

# **BBA**

## **Program Outcomes**

### **PO 1.Critical Thinking:**

1. Acquire the ability to apply the basic tenets of logic and science to thoughts, actions and interventions.
2. Develop the ability to chart out a progressive direction for actions and interventions by learning to recognize the presence of hegemonic ideology within certain dominant notions.
3. Develop self-critical abilities and also the ability to view positions, problems and social issues from plural perspectives.

### **PO 2.Effective Citizenship:**

1. Learn to participate in nation building by adhering to the principles of sovereignty of the nation, socialism, secularism, democracy and the values that guide a republic.
2. Develop and practice gender sensitive attitudes, environmental awareness, the ability to understand and resist various kinds of discriminations and empathetic social awareness about various kinds of marginalisation.
3. Internalise certain highlights of the nation's and region's history. Especially of the freedom movement, the renaissance within native societies and the project of modernisation of the postcolonial society.

### **PO 3.Effective Communication:**

1. Acquire the ability to speak, write, read and listen clearly in person and through electronic media in both English and in one Modern Indian Language
2. Learn to articulate analysis, synthesis, and evaluation of situations and themes in a wellinformed manner.
3. Generate hypothesis and articulate assent or dissent by employing both reason and creative thinking.

**PO 4. Interdisciplinarity:**

1. Perceive knowledge as an organic comprehensive, interrelated and integrated faculty of the human mind
2. Understand the issues of environmental contexts and sustainable development as a basic interdisciplinary concern of all disciplines.
3. Develop aesthetic, social, humanistic and artistic sensibilities for problem solving and evolving a comprehensive perspective.

**Programme Specific Outcome of Bachelor of Business Administration**

PSO 1: Gain knowledge and skills in the areas of Management principles and practices, finance, human resource management and marketing

PSO 2: Acquire knowledge in accounting principles and practices and its application in real business settings

PSO 3: Apply concepts, theories, tools and techniques of statistics, information techniques, economics and numerical skills for decision making

PSO 4: Build entrepreneurial spirit, develop research attitude and entrepreneurial competencies and managerial abilities