



L. N. MISHRA COLLEGE OF BUSINESS MANAGEMENT

(Affiliated and Approved by UGC & All India Council for Technical Education)

An Autonomous College Under B. R. Ambedkar Bihar University
Muzaffarpur

Ref. No. :

Date.....

PROGRAM NAME – BACHELOR OF BUSINESS ADMINISTRATION

(B.B.A.)

COURSE DESCRIPTION

INSTITUTE / COLLEGE NAME :	Lalit Narayan Mishra College of Business Management, Muzaffarpur, Bihar.		
Program Name	BBA		
Course Code	BB-101		
Course Name	BUSINESS MATHEMATICS		
Lecture / Tutorial (perweek):	4/1	Course Credits	4
Course Coordinator Name	Dr. Shiv Kant Kumar		

PO's / PSO's addressed by Cos & mapping strength with Course

PO/PSO	CO	No. of Sessions	%Of session	Mapping Strength
PO1	CO2	20	40	2
PO2	CO1, CO3	25	50	3
PO3	CO1	25	50	3
PO4	CO2	10	20	1
PO5	CO2,CO4	8	16	1
PO6	CO4	15	30	2
PO7	CO1,CO3,CO4	20	40	2

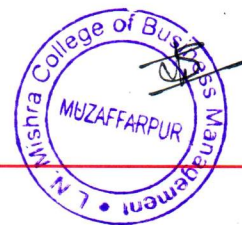
Course-PO/PSO mapping

BB-101	PO						
	1	2	3	4	5	6	7
Mapping Strength	2	3	3	1	1	2	2

CO & PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	-	3	3	-	-	-	2
CO2	2	-	-	1	1	-	-
CO3	-	3	-	-	-	-	2
CO4	-	-	-	-	1	2	2

Correlation Level: 3-High, 2- Moderate, 1-Low



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COURSE DESCRIPTION

INSTITUTE / COLLEGE NAME :	Lalit Narayan Mishra College of Business Management, Muzaffarpur, Bihar.		
Program Name	BBA		
Course Code	BB-102		
Course Name	COMMUNICATIVE ENGLISH		
Lecture / Tutorial (perweek):	4/1	Course Credits	4
Course Coordinator Name	Dr. Ajay Kumar		

PO's / PSO's addressed by Cos & mapping strength with Course

PO/PSO	CO	No. of Sessions	%Of session	Mapping Strength
PO1	CO1, CO2	18	45%	2
PO2	CO1, CO3	18	45%	2
PO3	CO2	10	25%	1
PO4	CO2, CO4	22	55%	3
PO5	CO3	10	25%	1
PO6	CO4	12	30%	2
PO7	CO3	10	25%	1

Course-PO/PSO mapping

BB-102	PO						
	1	2	3	4	5	6	7
Mapping Strength	2	2	1	3	1	2	1

CO & PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	2	-	-	-	-	-
CO2	2	-	1	3	-	-	-
CO3	-	2	-	-	1	-	1
CO4	-	-	-	3	-	2	-

Correlation Level: 3-High, 2- Moderate, 1-Low



COURSE DESCRIPTION

INSTITUTE / COLLEGE NAME :	Lalit Narayan Mishra College of Business Management, Muzaffarpur, Bihar.		
Program Name	BBA		
Course Code	BB-103		
Course Name	BUSINESS ACCOUNTING		
Lecture / Tutorial (perweek):	4/0	Course Credits	4
Course Coordinator Name	Dr. RASHMI KUMARI		

PO's / PSO's addressed by Cos & mapping strength with Course

PO/PSO	CO	No. of Sessions	%Of session	Mapping Strength
PO1	CO1, CO2	18	45%	2
PO2	CO1, CO3	18	45%	2
PO3	CO2	10	25%	1
PO4	CO2, CO4	22	55%	3
PO5	CO3	10	25%	1
PO6	CO4	12	30%	2
PO7	CO3	10	25%	1

Course-PO/PSO mapping

BB-103	PO						
	1	2	3	4	5	6	7
Mapping Strength	2	2	1	3	1	2	1

CO & PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	2	-	-	-	-	-
CO2	2	-	1	3	-	-	-
CO3	-	2	-	-	1	-	1
CO4	-	-	-	3	-	2	-

Correlation Level: 3-High, 2- Moderate, 1-Low



COURSE DESCRIPTION

INSTITUTE / COLLEGE NAME :	Lalit Narayan Mishra College of Business Management, Muzaffarpur, Bihar.		
Program Name	BBA		
Course Code	BB-104		
Course Name	Business Economics		
Lecture / Tutorial (perweek):	4/1	Course Credits	4
Course Coordinator Name	Dr. Manoj Kumar Yadav		

PO's / PSO's addressed by Cos & mapping strength with Course

PO/PSO	CO	No. of Sessions	% Of session	Mapping Strength
PO1	CO1,CO3	27	67.50%	3
PO2	CO1,CO2,CO3	35	87.5%	3
PO3	CO1,CO2,CO3, CO4	40	100%	3
PO4	CO1,CO3,CO4	32	80%	3
PO5	-	-	-	-
PO6	-	-	-	-
PO7	-	-	-	-

