

# **PROGRAMME OUTCOMES, PROGRAMME SPECIFIC OUTCOMES AND COURSE OUTCOMES**

## **BACHELOR BUSINESS ADMINISTRATION**

### **PROGRAMME OUTCOMES**

**The Bachelor of Business Administration (BBA) program aims to equip students with the necessary knowledge, skills, and attitudes to succeed in the field of business management. Upon completion of the program, students are expected to achieve the following outcomes:**

- Develop a basic understanding of management education and practices: Students will gain fundamental knowledge about various management principles and concepts that are applicable in the global business environment.
- Gain knowledge and skills to exploit opportunities in management: Students will acquire the necessary knowledge and skills to identify and capitalize on opportunities in the management profession, including understanding market trends, organizational strategies, and business development.
- Appreciate the interrelationships among functional areas of management: Students will understand how different functional areas of management, such as finance, marketing, human resources, and operations, are interconnected and influence each other within an organization.
- Understand the importance of multicultural, ethnic, ethical, and gender issues in the organization: Students will develop an appreciation for the diverse cultural and ethical dimensions present in the workplace and understand the significance of inclusivity and fairness in organizational practices.
- Demonstrate professionalism, self-awareness, and effective communication skills: Students will learn to conduct themselves professionally, exhibit self-awareness in their actions, and effectively communicate both verbally and in writing in various business contexts.
- Exhibit leadership capacity and teamwork skills: Students will demonstrate the ability to lead and manage teams effectively, understanding how to motivate and collaborate with team members to achieve common goals.
- Develop comprehensive analytical and problem-solving skills: Students will acquire analytical thinking abilities and problem-solving skills to tackle complex business challenges and make informed decisions.
- Have innovation skills and ability to take up entrepreneurship initiatives: Students will cultivate creativity and innovation skills, enabling them to identify new opportunities and potentially start and manage their own entrepreneurial ventures.
- Understand the ethical implications of business decision-making: Students will be conscious of the ethical considerations that surround business decision-making and will be equipped to make responsible and morally sound choices.
- Apply their knowledge in the field of business management to contribute to nation-building while upholding ethical practices: Graduates will be able to apply their learned skills and knowledge to contribute positively to their respective nations' socio-economic development while adhering to ethical standards.

**By achieving these outcomes, BBA graduates are expected to be well-prepared for a variety of roles in the business world and equipped to contribute meaningfully to organizations and society as a whole.**

# BACHELOR OF BUSINESS ADMINISTRATION

## PROGRAMME SPECIFIC OUTCOMES

### Finance Specialization:

- Learn the knowledge and skills to measure, analyze, interpret, and communicate economic data: Students will gain the necessary expertise to assess financial data, conduct financial analysis, and effectively communicate their findings to stakeholders.
- Acquire broad-based business knowledge to integrate accounting practices for strategic goals: Students will understand how financial decisions are integrated with overall business objectives and how accounting practices play a crucial role in achieving strategic goals.
- Acquire skills to use finance for growth and development in society: Students will learn how finance can be leveraged to drive economic growth and development in society, including understanding investment opportunities and financial planning.
- Familiarize themselves with financial concepts, analysis reporting systems, and practical applications: Students will become well-versed in financial concepts, financial reporting systems, and how to apply them in real-world scenarios.
- Analyze the financial performance of an organization using various decision-making tools: Students will be proficient in using financial tools and techniques to assess and evaluate the financial performance of an organization, aiding in effective decision-making.
- Enhance their knowledge of various financial markets and services offered by financial institutions: Students will gain insights into different financial markets and the range of services provided by financial institutions, enabling them to navigate the complexities of the financial sector.
- Understand the significance of ethical practices in finance: Students will recognize the importance of ethics and integrity in financial decision-making and understand the implications of ethical behavior in the financial industry.

### Human Resource Specialization:

- **Acquire knowledge of fundamental concepts of HR:** Students will gain a foundational understanding of human resource management, including HR principles, theories, and practices.
- **Understand the role of an HR Manager and their contribution to an organization:** Students will comprehend the responsibilities and functions of an HR manager and how their contributions impact the overall success of an organization.
- **Gain in-depth understanding of various HR functions and their applicability in organizations:** Students will delve into the different facets of HR, such as recruitment, training, performance management, and employee relations, and learn how these functions apply to different organizational contexts.
- **Support good employee and labor relations in both non-union and union environments:** Students will learn the principles of fostering positive employee relations and understand how to manage labor relations effectively, regardless of the union's presence.
- **Research and analyze information needs and apply current and emerging information technologies to support the HR function:** Students will develop research skills and learn to use modern information technologies to enhance HR processes and decision-making.
- **Develop skills catering to the needs of the HR department in contemporary organizations:** Students will acquire practical skills necessary to address the dynamic and evolving requirements of HR in modern workplaces.
- **Manage their own professional development and provide leadership to others in achieving ongoing competence in HR professional practice:** Students will develop the ability to lead and develop themselves

and their teams to ensure continuous improvement in HR practices.

