

## Programme Educational Objectives (PEOs) for BBA

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

### Programme Educational Objectives (PEOs) – BBA

#### PEO 1: Business Knowledge and Understanding

Equip graduates with a strong foundation in business, management principles, and functional areas such as finance, marketing, HR, and operations.

#### PEO 2: Managerial and Decision-Making Skills

Develop the ability to analyze business situations, make informed decisions, and solve complex managerial problems effectively.

#### PEO 3: Leadership, Teamwork, and Communication

Prepare graduates to lead teams, work collaboratively, and communicate effectively in diverse professional environments.

#### PEO 4: Ethical and Social Responsibility

Foster ethical thinking, corporate social responsibility, and sustainable practices in business and managerial decision-making.

#### PEO 5: Lifelong Learning and Adaptability

Encourage continuous learning, adaptability, and professional development to meet evolving business and global challenges.

### Programme Outcomes (POs) – BBA

#### PO 1: Business Knowledge

Demonstrate understanding of fundamental concepts, principles, and practices in management, finance, marketing, HR, and operations.

#### PO 2: Critical Thinking and Problem-Solving

Apply analytical and logical reasoning to identify business problems and devise effective solutions.

#### PO 3: Managerial and Leadership Skills

Develop decision-making, leadership, and teamwork abilities to manage organizational resources efficiently.

#### PO 4: Ethical and Social Responsibility

Incorporate ethical principles, corporate social responsibility, and sustainability in business decision-making.

#### PO 5: Communication and Professional Competence

Exhibit effective communication, presentation, and interpersonal skills for professional and managerial roles.

## Programme Specific Outcomes (PSOs) for BBA

### PSO 1: Business Knowledge and Application

Demonstrate comprehensive understanding of fundamental concepts in management, accounting, economics, marketing, finance, and human resource management, and apply them effectively in business decision-making.

### PSO 2: Analytical and Critical Thinking

Develop analytical, problem-solving, and decision-making skills using quantitative and qualitative tools to address real-world business challenges.

### PSO 3: Communication and Interpersonal Skills

Exhibit effective oral, written, and digital communication skills, along with teamwork, leadership, and interpersonal abilities essential for managerial success.

### PSO 4: Entrepreneurship and Innovation

Apply entrepreneurial competencies and innovative thinking to identify business opportunities, design business plans, and initiate start-ups or innovative projects.

### PSO 5: Ethics and Social Responsibility

Demonstrate ethical reasoning, integrity, and understanding of social, cultural, and environmental responsibilities in business practices.

### PSO 6: Global and Technological Competence

Adapt to dynamic global business environments and leverage technology and digital tools for effective business management and decision-making.

### PSO 7: Lifelong Learning and Professional Development

Cultivate an attitude of continuous learning and self-improvement for professional growth in the ever-evolving business world.

## **BBA - I Year**

### **Semester - I: Practices & Principles of Management, Basics of Business Economics and Basics of Marketing Course Objectives**

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

1. **To introduce the fundamental principles and concepts of Management, Economics, Accounting, Business Communication, Mathematics, and Information Technology.**
2. **To develop a strong foundation for understanding the structure and functioning of business organizations and economic systems.**
3. **To enhance analytical, quantitative, and problem-solving skills necessary for effective managerial decision-making.**
4. **To build communication and interpersonal competencies required for personal and professional success.**
5. **To inculcate ethical values, teamwork, and adaptability essential for responsible participation in dynamic business environments.**

## **Course Outcomes**

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

1. **Understand the foundational concepts and principles of Management, Economics, Accounting, Communication, Mathematics, and Information Technology.**
2. **Apply theoretical knowledge to real-life business situations for effective decision-making and problem-solving.**
3. **Develop communication, analytical, and interpersonal skills essential for professional success in business organizations.**
4. **Use quantitative techniques and digital tools for business analysis, documentation, and effective management practices.**
5. **Demonstrate ethical behavior, teamwork, and a sense of responsibility to adapt to dynamic business and social environments.**