

# BBA

## Programme Outcomes

The Bachelor of Business Administration (BBA) programme focuses on Knowledge, Skills, and Abilities that students are expected to attain by the time they complete the programme. The Programme Outcomes are designed to reflect the goals of the programme and ensure that learners are well-prepared for the demands of the industry.

- **Business Knowledge:** Demonstrate a solid understanding of fundamental concepts, theories, and principles in business administration, including accounting, finance, marketing, management, economics, business law, and organizational behaviour.
- **Analytical and Critical Thinking Skills:** Analyse and evaluate business problems, trends, and opportunities using critical thinking, quantitative analysis, and decision-making techniques, as well as be proficient in synthesizing information, identifying patterns, and making informed decisions to solve complex business challenges.
- **Communication Skills:** Possess strong communication skills, both oral and written, allowing them to effectively convey ideas, present information, and interact with diverse stakeholders in professional settings, and be capable of preparing clear and concise business reports, presentations, and proposals.
- **Teamwork and Leadership Abilities:** Demonstrate ability to work collaboratively as part of multidisciplinary teams, demonstrating effective teamwork, communication, and conflict resolution skills, and exhibit leadership qualities, such as initiative, accountability, and the ability to motivate and inspire others to achieve common goals.
- **Ethical and Social Responsibility:** Understand the ethical and social responsibilities of businesses and demonstrate ethical decision-making in their professional conduct, be aware of the impact of business activities on society, the environment, and stakeholders, and strive to uphold ethical standards and corporate citizenship.
- **Entrepreneurial Mindset:** Use entrepreneurial mindset, including creativity, innovation, and risk-taking propensity, to be able to identify opportunities, develop business ideas, and evaluate feasibility to pursue entrepreneurial ventures or intrapreneurial initiatives within organizations.
- **Global Perspective:** Develop a broad understanding of global business environments, including international markets, cultures, trade policies, and geopolitical factors to enable analysis of global trends, opportunities, and risks and adapt business strategies to operate effectively in the global marketplace.
- **Technology Proficiency:** Proficient in using technology tools and applications relevant to business operations, including enterprise resource

planning (ERP) systems, customer relationship management (CRM) software, data analytics tools, and digital marketing platforms.

- **Professional Development and Lifelong Learning:** Recognize the importance of continuous learning and professional development in their careers and be proactive in seeking opportunities for further education, skill enhancement, and career advancement to adapt to evolving industry trends and market demands.
- **Employability and Career Readiness:** Apply skills to be well-prepared for entry-level positions in business and management roles across various industries with the necessary knowledge, skills, and attributes to succeed in the workplace and add value to organizations from day one

## PSO

The **Program Specific Outcomes (PSOs)** for the BBA program ensure that graduates are prepared to take on leadership roles and contribute effectively to organizational growth. The PSOs for this program are:

1. **Foundational Knowledge in Business and Management**  
Students will acquire a solid understanding of core business concepts including management principles, marketing, finance, economics, and human resource management. They will be equipped with the fundamental knowledge necessary to navigate the business world effectively.
2. **Strategic Decision-Making and Problem Solving**  
Graduates will develop the ability to analyze complex business situations, identify challenges, and devise strategic solutions. They will be capable of making informed, data-driven decisions that promote business success in a competitive environment.
3. **Entrepreneurial and Innovative Thinking**  
Students will cultivate an entrepreneurial mindset, enabling them to identify new business opportunities, innovate, and create value. They will learn to think creatively and develop business models that address modern challenges and market needs.
4. **Leadership and Team Management**  
The program will enhance students' leadership abilities, allowing them to lead and manage teams effectively. Students will learn the importance of motivation, communication, and conflict resolution to ensure successful team performance and collaboration.
5. **Effective Communication and Interpersonal Skills**  
Graduates will develop strong communication skills, both written and oral, enabling them to present ideas clearly, persuasively, and professionally. They will also develop interpersonal skills necessary for effective collaboration in business environments.
6. **Financial Management and Analysis**  
Students will gain the skills needed to manage financial resources, including budgeting, financial planning, and analyzing financial statements. They will be prepared to make sound financial decisions that contribute to organizational profitability and sustainability.

7. **Ethics, Social Responsibility, and Sustainability**

Students will develop a strong ethical foundation and understand the significance of corporate social responsibility (CSR) in modern business practices. They will be equipped to make decisions that benefit not only businesses but also society and the environment.

8. **Global Business Perspective**

Students will be prepared to operate in a global business environment, understanding the challenges and opportunities that arise in international markets. They will be equipped to manage cross-cultural teams, navigate global trade, and adapt to changing global economic conditions.

9. **Research and Analytical Skills**

Graduates will possess strong research capabilities, allowing them to conduct market research, analyze industry trends, and assess business data to inform decision-making. They will be able to evaluate business performance and propose solutions based on empirical evidence.

10. **Technological Proficiency in Business Tools**

Students will develop proficiency in using business management software and tools, including ERP systems, data analytics platforms, and digital marketing tools. They will be able to leverage technology to improve operational efficiency and enhance business decision-making.

11. **Career Readiness and Professionalism**

The BBA program will prepare students for the workforce by enhancing their employability skills, including time management, problem-solving, and adaptability. Students will also develop a strong professional demeanor, preparing them for leadership roles in various business domains.

## **Programme Eligibility**

BBA is a four-year under graduate programme that focuses on developing advanced Management skills and strategies for solving logical challenges using different specialisations. To get admission, students must meet eligibility criteria, including higher secondary education with 50%.

1. Should have completed their **higher secondary education** (10+2) or equivalent with a minimum aggregate score of 50%

*Note: 5% relaxation is provided for SC/ST category for eligibility of admission*

**Age Limit:** there is no age limit for applying to an BBA. However, candidates with education gap of over 3 years may be required to mandatorily take a bridge programme.

**Work Experience:** No specific requirement of relevant work experience in the field, and this is optional.