

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA PROGRAMME EDUCATIONAL OBJECTIVES:

PEO1: Graduates will be capable of making a positive contribution to business.

PEO2: They will be able apply suitable quantitative and qualitative techniques in solving business problems.

PEO3: Prepare and deliver effective business presentations using a variety of appropriate technologies.

PEO4: Graduates will be able to drive entrepreneurship initiatives.

PEO5: Graduates will provide advancement of conceptual and practical knowledge in the field of business management.

BBA PROGRAMME OUTCOMES:

PO1: To provide adequate basic understanding about management education among the students.

PO2: To prepare student to exploit opportunities being newly created in the management profession.

PO3: To develop appropriate skills in the students so as to apply knowledge of management theories and practices to solve business problems

PO4: To inculcate entrepreneurial skills in students.

PO5: To recognize and solve business problem in an ethical manner.

PO6: To identify and evaluate potential market opportunities in the Indian and global scenario.

PO7: Enables students to effectively communicate business issues, management concepts, plans and decisions both in oral and written form using appropriate supportive technologies.

PO8: To develop effective communication, interpersonal, motivational, decision making and leadership skills among students.