

Course name : B. B. A
Mode of study : Full time
Duration : 3 years

Programme Outcomes, Programme Specific Outcomes and Course Outcomes

Department of Business administration – UG

B. B. A

Programme Outcomes

The programme will enable the students to

- understand the various management theories and practices in organizations, managing talent, emotional intelligence and public relations.
- demonstrate application of communication in the dynamic business world, develop critical thinking skill in business related situations, language skill, employability skill, analytical problem solving skill, aptitudinal skill and social skill to enhance self confidence.
- acquire interpersonal skills that will enable them to deal with customer, employee and supplier issues, and face organizational change.
- know the legal aspects of business environment, understand the banking practices and aware of stock movements' analysis and role of intermediaries in capital market.
- become conversants with the preparation of financial statements, analyse, interpret the financial data, use it to make financial decisions, application of statistical tools & cost control techniques in decision making.
- identify the opportunities in retail business, creation of values leading to win the minds of customers, designing appropriate and effective advertising plan strategies, and designing effective advertisement copies.

- conduct facility planning by making location and layout decisions, and material management decisions.

Programme Specific Outcomes

- The programme is grooming industry ready professionals with business and management acumen, who shall hold high degree of human values and social consciousness in their professional and personal lives.
- It is also equipping the students with skills, attributes, leadership and entrepreneurial qualities that society needs, being capable of making a contribution to society through self reliance.
- It is helping to analyse the various aspect of business research in the area of marketing, human resource and finance and improving presentation skills.

Course Outcomes

- The graduates develop the ability to relate consumer behavior and market trends, handle the complexities associated with management of human resources in the organizations and take optimal managerial decisions. They are able to meet the challenges of modern management and apply information technology in business.
- The program provides well trained professionals for Industries, Insurance Companies, Transport Agencies, Banking Sectors, Financial Companies, Warehousing, etc. to meet the well trained manpower requirements.