Course – PO/PSO mapping

BB-104	PO						
	1	2	3	4	5	6	7
Mapping Strength	3	3	3	3	-	-	-

CO & PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	3	3	3	-	-	-
CO2	-	3	3	-	-	-	-
CO3	3	3	3	-	-	-	-
CO4	-	-	-	3	-	-	-

Correlation Level: 3- High, 2- Moderate, 1- Low



COURSE DESCRIPTION

INSTITUTE / COLLEGE NAME :	Lalit Narayan Mishra College of Business Management, Muzaffarpur, Bihar.		
Program Name	BBA		
Course Code	BB-105		
Course Name	BUSINESS AND INDUSTRIAL ORGANIZATION		
Lecture / Tutorial (perweek):	4/1	Course Credits	4
Course Coordinator Name	Mrs. Indu Vasudev		

PO's / PSO's addressed by Cos & mapping strength with Course

PO/PSO	CO	No. of Sessions	% Of session	Mapping Strength
PO1	CO2	12	30%	2
PO2	CO4	08	20%	1
PO3	CO1	10	25%	1
PO4	CO2,CO3,CO4	30	75%	3
PO5	CO4	08	20%	1
PO6	CO2,CO3	22	55%	3
PO7	CO1	10	25%	1

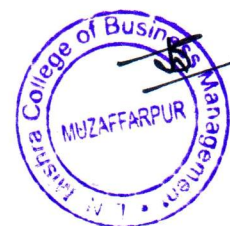
Course – PO/PSO mapping

BB-105	PO						
	1	2	3	4	5	6	7
Mapping Strength	2	1	1	3	1	3	1

CO & PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	-	-	1	-	-	-	1
CO2	2	-	-	3	-	3	-
CO3	-	-	-	3	-	3	-
CO4	-	1	-	3	1	-	-

Correlation Level: 3- High, 2- Moderate, 1- Low



COURSE DESCRIPTION

INSTITUTE / COLLEGE NAME :	Lalit Narayan Mishra College of Business Management, Muzaffarpur, Bihar.		
Program Name	BBA		
Course Code	BB-201		
Course Name	PRINCIPLES OF MANAGEMENT		
Lecture / Tutorial (perweek):	4/1	Course Credits	4
Course Coordinator Name	Dr. Kishore Parth		

PO's / PSO's addressed by Cos & mapping strength with Course

PO/PSO	CO	No. of Sessions	% Of session	Mapping Strength
PO1	CO2	12	30%	2
PO2	CO2,CO4	24	60%	3
PO3	CO1, CO2,CO3,CO4	40	100%	3
PO4	CO2,CO4	24	60%	3
PO5	CO2,CO4	24	60%	3
PO6	CO3,CO4	20	50%	3
PO7	CO2,CO3,CO4	32	80%	3

Course – PO/PSO mapping

BB-201	PO						
	1	2	3	4	5	6	7
Mapping Strength	2	3	3	3	3	3	3

CO & PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	-	-	3	-	-	-	-
CO2	2	3	3	3	3	-	3
CO3	-	-	3	-	-	3	3
CO4	-	3	3	3	3	3	3

Correlation Level: 3- High, 2- Moderate, 1- Low



COURSE DESCRIPTION

INSTITUTE / COLLEGE NAME :	Lalit Narayan Mishra College of Business Management, Muzaffarpur, Bihar.		
Program Name	BBA		
Course Code	BB-202		
Course Name	ORGANISATIONAL BEHAVIOUR		
Lecture / Tutorial (perweek):	4/1	Course Credits	4
Course Coordinator Name	Dr. B. S. Mishra		

PO's / PSO's addressed by Cos & mapping strength with Course

PO/PSO	CO	No. of Sessions	% Of session	MappingStrength
PO1	CO1, CO2	18	45%	2
PO2	CO1, CO3	18	45%	2
PO3	CO2	10	25%	1
PO4	CO2, CO4	22	55%	3
PO5	CO3	10	25%	1
PO6	CO4	12	30%	2
PO7	CO3	10	25%	1

Course – PO/PSO mapping

BB-202	PO						
	1	2	3	4	5	6	7
Mapping Strength	2	2	1	3	1	2	1

CO & PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	2	-	-	-	-	-
CO2	2	-	1	3	-	-	-
CO3	-	2	-	-	1	-	1
CO4	-	-	-	3	-	2	-

Correlation Level: 3- High, 2- Moderate, 1- Low



COURSE DESCRIPTION

INSTITUTE / COLLEGE NAME :	Lalit Narayan Mishra College of Business Management, Muzaffarpur, Bihar.		
Program Name	BBA		
Course Code	BB-203		
Course Name	BUSINESS COMMUNICATION		
Lecture / Tutorial (perweek):	4/1	Course Credits	4
Course Coordinator Name	Dr. Ajay Kumar		

