

BBA Hons./Hons. with Research

Program Educational Objective (PEOs)

[PEO 1] To focus on overall development of students with conceptual clarity, analytical and logical thinking.

[PEO 2] To prepare professionals with both academic and research orientation to face emerging business challenges and to pursue entrepreneurial ventures within a suitable ecosystem.

[PEO 3] To effectively demonstrate managerial and leadership skills in dynamic business environment.

[PEO 4] To develop an understanding of ethical challenges in business practices and highlight the importance of professional development in an ever-evolving business landscape.

[PEO 5] To develop the ability to solve real-world problems in a collaborative manner.

Program Outcomes

[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 socio-technological changes.

Program Specific Outcomes

[PSO1]: Understanding Traditional and Contemporary Managerial Concepts and Models: Understanding in detail, the contents of various functional areas of Business & Management and the implications of psychological and behavioral aspects on the organizations.

[PSO2]: Analyzing Business Environment: Identifying opportunities existing in the domestic and global business environment and initiating systematic approach towards rational decision making.

[PSO3]: Application of Business Concepts and Managerial Skills: Implementing conceptual knowledge in real business situations for ensuring business sustainability and growth