



Manipal University Jaipur
Faculty of Management, Commerce & Arts
Department of Business Administration
BBA-BUSINESS ANALYTICS
(AY 2025 onwards)

Program Outcomes, Program Specific Outcomes and Program Educational Objectives

Program Outcomes (POs)

- [PO 1]. Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.
- [PO 2]. Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.
- [PO 3]. Social Interaction: Elicit views of others, mediate disagreements and help reach conclusions in group settings.
- [PO 4]. Effective Citizenship: Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.
- [PO 5]. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.
- [PO 6]. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.
- [PO 7]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context of socio-technological changes.

Program Specific Outcomes (PSOs)

- [PSO 1]. To enable the learners to recognise, understand and apply the language, theory, and models in the field of business analytics.
- [PSO 2]. To develop an ability to critically analyse, synthesise and solve complex business problems.
- [PSO 3]. To enhance an aptitude for business improvement, innovation, and entrepreneurial action.
- [PSO 4]. To imbibe a sense of ethical decision-making and a commitment to the long-run welfare of both organisations and the communities they serve.

Program Educational Objectives (PEOs)

- [PEO 1]. To be able to demonstrate managerial and leadership skills in dynamic business environment.
- [PEO 2]. To focus on overall development of students with conceptual clarity, analytical and logical thinking.
- [PEO 3]. To be able to face emerging business challenges with positive attitude.
- [PEO 4]. To prepare the students to take up entrepreneurial ventures by providing suitable ecosystem.