- **Understand the significance of ethical practices in HR:** Students will recognize the importance of ethics and integrity in human resource management, including dealing with sensitive employee issues and maintaining confidentiality.

Overall, the finance and human resource specializations in the BBA program provide students with focused knowledge and skills relevant to these respective fields, preparing them for successful careers in finance or HR management while also emphasizing the importance of ethical practices in their chosen professions.

## **MARKETING MANAGEMENT**

The Programme Specific Outcome (PSO) of Marketing Management refers to the specific knowledge, skills, and abilities that students are expected to gain upon completing the Marketing Management program. These outcomes are designed to equip students with the necessary expertise to succeed in the field of marketing and related roles. The PSOs for Marketing Management may include:

- **Understanding Marketing Concepts:** Students will develop a solid understanding of fundamental marketing concepts, including the marketing mix (product, price, place and promotion), market segmentation, targeting, and positioning.
- **Market Research and Analysis:** Students will learn how to conduct market research to gather relevant data and insights about consumer behavior, market trends, and competitor analysis to make informed marketing decisions.
- **Developing Marketing Strategies:** Students will acquire skills in formulating marketing strategies tailored to different target markets, industries, and products/services.
- **Digital Marketing:** Students will gain knowledge of digital marketing tools and techniques, including social media marketing, search engine optimization (SEO), email marketing, and content marketing.
- **Brand Management:** Students will learn the principles of brand building and brand management, understanding how to create and maintain a strong brand identity in the market.
- **Advertising and Promotions:** Students will be familiar with various advertising and promotional strategies and understand how to create effective marketing campaigns to reach target audiences.
- **Sales and Distribution Management:** Students will gain insights into sales techniques, distribution channels, and sales management practices to maximize sales performance.
- **Consumer Behavior:** Students will study consumer psychology and behavior to understand how consumers make purchasing decisions and how to cater to their needs and preferences.
- **Marketing Metrics and Performance Measurement:** Students will learn how to measure the effectiveness of marketing efforts using key performance indicators (KPIs) and metrics to assess the success of marketing campaigns.
- **Ethical and Social Responsibility in Marketing:** Students will understand the ethical considerations and social responsibilities involved in marketing practices and learn to conduct marketing activities in a responsible and sustainable manner.
- **Market Trend Analysis and Adaptation:** Students will develop the ability to identify market trends and adapt marketing strategies accordingly to stay competitive in a dynamic business environment.

By achieving these Programme Specific Outcomes in Marketing Management, students will be well-prepared to pursue marketing careers in various industries and contribute to the success of businesses by effectively promoting products and services and meeting the needs of consumers in an ethical and socially responsible manner.

## **BUSINESS ANALYTICS**

The Programme Specific Outcome (PSO) of Business Analytics refers to the specific knowledge, skills, and abilities that students are expected to gain upon completing the Business Analytics program. Business Analytics involves the use of data analysis, statistical methods, and predictive modeling to make data-driven decisions and solve business problems. The PSOs for Business Analytics may include:

- **Data Proficiency:** Students will acquire proficiency in handling and managing various types of data, including structured and unstructured data, and be skilled in data cleansing, integration, and transformation.
- **Data Analysis Techniques:** Students will learn various data analysis techniques, such as descriptive statistics, inferential statistics, data visualization, and data mining, to extract meaningful insights from data sets.
- **Predictive and Prescriptive Analytics:** Students will understand and apply predictive modeling techniques to forecast future trends and outcomes. They will also learn prescriptive analytics to provide data-driven recommendations for decision-making.
- **Business Intelligence:** Students will gain knowledge of business intelligence tools and technologies to collect, analyze, and present data to support organizational decision-making processes.
- **Big Data Analytics:** Students will learn about big data technologies and techniques to handle and analyze large volumes of data efficiently.
- **Data-Driven Decision Making:** Students will develop the ability to use data-driven insights to make informed business decisions and solve complex problems.
- **Domain Knowledge Application:** Students will understand how to apply their analytical skills to specific business domains, such as marketing, finance, operations, or human resources.
- **Communication and Presentation:** Students will enhance their communication skills, both written and oral, to effectively present their findings and insights to diverse stakeholders in a clear and concise manner.
- **Ethical and Legal Considerations:** Students will be aware of the ethical and legal implications of using data in decision-making and ensure compliance with data privacy and security regulations.
- **Problem-Solving and Critical Thinking:** Students will develop strong problem-solving and critical thinking abilities, enabling them to identify business challenges and devise data-driven solutions.
- **Project Management:** Students will learn project management skills to effectively plan and execute business analytics projects within specified timelines and resources.

By achieving these Programme Specific Outcomes in Business Analytics, students will be equipped with the necessary expertise to apply data analysis and statistical techniques to solve real-world business problems, drive data-driven decision-making processes, and contribute to the success of organizations across various industries.