## Programme Objectives

The BBA programme is designed to develop competent, confident, and industry-ready graduates by focusing on the following objectives:

- **Develop Leadership and Managerial Competence:** Nurture leadership qualities, decision-making abilities, analytical thinking, and problem-solving skills required to succeed in competitive business environments.
- **Strengthen Industry Readiness:** Integrate contemporary industry practices and emerging business trends into the learning process to equip students with relevant and future-oriented professional skills.
- **Promote Experiential Learning:** Provide students with hands-on learning opportunities through **live projects, internships, simulations, case studies, field activities, and business-oriented assignments**.
- **Bridge Academia and Industry:** Enable students to connect theoretical concepts with real-world business applications through corporate interactions, industrial visits, expert sessions, workshops, and seminars.
- **Enhance Professional Skills:** Develop essential competencies such as **communication, critical thinking, teamwork, creativity, adaptability, negotiation, and problem-solving** through structured skill-development initiatives.
- **Encourage Entrepreneurial Thinking:** Promote innovation, creativity, opportunity identification, and an entrepreneurial mindset to prepare students for both employment and entrepreneurship.
- **Provide Mentorship and Career Guidance:** Offer dedicated academic mentoring, career counselling, and professional guidance to help students identify suitable career pathways and enhance their placement readiness.
- **Facilitate Holistic Development:** Focus on the overall personality and professional development of students by integrating academic learning with experiential activities, industry exposure, co-curricular engagement, and value-based education.
- **Prepare Students for the Future of Work:** Equip graduates with the practical knowledge, professional attitude, technological awareness, and workplace competencies expected by contemporary employers.

**Program Educational Outcomes (PEOs)**

**PEO1:** BBA degree program can expect to derive fundamental understandings in the core concepts of Business Management.

**PEO2:** The curriculum would provide knowledge and skills, both functional and integrative, in the field of business.

**PEO3:** The program helps the students to obtain business education and learn skills that will help them pursue various management and administrative roles within a company. Communication Skills, Critical Thinking, Team Building and Global Perspective of business are some of the skills students acquire through this program.

**PEO4:** To motivate, mold and prepare the students for positions of leadership in business organizations at the local, national and international levels.

**Program Specific Outcomes (PSOs)**

**PSO1:** Graduates of the program will be truly groomed to become global personality well equipped to deal with the modern world and its challenges.

**PSO2:** Graduates of the program will be able to carve a niche for ourselves in the specialized field of commerce and management.