PO's / PSO's addressed by Cos & mapping strength with Course

PO/PSO	CO	No. of Sessions	% Of session	MappingStrength
PO1	CO1, CO2	18	45%	2
PO2	CO1, CO3	18	45%	2
PO3	CO2	10	25%	1
PO4	CO2, CO4	22	55%	3
PO5	CO3	10	25%	1
PO6	CO4	12	30%	2
PO7	CO3	10	25%	1

Course – PO/PSO mapping

BB-203	PO						
	1	2	3	4	5	6	7
Mapping Strength	2	2	1	3	1	2	1

CO & PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	2	-	-	-	-	-
CO2	2	-	1	3	-	-	-
CO3	-	2	-	-	1	-	1
CO4	-	-	-	3	-	2	-

Correlation Level: 3- High, 2- Moderate, 1- Low



COURSE DESCRIPTION

INSTITUTE / COLLEGE NAME :	Lalit Narayan Mishra College of Business Management, Muzaffarpur, Bihar.		
Program Name	BBA		
Course Code	BB-204		
Course Name	BUSINESS STATISTICS		
Lecture / Tutorial (perweek):	4/1	Course Credits	4
Course Coordinator Name	Dr. Purnima Sinha		

PO's / PSO's addressed by Cos & mapping strength with Course

PO/PSO	CO	No. of Sessions	% Of session	MappingStrength
PO1	CO1, CO3	20	50%	3
PO2	CO2, CO3,CO4	32	80%	3
PO3	CO2	10	25%	1
PO4	CO1, CO3	20	50%	3
PO5	CO2,CO3,CO4	32	80%	3
PO6	CO3	12	30%	2
PO7	CO4	10	25%	1

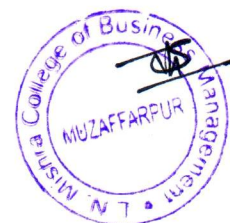
Course – PO/PSO mapping

BB-204	PO						
	1	2	3	4	5	6	7
Mapping Strength	3	3	1	3	3	2	1

CO & PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	-	-	3	-	-	-
CO2	-	3	1	-	3	-	-
CO3	3	3	-	3	3	-	1
CO4	-	3	-	-	3	2	-

Correlation Level: 3- High, 2- Moderate, 1- Low



COURSE DESCRIPTION

INSTITUTE / COLLEGE NAME :	Lalit Narayan Mishra College of Business Management, Muzaffarpur, Bihar.		
Program Name	BBA		
Course Code	BB-205		
Course Name	FUNDAMENTALS OF COMPUTERS		
Lecture / Tutorial (perweek):	4/1	Course Credits	4
Course Coordinator Name	Dr. Sandeep Kaushik		

PO's / PSO's addressed by Cos & mapping strength with Course

PO/PSO	CO	No. of Sessions	% Of session	MappingStrength
PO1	CO1, CO2,,CO4	30	75%	3
PO2	CO1, CO2,CO3,CO4	40	100%	3
PO3	CO1, CO2,CO3	30	75%	3
PO4	CO4	10	20%	1
PO5	CO3	10	20%	1
PO6	CO1,CO2	20	50%	2
PO7	CO1,CO2	20	50%	2

Course – PO/PSO mapping

BB-205	PO						
	1	2	3	4	5	6	7
Mapping Strength	3	3	3	1	1	2	2

CO & PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	3	3	-	-	2	2
CO2	3	3	3	-	-	2	2
CO3	-	3	3	-	-1	-	-
CO4	3	3	-	1	-	-	-

Correlation Level: 3- High, 2- Moderate, 1- Low



COURSE DESCRIPTION

INSTITUTE / COLLEGE NAME :	Lalit Narayan Mishra College of Business Management, Muzaffarpur, Bihar.		
Program Name	BBA		
Course Code	BB-301		
Course Name	MATERIAL AND PRODUCTION MANAGEMENT		
Lecture / Tutorial (perweek):	3/1/0	Course Credits	4
Course Coordinator Name	Dr. Vipin Kumar		

PO's / PSO's addressed by Cos & mapping strength with Course

PO/PSO	CO	No. of Sessions	% Of session	MappingStrength
PO1	CO1	8	20%	1
PO2	CO1, CO2	18	45%	2
PO3	CO2	10	25%	1
PO4	CO3, CO4	22	55%	3
PO5	CO3	10	25%	3
PO6	CO4	12	30%	2
PO7	-	-	-	-

Course – PO/PSO mapping

BB-301	PO						
	1	2	3	4	5	6	7
Mapping Strength	1	2	1	3	1	2	-

CO & PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1	2	-	-	-	-	-
CO2	-	2	2	-	-	-	-
CO3	-	-	-	3	1	-	-
CO4	-	-	-	3	-	2	-

Correlation Level: 3- High, 2- Moderate, 1- Low



COURSE DESCRIPTION

INSTITUTE / COLLEGE NAME :	Lalit Narayan Mishra College of Business Management, Muzaffarpur, Bihar.		
Program Name	BBA		
Course Code	BB-302		
Course Name	HUMAN RESOURCE MANAGEMENT		
Lecture / Tutorial (perweek):	4/1/0	Course Credits	4
Course Coordinator Name	Dr. B. S. Mishra		

