University Norms Rs. 300/-

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

On line Registration Fees: As per college norms Rs 40/-+bank charges Rs 20/-

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
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. Subhasish Bhattacharjee M.Sc. (Economics)
Mr. Monimay Chakraborti M.Com, ACMA
Mr. Tamajit Roy, M.Com
Dibyendu Dey MCA
Rini Sen M.A(English)
Modurima Mondal M Tech
VISITING FACULTY

Sanjay kr. Das M.sc, , M.B.A, LLM
Dhanjoy Chaharaborty M.B.A

Name of Administrative Staffs

Mr. Ashim Roy Office-Assistant
Smt. Laxmi Das Office-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 in 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 year 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)

Teaching Methodology

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

Academic Achievement

Khusboo Jain
1st Class first
GOLD MEDALIST 2009

Eshani Mitra
1st Class first
GOLD MEDALIST 2010

Namita Asopa
1st Class first
GOLD MEDALIST 2012

Professional Achievement

- I. EShani Mitra , **TCS**
- II. Anirban Goon, **Barger Paints**
- III. Ankur Saha, **Edelwiss Securities**
- IV. Anumita Paul , **Axix Bank**
- V. Kamakha Prasad Chatterjee , **Axix Bank**
- VI. Mohan Chakraborty , **Assistant manager, Jayashree Tea garden**
- VII. Pappu Das, **Tata Motors**
- VIII. Debashish Pandit , **Citi Bank**
- IX. **Baskar Mukerjee , ICICI Securities**
- X. **Subha Bhattejee , Airport Authority of India**
- XI. **Shayari Chakaraborty, SB Marketing**
- XII. **Abishek Banerjee, pnb (Punjab National Bank)**

Syllabus

course	1st semester
101	<i>Principle of Management</i>
102	<i>Business Mathematics</i>
103	<i>Business Laws</i>
104	<i>Accounting Managers</i>

course	2ND semester
201	<i>Managerial Economics</i>
202	<i>Organizational Behaviour</i>
203	<i>Cost and management Accounting</i>
204	<i>Environmental Studies(100 marks)</i>

205	<i>Business Communication and Business Ethics</i>
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course 3rd semester	
301	<i>Marketing Management</i>
302	<i>Financial Management</i>
303	<i>Human Resource Management</i>
304	Statistics

course 4th semester	
401	<i>Computer Application in Business (Theo -50 & Prac-50)</i>
402	<i>Strategic Management</i>
403	<i>Alternative English(50 Marks)</i>
404	<i>Entrepreneurship Development</i>

5th semester	
<i>(Each students has to select one special areas from Marketing or Finance or Human Resource Management)</i>	
Course	Special in Finance Management
501-F	<i>Corporate Accounting</i>
502-F	<i>Financial Institutions and Market</i>
503-F	<i>Security Analysis and Portfolio Management</i>
504-F	<i>Direct and indirect Tax</i>
Special in Human Resource Management	
501-H	Industrial Relations

502-H	<i>Organisational Development</i>
503-H	<i>Human Resource Planning and Human Resource Audit</i>
504-H	<i>Human Resource Development</i>

Special in Marketing Management

501-M	<i>Consumer Behaviour</i>
502-M	<i>Marketing Research</i>
503-M	<i>Advertisement and Sales promotion Management</i>
504-M	<i>Marketing Service</i>

Course	6th Semester
	(One special paper on Marketing/Finance/Human Resource + Course- 602,603)
	<i>Special in Finance Management</i>
601-F	Financial Statements Analysis
	<i>Special in Human Resource Management</i>
601-H	Labour Laws
	<i>Special in Marketing Management</i>
601-M	Distribution and Retail Management
602	<i>Compulsory English(50 Marks)</i>
603	Project Work and Presentation