

Program Outcome : BBA (NEP)

Upon completion of the BBA program, the individual must demonstrate maturity, professionalism and team working skills.

Upon completion of the BBA program the students will have general idea of operations in business.

Upon completion of the BBA program, the individual will have specialized skills to deal with area specific issues of concern.

Upon completion of the BBA program, the individual will be able to apply technological knowhow for business advancements.

Upon completion of the BBA program, the individual will be capable of analysing, investigating and solving critical business issues.

- To develop students professionally to handle business issues.
- To develop students to be a better team worker.
- To bridge the gap between theoretical and practical knowledge of the students by adopting innovative teaching pedagogy.
- To develop socially, ethically responsible business leaders.
- To sharpen soft and hard skills among the students.
- To promote entrepreneurial skills among students.

COURSE OUTCOMES FOR BBA (NEP)

Name of the Program : Bachelor of Business Administration (BBA) Course

Course Outcomes :

On successful of the Course, the Students will demonstrate

- The ability to understand concepts of business management, principles and function of management
- The ability to explain the process of planning and decision making
- . • The ability to explain the principles of direction, importance of communication, barrier of communication, motivation theories and leadership styles.
- The ability to understand the requirement of good control system and control techniques.

a) Understand the framework of accounting as well accounting standards.

b) The ability to pass journal entries and prepare ledger accounts

c) The Ability to prepare subsidiaries books

d) The Ability to prepare trail balance and final accounts of proprietary concern.

e) Construct final accounts through application of tally.

a) Understand the concepts and functions of marketing.

b) Analyse marketing environment impacting the business.

c) Segment the market and understand the consumer behaviour.

d) Describe the 4p's of marketing and also strategize marketing mix.

e) Describe 7p's of service marketing mix.

At the end of the student should be able to :

1. Trace the evolution of Indian Economy
2. Identify the structural features and constraints of Indian economy
3. Evaluate planning models and strategy adopted in India
4. Analyse the sector specific problems and contributions towards overall economic growth
5. Review various economic policies adopted