PO's / PSO's addressed by Cos & mapping strength with Course

PO/PSO	CO	No. of Sessions	% Of session	MappingStrength
PO1	CO1, CO2	18	45%	2
PO2	CO1, CO3	18	45%	2
PO3	CO2	10	25%	1
PO4	CO2, CO4	22	55%	3
PO5	CO3	10	25%	1
PO6	CO4	12	30%	2
PO7	CO3	10	25%	1

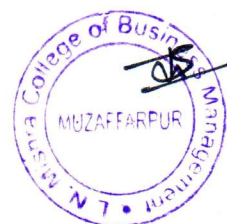
Course – PO/PSO mapping

BB-302	PO						
	1	2	3	4	5	6	7
Mapping Strength	2	2	1	3	1	2	1

CO & PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	2	-	-	-	-	-
CO2	2	-	1	3	-	-	-
CO3	-	2	-	-	1	-	1
CO4	-	-	-	3	-	2	-

Correlation Level: 3- High, 2- Moderate, 1- Low



COURSE DESCRIPTION

INSTITUTE / COLLEGE NAME :	Lalit Narayan Mishra College of Business Management, Muzaffarpur, Bihar.		
Program Name	BBA		
Course Code	BB-303		
Course Name	MARKETING MANAGEMENT		
Lecture / Tutorial (perweek):	4/0	Course Credits	4
Course Coordinator Name	Dr. Kishore Parth		

PO's / PSO's addressed by Cos & mapping strength with Course

PO/PSO	CO	No. of Sessions	% Of session	MappingStrength
PO1	CO1, CO2	18	45%	2
PO2	CO1, CO3	18	45%	2
PO3	CO2	10	25%	1
PO4	CO2, CO4	22	55%	3
PO5	CO3	10	25%	1
PO6	CO4	12	30%	2
PO7	CO3	10	25%	1

Course – PO/PSO mapping

BB-303	PO						
	1	2	3	4	5	6	7
Mapping Strength	2	2	1	3	1	2	1

CO & PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	2	-	-	-	-	-
CO2	2	-	1	3	-	-	-
CO3	-	2	-	-	1	-	1
CO4	-	-	-	3	-	2	-

Correlation Level: 3- High, 2- Moderate, 1- Low



COURSE DESCRIPTION

INSTITUTE / COLLEGE NAME :	Lalit Narayan Mishra College of Business Management, Muzaffarpur, Bihar.		
Program Name	BBA		
Course Code	BB-304		
Course Name	FINANCIAL MANAGEMENT		
Lecture / Tutorial (perweek):	4/1	Course Credits	4
Course Coordinator Name	Dr. Deepak Kumar		

PO's / PSO's addressed by Cos & mapping strength with Course

PO/PSO	CO	No. of Sessions	% Of session	MappingStrength
PO1	CO1, CO2	20	50%	3
PO2	CO2, CO4	18	45%	2
PO3	CO2, CO3	22	55%	3
PO4	CO1, CO3	22	55%	3
PO5	CO4	8	20%	1
PO6	CO4	8	20%	1
PO7	CO3,CO4	20	50%	3

Course – PO/PSO mapping

BB-304	PO						
	1	2	3	4	5	6	7
Mapping Strength	3	2	3	3	1	1	3

CO & PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	-	-	3	-	-	-
CO2	3	2	3	-	-	-	-
CO3	-	-	3	3	-	-	3
CO4	-	2	-	-	1	1	3

Correlation Level: 3- High, 2- Moderate, 1- Low



COURSE DESCRIPTION

INSTITUTE / COLLEGE NAME :	Lalit Narayan Mishra College of Business Management, Muzaffarpur, Bihar.		
Program Name	BBA		
Course Code	BB-305		
Course Name	LEGAL ASPECTS OF BUSINESS		
Lecture / Tutorial (perweek):	4/0	Course Credits	4
Course Coordinator Name	Dr. MANOJ KUMAR SINGH		

PO's / PSO's addressed by Cos & mapping strength with Course

PO/PSO	CO	No. of Sessions	% Of session	MappingStrength
PO1	CO1	10	25%	2
PO2	CO2, CO3, CO4	30	75%	3
PO3	-	-	-	-
PO4	-	-	-	-
PO5	CO2, CO3, CO4	30	75%	3
PO6	CO4	12	30%	2
PO7	CO2, CO3	18	45%	2

Course – PO/PSO mapping

BB-305	PO						
	1	2	3	4	5	6	7
Mapping Strength	2	3	-	-	3	2	2

CO & PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	-	-	-	-	-	-
CO2	-	3	-	-	3	-	2
CO3	-	3	-	-	3	-	2
CO4	-	3	-	-	3	2	-

