

### **Programme Educational Objectives (PEOs) for BBA HCM**

Upon successful completion of the BBA program, graduates will be able to:

### **Programme Educational Objectives (PEOs) – BBA (Healthcare Management)**

**PEO 1:**

To equip students with a strong foundation in business administration and healthcare management principles for effective functioning in hospitals, healthcare institutions, and allied industries.

**PEO 2:**

To develop managerial, analytical, and problem-solving abilities enabling graduates to make informed and ethical decisions in dynamic healthcare environments.

**PEO 3:**

To nurture professional communication, leadership, and teamwork skills essential for efficient healthcare delivery and organizational success.

**PEO 4:**

To instill a sense of social responsibility, empathy, and ethical conduct in managing healthcare services and improving community well-being.

**PEO 5:**

To encourage continuous learning, innovation, and adaptability for pursuing higher education, research, or entrepreneurial ventures in the healthcare sector.

### **Programme Outcomes (POs) – BBA (Healthcare Management)**

**PO 1: Knowledge of Management and Healthcare Systems**

Demonstrate comprehensive understanding of management principles and healthcare systems, including hospital operations, healthcare delivery, and public health administration.

**PO 2: Critical Thinking and Problem Solving**

Apply analytical and critical thinking skills to identify, analyze, and solve challenges in healthcare organizations and business environments.

**PO 3: Communication and Interpersonal Skills**

Develop effective communication, teamwork, and leadership abilities essential for managing healthcare teams and interacting with diverse stakeholders.

**PO 4: Ethical and Social Responsibility**

Exhibit ethical values, empathy, and commitment to professional and social responsibilities in healthcare management practices.

**PO 5: Technological and Analytical Competence**

Use information technology, healthcare data systems, and analytical tools to enhance decision-making and improve healthcare services.

## **Programme Specific Outcomes (PSOs) for BBA (Healthcare Management)**

### **PSO 1: Healthcare Management Knowledge**

Demonstrate in-depth understanding of healthcare systems, hospital administration, health policies, and related business practices.

### **PSO 2: Analytical and Decision-Making Skills**

Apply analytical tools, data interpretation, and managerial techniques to solve operational, financial, and administrative challenges in healthcare organizations.

### **PSO 3: Communication and Leadership**

Exhibit effective communication, leadership, and team management skills for coordinating healthcare teams and interacting with patients, staff, and stakeholders.

### **PSO 4: Ethics, Social Responsibility, and Patient Care**

Integrate ethical practices, social responsibility, and empathy in healthcare decision-making and patient-centered management.

### **PSO 5: Technology and Innovation in Healthcare**

Leverage healthcare IT systems, digital tools, and innovative approaches to enhance efficiency, quality, and sustainability of healthcare services.

### **PSO 6: Entrepreneurship and Career Development**

Demonstrate entrepreneurial thinking, innovation, and professional competence to establish or manage healthcare ventures or pursue higher studies and research.



**BBA HCM - I Year**

**Semester - I:**

**Course Objectives – BBA (Healthcare Management)**

1. To introduce students to the principles of management, healthcare systems, and hospital administration, forming a strong foundation in healthcare management education.
2. To develop managerial, analytical, and problem-solving skills necessary for effective decision-making in healthcare organizations.
3. To enhance communication, interpersonal, and leadership skills for efficiently managing healthcare teams and interacting with patients and stakeholders.
4. To inculcate ethical values, social responsibility, and patient-centric thinking in the delivery and management of healthcare services.
5. To promote the use of technology, innovation, and entrepreneurial mindset for improving healthcare services, operations, and career prospects in the healthcare sector.

**Course Outcomes BBA (Healthcare Management)**

Upon successful completion of this course, students will be able to:

1. Understand the fundamentals of healthcare management and business administration, including principles of management, healthcare systems, hospital operations, and allied subjects.
2. Apply managerial, analytical, and problem-solving skills to real-world healthcare scenarios for effective decision-making and operational efficiency.
3. Develop effective communication, leadership, and interpersonal skills to manage healthcare teams and interact professionally with patients, staff, and stakeholders.
4. Use technology, healthcare data systems, and digital tools to streamline healthcare processes, documentation, and decision-making.
5. Demonstrate ethical conduct, social responsibility, and patient-centric thinking while contributing to healthcare delivery and organizational goals.