

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.