Correlation Level: 3- High, 2- Moderate, 1- Low



COURSE DESCRIPTION

INSTITUTE / COLLEGE NAME :	Lalit Narayan Mishra College of Business Management, Muzaffarpur, Bihar.		
Program Name	BBA		
Course Code	BB-401		
Course Name	COMPUTER APPLICATION IN MANAGEMENT		
Lecture / Tutorial (perweek):	4/0	Course Credits	4
Course Coordinator Name	Dr. SAH SALAMAT ALI RIZVI		

PO's / PSO's addressed by Cos & mapping strength with Course

PO/PSO	CO	No. of Sessions	% Of session	MappingStrength
PO1	-	-	-	-
PO2	CO1, CO2	22	55%	3
PO3	CO1, CO2	22	55%	3
PO4	CO2	12	30%	2
PO5	CO2	12	30%	2
PO6	CO3, CO4	18	45%	2
PO7	CO4	8	20%	1

Course – PO/PSO mapping

BB-401	PO						
	1	2	3	4	5	6	7
Mapping Strength	-	3	3	2	2	2	1

CO & PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	3	2	-	-	-	-
CO2	2	-	2	1	-	-	-
CO3	-	3	-	-	3	3	-
CO4	-	-	-	-	3	3	-

Correlation Level: 3- High, 2- Moderate, 1- Low



COURSE DESCRIPTION

INSTITUTE / COLLEGE NAME :	Lalit Narayan Mishra College of Business Management, Muzaffarpur, Bihar.		
Program Name	BBA		
Course Code	BB-402		
Course Name	RESEARCH METHODOLOGY		
Lecture / Tutorial (perweek):	4/0	Course Credits	4
Course Coordinator Name	NEERAJ KUMAR SRIVASTAVA		

PO's / PSO's addressed by Cos & mapping strength with Course

PO/PSO	CO	No. of Sessions	% Of session	MappingStrength
PO1	CO1, CO2	18	40%	2
PO2	CO1, CO3	18	40%	2
PO3	CO2	10	25%	1
PO4	CO2, CO4	22	55%	3
PO5	CO3	10	25%	1
PO6	CO4	12	35%	2
PO7	CO3	10	25%	1

Course – PO/PSO mapping

BB-402	PO						
	1	2	3	4	5	6	7
Mapping Strength	2	2	1	3	1	2	1

CO & PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	2	-	-	-	-	-
CO2	2	-	1	3	-	-	-
CO3	-	2	-	-	-1	-	1
CO4	-	-	-	3	-	2	-

Correlation Level: 3- High, 2- Moderate, 1- Low



COURSE DESCRIPTION

INSTITUTE / COLLEGE NAME :	Lalit Narayan Mishra College of Business Management, Muzaffarpur, Bihar.		
Program Name	BBA		
Course Code	BB-403		
Course Name	MANAGEMENT AND CONTROL OF COSTS		
Lecture / Tutorial (perweek):	4/0	Course Credits	4
Course Coordinator Name	Dr. RASHMI KUMARI		

PO's / PSO's addressed by Cos & mapping strength with Course

PO/PSO	CO	No. of Sessions	% Of session	MappingStrength
PO1	CO1	10	25%	2
PO2	CO2, CO3, CO4	30	75%	3
PO3	-	-	-	-
PO4	-	-	-	-
PO5	CO2, CO3, CO4	30	75%	3
PO6	CO4	12	30%	2
PO7	CO2, CO3	18	45%	2

Course – PO/PSO mapping

BB-403	PO						
	1	2	3	4	5	6	7
Mapping Strength	2	3	-	-	3	2	2

CO & PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	-	-	-	-	-	-
CO2	-	3	-	-	3	-	2
CO3	-	3	-	-	3	-	2
CO4	-	3	-	-	3	2	-

Correlation Level: 3- High, 2- Moderate, 1- Low



COURSE DESCRIPTION

INSTITUTE / COLLEGE NAME :	Lalit Narayan Mishra College of Business Management, Muzaffarpur, Bihar.		
Program Name	BBA		
Course Code	BB-404		
Course Name	ENTREPRENEURSHIP		
Lecture / Tutorial (perweek):	4/1	Course Credits	4
Course Coordinator Name	Dr. RASHMI KUMARI, Dr. SHWETA DIPTI		

PO's / PSO's addressed by Cos & mapping strength with Course

PO/PSO	CO	No. of Sessions	% Of session	MappingStrength
PO1	CO1, CO3	20	50%	3
PO2	CO1, CO2	18	45%	2
PO3	-	-	-	-
PO4	CO2	8	20%	1
PO5	CO3, CO4	22	55%	3
PO6	-	-	-	-
PO7	CO3, CO4	22	55%	3

Course – PO/PSO mapping

BB-404	PO						
	1	2	3	4	5	6	7
Mapping Strength	3	2	-	1	3	-	3

CO & PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	2	-	-	-	-	-
CO2	-	2	-	-	-	-	-
CO3	3	-	-	-	3	-	3
CO4	-	-	-	1	3	-	3

