

## Bachelor of Business Administration

<b>Program Educational Objectives (PEOs)</b>	
PEO1	Graduates will be capable of making a positive contribution to business, trade and industry in the national and global context
PEO2	Graduates will be able to apply frameworks and tools to arrive at informed Decisions in profession and practice, striking a balance between business and social dimensions
PEO3	Graduates will have a solid foundation to pursue professional careers and take up higher learning courses such as MBA, MCA, MCM, MMM, M.Phil, Ph.D as well as research.
PEO4	Graduates with a flair of self-employment will be able to initiate and build upon entrepreneurial ventures or demonstrate intrapreneurship for their employer organizations.
PEO5	Graduate will recognize the need for adapting to change and have the aptitude and ability to engage in independent and life – long learning in the broadest context of socio-economic, technological and global change.

<b>Program Specific Outcomes (PSO)</b>	
PSO1	Understand of the corporate world
PSO2	Analyse the theoretical knowledge with the practical aspects of Organizational setting and techniques or management.
PSO3	Determine conceptual and analytical abilities required for effective decision making.
PSO4	Understand the dynamic and complex working environment of Business.
PSO5	Understand the problems faced by the business sector in the Current scenario.
PSO6	Analyse the ups and downs of the stock market
PSO7	Understand the rapid changes of financial services include banking and insurance sectors.
PSO8	Understand the micro and macro marketing environment.
PSO9	Understand the international trade procedure and documentation.
PSO10	Understand the Forms of business organization.
PSO11	Understand the business correspondence and communication.
PSO12	Determine the organizational behaviour and its conflict.

<b>Program Outcomes (POs)</b>	
PO1	Develop the knowledge, skill and attitude to creatively and systematically apply the principles and practices of management, accountancy, finance, business law, statistics, HR, operations and IT to management problems and work effectively in modern day business and non-business organizations.
PO2	Develop fundamental in-depth knowledge and understanding of the principles, concepts, values, substantive rules and development of the core areas of business such as finance, accounting, marketing, HR, operations along with the tools such as Tally, MS Excel, MS Office, etc.
PO3	Demonstrate the critical thinking mindset and the ability to identify and formulate research problems, research literature, design tools, analyse and interpret data, and synthesize the information to provide valid conclusions and contextual approaches across a variety of subject matter.
PO4	Exhibit self-confidence and awareness of general issues prevailing in the society and communicate effectively with the accounting, commerce, management, business, professional fraternity and with society at large through digital and non digital mediums and using a variety of modes such as effective reports & documentation, effective presentations, and give and receive clear instructions.
PO5	Function effectively as an individual, and as a member or leader in teams, and in multidisciplinary settings by demonstrating life skills, coping skills and human values.
PO6	Analyse the sampling techniques of collecting primary and secondary data and tools and techniques of data.
PO7	Understand the methods of collecting primary and secondary data. construction of scaling techniques and Determine the steps involved in design of questionnaire. Analyse and preparation of project report for the Functional areas of research
PO8	Determine the functional areas of management such as Production, purchasing, marketing, sales, advertising, finance, human resource system, Industry 4.0 Understand the SERQUAL of the various service industries.
PO9	Analyse the various aspect of business research in the area of marketing, human resource and Finance.
PO10	Analyse the various financial and accounting concept including Balance sheet , trial balance, etc.,