

Name of Program: Bachelor in Business Administration (BBA)

Program Outcomes

1. The students are empowered to gain knowledge across disciplines like Accounting, Finance, Management Information System, Marketing and Human Resource Management.
2. Students are eligible to appear in various competitive examinations like IAS, PCS, Banking, Income tax etc.
3. They can apply for different jobs in accounting in government as well as private sector.
4. It develops value based leadership quality among students.

Program Specific Outcomes

1. Students can pursue MBA from any prestigious university.
2. Students can also join M.Com.
3. They can also join Post Graduate Diploma in Marketing and Management.

Course Outcomes

1. The students learn to apply knowledge of management theories and practices to solve business problems.
2. It fosters analytical and critical thinking abilities for data based decision making.
3. The students come to understand, analyze and communicate global, economic, legal and ethical aspects of business.
4. Learners can lead themselves and others in the achievement of organizational goals. They can effectively contribute to a team environment
5. Students learn the major concepts in the functional areas of accounting, marketing, finance, information technology and management.
6. Students come to learn legal, social, ethical and economic environment of business in a global context.
7. Students learn to solve organizational problems, individually and/or in teams, using quantitative, qualitative, and technology based approaches.
8. During this three year program, students take up live projects related to marketing, human capital management, finance and policies concerning business management etc, aiming to have a hold on theoretical aspects of different concepts of business administration.