Correlation Level: 3- High, 2- Moderate, 1- Low



COURSE DESCRIPTION

INSTITUTE / COLLEGE NAME :	Lalit Narayan Mishra College of Business Management, Muzaffarpur, Bihar.		
Program Name	BBA		
Course Code	BB-405		
Course Name	BUSINESS ENVIRONMENT		
Lecture / Tutorial (perweek):	4/1	Course Credits	4
Course Coordinator Name	Dr. MANOJ KUMAR YADAV		

PO's / PSO's addressed by Cos & mapping strength with Course

PO/PSO	CO	No. of Sessions	% Of session	MappingStrength
PO1	CO1,CO2,CO4	35	87.50%	3
PO2	-	-	-	-
PO3	CO1	08	20%	1
PO4	CO2,CO3,CO4	32	80%	3
PO5	-	-	-	-
PO6	CO2	12	30%	2
PO7	-	-	-	-

Course – PO/PSO mapping

BB-405	PO						
	1	2	3	4	5	6	7
Mapping Strength	3	-	1	3	-	2	-

CO & PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	-	1	-	-	-	-
CO2	3	-	-	3	-	2	-
CO3	-	-	-	3	-	-	-
CO4	3	-	-	3	-	-	-

Correlation Level: 3- High, 2- Moderate, 1- Low



COURSE DESCRIPTION

INSTITUTE / COLLEGE NAME :	Lalit Narayan Mishra College of Business Management, Muzaffarpur, Bihar.		
Program Name	BBA		
Course Code	BB-501		
Course Name	CORPORATE TAXATION		
Lecture / Tutorial (perweek):	4/0	Course Credits	4
Course Coordinator Name	Dr. Deepak Kumar		

PO's / PSO's addressed by Cos & mapping strength with Course

PO/PSO	CO	No. of Sessions	% Of session	MappingStrength
PO1	CO1, CO2	18	45%	2
PO2	CO1, CO3	18	45%	2
PO3	CO2	10	25%	1
PO4	CO2, CO4	22	55%	3
PO5	CO3	10	25%	1
PO6	CO4	12	30%	2
PO7	CO3	10	25%	1

Course – PO/PSO mapping

BB-501	PO						
	1	2	3	4	5	6	7
Mapping Strength	2	2	1	3	1	2	1

CO & PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	2	-	-	-	-	-
CO2	2	-	1	3	-	-	-
CO3	-	2	-	-	1	-	1
CO4	-	-	-	3	-	2	-

Correlation Level: 3- High, 2- Moderate, 1- Low



COURSE DESCRIPTION

INSTITUTE / COLLEGE NAME :	Lalit Narayan Mishra College of Business Management, Muzaffarpur, Bihar.		
Program Name	BBA		
Course Code	BB-502		
Course Name	BUSINESS VALUES AND ETHICS		
Lecture / Tutorial (perweek):	4/1	Course Credits	4
Course Coordinator Name	Dr. Amar Nath		

PO's / PSO's addressed by Cos & mapping strength with Course

PO/PSO	CO	No. of Sessions	% Of session	MappingStrength
PO1	CO1, CO2	18	45%	2
PO2	CO1, CO3, CO4	18	75%	3
PO3	CO2, CO4	10	50%	3
PO4	CO2, CO4	22	50%	3
PO5	CO4	10	25%	1
PO6	CO1, CO3	12	50%	3
PO7	CO4	10	25%	1

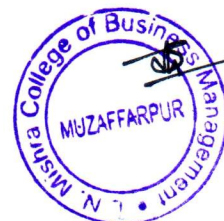
Course – PO/PSO mapping

BB-502	PO						
	1	2	3	4	5	6	7
Mapping Strength	2	3	3	3	1	3	1

CO & PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	3	-	-	-	3	-
CO2	2	-	3	3	-	-	-
CO3	-	3	-	-	-	3	-
CO4	-	3	3	3	1	-	1

Correlation Level: 3- High, 2- Moderate, 1- Low



COURSE DESCRIPTION

INSTITUTE / COLLEGE NAME :	Lalit Narayan Mishra College of Business Management, Muzaffarpur, Bihar.		
Program Name	BBA		
Course Code	BB-503		
Course Name	FUNDAMENTALS OF OPERATION RESEARCH		
Lecture / Tutorial (perweek):	4/0	Course Credits	4
Course Coordinator Name	Dr. Purnima Sinha		

PO's / PSO's addressed by Cos & mapping strength with Course

PO/PSO	CO	No. of Sessions	% Of session	MappingStrength
PO1	CO1	15	30	2
PO2	CO2	20	40	2
PO3	CO4	15	30	2
PO4	CO2	10	20	1
PO5	CO3	20	40	2
PO6	CO4	10	20	1
PO7	-	-	-	-

Course – PO/PSO mapping

BB-503	PO						
	1	2	3	4	5	6	7
Mapping Strength	2	2	2	1	2	1	-

CO & PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	-	-	-	-	-	-
CO2	-	2	-	1	-	-	-
CO3	-	-	-	-	2	-	-
CO4	-	-	2	-	-	1	-

