



**PROGRAMME SPECIFIC OUTCOMES AND  
COURSE OUTCOMES OF  
B.B.A.**

## COURSE PROFILE

### **BACHELOR OF BUSINESS ADMINISTRATION [BBA]**

The Department of Management studies was established in the year 2009 with a clear defined approach for creating quality managers and entrepreneurs required to face the challenges of the business world. The Department offers undergraduate course Bachelor of Business Administration (BBA) that are specifically designed to disseminate academic and applied knowledge in the business management

#### PROGRAMME OBJECTIVES (PO)

The objectives of BBA Programme are:

- PO1:** Acquire adequate knowledge through Principles, Theory and Models of Business Management, Accounting, Marketing, Finance, IT, Operations and Human Resource.
- PO2:** To develop Leadership and Communication skills to become successful Business Leaders and Managers.
- PO3:** Obtain legal knowledge of various Business operations for effective Decision-making. To remember the conceptual knowledge with an integrated approach to various functions of Management
- PO4:** To develop problem-solving skills through experiential learning and innovative pedagogy to ensure utilization of knowledge in Professional Careers.
- PO5:** To apply the various Concepts, Theories and Models in the area of HR, Marketing, Finance.
- PO6:** To develop a positive attitude and life skills to become a multi facet Personality with a sense of Environmental Consciousness and Ethical values.
- PO7:** Ability to develop Group Behaviour and lead a team to achieve the Individual, Group and Organizational Goals.
- PO8:** Possess strong foundation for their higher studies.
- PO9:** Become employable in various IT companies and Government jobs.
- PO10:** Demonstrate use of appropriate techniques to effectively manage Business challenges.

#### PROGRAMME SPECIFIC OUTCOMES (PSO)

The expected outcomes after completing the program would be:

- PSO1:** Communication Skills - Demonstrate proficiency for Business Communication for effective and Professional Business Management.

**PSO2:** Critical Thinking Skills - Demonstrate analytical and problem-solving skills through core elective area of specialization in Finance, Human Resource, and Marketing to solve the Business Issues.

**PSO3:** Technical Skills - Acquire employability skills through practical exposure of IT and its usage in Management.

**PSO4:** Pragmatic - Acquire Practical learning through Summer Internship, Industrial visit and to develop the new dimensions of knowledge through open electives to cater the need of the Industry.

**PSO5:** Entrepreneurial Perspective - Develop Entrepreneurial skills to become an Entrepreneur and to understand importance of Ethics in Business Decision-making and inculcate the spirit of Social Responsibility.

**PSO6:** Business Knowledge - Analyse and comprehend the applicability of Management Principles in solving complex Business issues and to apply various concepts, theories and models in the functional areas of Business like Marketing, HR and Finance in the Organizations

## COURSE OUTCOME

### **BACHELOR OF BUSINESS ADMINISTRATION [BBA]**

<b>SEMESTER</b>	<b>CODE</b>	<b>SKILL DEVELOPMENT COURSES</b>	<b>CREDIT</b>
<b>I and II</b>	<b>SDCBBA01</b>	<b>CO1:</b> Students will achieve knowledge about Personality Development and Soft Skill Training.	<b>2</b>
	<b>SDCBBA02</b>	<b>CO2:</b> Students will learn about Content and Creativity Writing.	<b>2</b>
	<b>SDCBBA03</b>	<b>CO1:</b> Students will be able to apply knowledge of Tally/Latest Accounting software- Basic to Advance.	<b>2</b>
	<b>SDCBBA04</b>	<b>CO2:</b> Students will learn about MS Office.	<b>2</b>
<b>III and IV</b>	<b>SDCBBA05</b>	<b>CO1:</b> Students will gain knowledge about Digital Marketing.	<b>2</b>
	<b>SDCBBA06</b>	<b>CO2:</b> Students will understand concept of E-Commerce.	<b>2</b>
	<b>SDCBBA07</b>	<b>CO1:</b> Students will follow Internet Ethics.	<b>2</b>
	<b>SDCBBA08</b>	<b>CO2:</b> Students will learn Cyber Security.	<b>2</b>
<b>V and VI</b>	<b>SDCBBA09</b>	<b>CO1:</b> Students will understand Income Tax with Return Filing.	<b>2</b>

	<b>SDCBBA10</b>	<b>CO2:</b> Students will understand Goods and ServiceTax (GST) with Return Filing	<b>2</b>
	<b>SDCBBA11</b>	<b>CO1:</b> Students will learn Stock Market Trading	<b>2</b>
	<b>SDCBBA12</b>	<b>CO2:</b> Students will be able to understand Social Entrepreneurship.	<b>2</b>

  
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