



Bachelor's of Business Administration

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

PEO I: Students will be capable of making a positive contribution to the accountancy in public practices, Government, commerce and industry.

PEO II: Students will be able to pursue research in their chosen field of marketing, finance and HR.

PEO III: Students will be able to demonstrate team spirits; skills and values continue to learn and adapt to change throughout their professional career.

PEO IV: Students of the program will develop a strong knowledge base through active learning.

PEO V: Students will develop an acumen which goes much beyond the purview of the curriculum requirements.

PEO VI: Students will develop skills in all functions areas of management and commerce.

PEO VII: Students will have knowledge of professional, interpersonal and ethical responsibility and will contribute to society through active research.

PROGRAMME OUTCOMES (POs)

PO1 Cross-Disciplinary Integration and Strategic Perspective: Conceptualize, organize and resolve complex business problems or issues by using the resources available under their discretion.

PO2 Critical Thinking and Problem Solving: Apply the perspective of their chosen specialized area of study to develop fully-reasoned opinions on such contemporary issues as the need for integrity, leading and managing change, globalization and technology management.

PO3 Teamwork: Able to determine the effectiveness with which goals are defined and achieved in team environments to assess the contributions made by themselves as well as by their peers within those environments and to identify and resolve conflicts.

PO4 Leadership Skills: Able to document their participation and contribution to student organizations, business or consulting projects, internship opportunities or other sanctioned initiatives.

PO5 Modern Tool Usage: Create, select, and apply appropriate techniques, resources and modern management and IT tools including prediction and modeling to complex management activities with an understanding of the limitations.

PO6 Environment and Sustainability: Understand the impact of the professional management solutions in societal and environmental contexts and demonstrate the knowledge of and need for sustainable development.

PO7 Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the management practice.

PO8 Entrepreneurial Perspective: Able to identify, assess and shape entrepreneurial opportunities and to evaluate their potential for business success.

PO9 Global Perspective: Able to demonstrate their ability to assess and evaluate the dynamic internal and external elements of the competitive global environment

PROGRAMME SPECIFIC OUTCOMES (PSOs)

(A)

PSO1: Remember the concept of management principles, accounting and marketing operations.

PSO2: Understand the leadership skills through internship training.

PSO3: Apply the managerial knowledge in the business for effective decision making.

PSO4: Demonstrate critical thinking skills in understanding managerial issues and problems related to the global economy and international business.

(B) Suggested carrier opportunities:

- Finance Manager
- Business Administration Researcher
- Human Resource Manager
- Research and Development Manager
- Business Consultant
- Information System Manager
- Marketing Manager

(C) Suggested domains (trainings/workshops etc.) from where student may acquire additional

- Hands-on training of Tally with GST.
- Hands-on training of Basic computer and Advance excel.
- Workshop on Banking, Insurance, Entrepreneurship.
- Hands-on training of Stock market, commodity market.
- Workshop on Startups, digital marketing, leadership.