Correlation Level: 3- High, 2- Moderate, 1- Low



COURSE DESCRIPTION

INSTITUTE / COLLEGE NAME :	Lalit Narayan Mishra College of Business Management, Muzaffarpur, Bihar.		
Program Name	BBA		
Course Code	BB-504		
Course Name	MANAGEMENT CONTROL TECHNIQUES		
Lecture / Tutorial (perweek):	4/0	Course Credits	4
Course Coordinator Name	Dr. Vipin Kumar		

PO's / PSO's addressed by Cos & mapping strength with Course

PO/PSO	CO	No. of Sessions	% Of session	MappingStrength
PO1	CO1	15	30	2
PO2	CO2	20	40	2
PO3	CO4	15	30	2
PO4	CO2	10	20	1
PO5	CO3	20	40	2
PO6	CO4	10	20	1
PO7	-	-	-	-

Course – PO/PSO mapping

BB-504	PO						
	1	2	3	4	5	6	7
Mapping Strength	2	2	2	1	2	1	-

CO & PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	-	-	-	-	-	-
CO2	-	2	-	1	-	-	-
CO3	-	-	-	-	2	-	-
CO4	-	-	2	-	-	1	-

Correlation Level: 3- High, 2- Moderate, 1- Low



COURSE DESCRIPTION

INSTITUTE / COLLEGE NAME :	Lalit Narayan Mishra College of Business Management, Muzaffarpur, Bihar.		
Program Name	BBA		
Course Code	BB-505		
Course Name	MANAGEMENT INFORMATION SYSTEM		
Lecture / Tutorial (perweek):	4/0	Course Credits	4
Course Coordinator Name	Dr. Sandeep Kaushik		

PO's / PSO's addressed by Cos & mapping strength with Course

PO/PSO	CO	No. of Sessions	% Of session	MappingStrength
PO1	CO1, CO2	18	45%	2
PO2	CO1, CO3	22	55%	3
PO3	CO1, CO2	18	45%	2
PO4	CO2	8	20%	1
PO5	CO3, CO4	22	55%	3
PO6	CO3, CO4	22	55%	3
PO7	-	-	-	-

Course – PO/PSO mapping

BB-505	PO						
	1	2	3	4	5	6	7
Mapping Strength	2	3	2	1	3	3	-

CO & PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	3	2	-	-	-	-
CO2	2	-	2	1	-	-	-
CO3	-	3	-	-	3	3	-
CO4	-	-	-	-	3	3	-

Correlation Level: 3- High, 2- Moderate, 1- Low



COURSE DESCRIPTION

INSTITUTE / COLLEGE NAME :	Lalit Narayan Mishra College of Business Management, Muzaffarpur, Bihar.		
Program Name	BBA		
Course Code	BB-601 A		
Course Name	Advertising and Sales Promotion		
Lecture / Tutorial (perweek):	4/1	Course Credits	4
Course Coordinator Name	Dr. Amar Nath		

PO's / PSO's addressed by Cos & mapping strength with Course

PO/PSO	CO	No. of Sessions	% Of session	MappingStrength
PO1	CO1, CO2	16	40%	2
PO2	CO1, CO3	20	50%	3
PO3	CO2	8	20%	1
PO4	CO2, CO4	20	50%	3
PO5	CO3	12	30%	2
PO6	CO4	12	30%	2
PO7	CO3	12	30%	2

Course – PO/PSO mapping

BB-601 A	PO						
	1	2	3	4	5	6	7
Mapping Strength	2	3	1	3	2	2	2

CO & PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	3	-	-	-	-	-
CO2	2	-	1	3	-	-	-
CO3	-	3	-	-	2	-	2
CO4	-	-	-	3	-	2	-

Correlation Level: 3- High, 2- Moderate, 1- Low



COURSE DESCRIPTION

INSTITUTE / COLLEGE NAME :	Lalit Narayan Mishra College of Business Management, Muzaffarpur, Bihar.		
Program Name	BBA		
Course Code	BB-602 A		
Course Name	CONSUMER BEHAVIOUR		
Lecture / Tutorial (perweek):	3/1/0	Course Credits	4
Course Coordinator Name	Dr. VIPIN KUMAR		

PO's / PSO's addressed by Cos & mapping strength with Course

PO/PSO	CO	No. of Sessions	% Of session	MappingStrength
PO1	CO1	8	20%	1
PO2	CO1, CO2	18	45%	2
PO3	CO2	10	25%	1
PO4	CO3, CO4	22	55%	3
PO5	CO3	10	25%	1
PO6	CO4	12	30%	2
PO7	-	-		

Course – PO/PSO mapping

BB-602 A	PO						
	1	2	3	4	5	6	7
Mapping Strength	1	2	1	3	1	2	-

CO & PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1	2	-	-	-	-	-
CO2	-	2	1	-	-	-	-
CO3	-	-	-	3	1	-	-
CO4	-	-	-	3	-	2	-

