

## **BACHELOR OF BUSINESS ADMINISTRATION**

### **Program Objectives:**

1. To impart a strong understanding of management theory and its practical application in solving real-world problems.
2. To Equip students with the skills to select and apply appropriate decision-making tools for addressing complex managerial challenges.
3. Foster problem-solving abilities through experiential learning and innovative teaching methods, ensuring students can effectively apply knowledge in their professional careers.
4. Cultivate industry-ready graduates who embody values such as personal and institutional integrity, social responsibility, teamwork, and a commitment to continuous learning.
5. Encourage the development of a positive attitude, essential life skills, and a multi-dimensional personality with a focus on environmental consciousness and ethical values.

### **Programme Outcomes (PO):**

1. Understand concepts and principles of management/business; identify the opportunities in the corporate environment and manage the challenges
2. Demonstrate the knowledge of entrepreneurial competencies to enhance personality and soft skills
3. Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
4. Exhibit managerial skills in the areas of marketing, finance, HR, etc.
5. Identify business opportunities, design and implement innovations in a workspace.
6. Ensures that graduates are prepared for advanced studies, fostering lifelong learning and academic progression.

### **Program Specific Outcomes(PSO):**

**PSO 1.** Acquire practical learning through summer internship, industrial visit and business plans, etc.

**PSO 2.** Demonstrate analytical and problem-solving skills through specialisation in finance, human resource and marketing to solve the business issues.

**PSO 3.** Understand and develop the new dimensions of knowledge through open electives to cater to the needs of the industry.

**PSO 4.** Comprehend the core concepts, methods, and practices in management.

**PSO 5.** Venture into his/her own business or excel in executive roles in private /government sectors.

**PSO 6.** Demonstrate the ability to create business plans.

**PSO 7.** Develop an understanding of business that reflects the moral responsibility of business to all relevant stakeholders and the natural environment.

**PSO 8.** Matured individuals and responsible citizens to the country.

**PSO 9.** Demonstrate ability to work in groups.