

PROGRAMME OUTCOMES (POs) AND PROGRAMME SPECIFIC OUTCOMES (PSOs)

BBA – BACHELOR OF BUSINESS ADMINISTRATION

Programme Outcomes (PO):

BBA program will enable the students ...

Business Knowledge: Students can demonstrate technical competence in domestic and global business through the study of major disciplines within the fields of business.

Critical Thinking Skills: Students are able to define, analyze, and devise solutions for structured and unstructured business problems and issues using cohesive and logical reasoning patterns for evaluating information, materials, and data.

Communication Skills: Students are able to conceptualize a complex issue into a coherent written statement and oral presentation.

Technology Skills: To make the learners technology friendly by offering courses on computers

Entrepreneurship and Innovation: Students can demonstrate the fundamentals of creating and managing innovation, new business development, and high-growth potential entities.

Programme Specific Outcomes (PSOs):

- To develop intellectual capabilities and managerial skills of learners to mould them as executive personalities.
- To match the leadership potentials of learners with the prospective of learners with the prospective organisational structure with which they will be associated.
- To motivate learners to pursue higher education and research in different branches of Management.

MASTER OF BUSINESS ADMINISTRATION

Programme Outcomes (POs):

Master of Business Administration program aims ...

- To enable the learners to acquire knowledge about business and administration
- To enhance the conceptual, human relations and technical skills of learners
- To equip learners employable in managerial positions
- To gear-up the entrepreneurial traits in learners by arranging for exposure in enterprise ventures through industrial visits and interactions
- To apply the newest management techniques in response to the dynamic business world
- To understand the human behavior in an organization which paves way for attaining business rules effectively

Programme Specific Outcomes (PSOs):

Master of Business Administration program aims ...

- To serve as executives in the corporate sector in areas like finance, productions, marketing and human resource
- To assist statutory bodies to decide our policies and procedures
- To act as effective administrators
- To build, motivate and manage teams
- To participate in community development endeavours
- To uphold ethical values in business

To bring out entrepreneurial traits to enhance productivity