Correlation Level: 3- High, 2- Moderate, 1- Low



COURSE DESCRIPTION

INSTITUTE / COLLEGE NAME :	Lalit Narayan Mishra College of Business Management, Muzaffarpur, Bihar.		
Program Name	BBA		
Course Code	BB-601 B		
Course Name	HUMAN RESOURCE DEVELOPMENT		
Lecture / Tutorial (perweek):	4/1	Course Credits	4
Course Coordinator Name	Dr. B. S. Mishra		

PO's / PSO's addressed by Cos & mapping strength with Course

PO/PSO	CO	No. of Sessions	% Of session	MappingStrength
PO1	CO1, CO2	18	45%	2
PO2	CO1, CO3	18	45%	2
PO3	CO2	10	25%	1
PO4	CO2, CO4	22	55%	3
PO5	CO3	10	25%	1
PO6	CO4	12	30%	2
PO7	CO3	10	25%	1

Course – PO/PSO mapping

BB-601 B	PO						
	1	2	3	4	5	6	7
Mapping Strength	2	2	1	3	1	2	1

CO & PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	2	-	-	-	-	-
CO2	2	-	1	3	-	-	-
CO3	-	2	-	-	1	-	1
CO4	-	-	-	3	-	2	-

Correlation Level: 3- High, 2- Moderate, 1- Low



COURSE DESCRIPTION

INSTITUTE / COLLEGE NAME :	Lalit Narayan Mishra College of Business Management, Muzaffarpur, Bihar.		
Program Name	BBA		
Course Code	BB-602 B		
Course Name	HUMAN RESOURCE DEVELOPMENT		
Lecture / Tutorial (perweek):	4/1	Course Credits	4
Course Coordinator Name	Dr. Vibhawendra Pathak		

PO's / PSO's addressed by Cos & mapping strength with Course

PO/PSO	CO	No. of Sessions	% Of session	MappingStrength
PO1	CO1	20	40%	2
PO2	CO2	15	30%	2
PO3	CO4	20	40%	2
PO4	CO4	15	30%	2
PO5	CO3,CO4	25	50%	3
PO6	-	-	-	-
PO7	-	-	-	-

Course – PO/PSO mapping

BB-602 B	PO						
	1	2	3	4	5	6	7
Mapping Strength	2	2	2	2	3	-	-

CO & PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	-	-	-	-	-	-
CO2	-	2	-	-	-	-	-
CO3	-	-	-	-	3	-	-
CO4	-	-	2	2	3	-	-

Correlation Level: 3- High, 2- Moderate, 1- Low



COURSE DESCRIPTION

INSTITUTE / COLLEGE NAME :	Lalit Narayan Mishra College of Business Management, Muzaffarpur, Bihar.		
Program Name	BBA		
Course Code	BB-601 C		
Course Name	SECURITIES AND SECURITIES MARKET		
Lecture / Tutorial (perweek):	4/1	Course Credits	4
Course Coordinator Name	Dr. Shankar Kumar Singh Jha, Dr. Sharda Kumari		

PO's / PSO's addressed by Cos & mapping strength with Course

PO/PSO	CO	No. of Sessions	% Of session	MappingStrength
PO1	CO1,CO2,CO3	28	70%	3
PO2	-	-	-	-
PO3	-	-	-	-
PO4	-	-	-	-
PO5	CO1,CO3,CO4	32	75%	3
PO6	-	-	-	-
PO7	CO2,CO3,CO4	30	30%	3

Course – PO/PSO mapping

BB-601 C	PO						
	1	2	3	4	5	6	7
Mapping Strength	3	-	-	-	3	-	3

CO & PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	-	-	-	3	-	-
CO2	3	-	-	-	-	-	3
CO3	3	-	-	-	3	-	3
CO4	-	-	-	-	3	-	3

Correlation Level: 3- High, 2- Moderate, 1- Low



COURSE DESCRIPTION

INSTITUTE / COLLEGE NAME :	Lalit Narayan Mishra College of Business Management, Muzaffarpur, Bihar.		
Program Name	BBA		
Course Code	BB-602 C		
Course Name	INTERNATIONAL FINANCE		
Lecture / Tutorial (perweek):	4/1	Course Credits	4
Course Coordinator Name	Dr. Rashmi Kumari		

PO's / PSO's addressed by Cos & mapping strength with Course

PO/PSO	CO	No. of Sessions	% Of session	MappingStrength
PO1	CO1,CO2,CO4	30	75%	3
PO2	CO1,CO2	18	45%	2
PO3	CO2,CO3	18	45%	2
PO4	CO1,CO3	20	50%	3
PO5	CO3	10	25%	1
PO6	CO4	12	30%	2
PO7	CO4	12	30%	2

Course – PO/PSO mapping

BB-602 C	PO						
	1	2	3	4	5	6	7
Mapping Strength	3	2	2	3	1	2	2

CO & PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	2	-	3	3	-	-
CO2	3	2	2	-	-	-	-
CO3	-	-	2	3	1	-	-
CO4	3	-	-	-	-	2	2

Correlation Level: 3- High, 2- Moderate, 1- Low

