

CHAITANYA DEGREE & PG COLLEGE FOR WOMEN

PROGRAMME NAME: B.B.A

PROGRAM OUTCOMES

PO1 : Management knowledge: Acquire adequate knowledge through principles, theory and models of business management, Accounting, Marketing, Finance, IT, Operations and Human Resource.

PO2 : Communication: Demonstrate proficiency for Business Communication for effective and professional business management.

PO3 : Technical Knowledge: Acquire employability skills through practical exposure of IT and its usage in management.

PO4 : Investigation of Business Problems: Analyze and comprehend the applicability of management principles in solving complex business issues.

PO5 : Entrepreneurial Perspective: Develop entrepreneurial skills to become an entrepreneur.

PLO6: Environment and Sustainability: To build perspective about global environment including cultural, social and sustainability issues.

PO6 : Leadership Skills: Ability to develop group behavior and lead a team to achieve the individual, group and organizational goals.

PO7 : Ethics: Understand importance of ethics in business decision-making and inculcate the spirit of social responsibility.

PO8 : Global Perspective: Comprehend the applicability of management principles in the situations pertaining to global business world.

PO9 : Area Specific Expertise: Apply various concepts, theories and models in the functional areas of business like Marketing, HR and Finance in the Organizations.

PO10 : Cross-Disciplinary Integration and Strategic Perspective: Acquire and apply knowledge of economics, mathematics, statistics and production and operation management and its integration relevant to business decisions.

PO11 : Legal Knowledge: Obtain legal knowledge of various business operations for effective decision-making.

PROGRAM SPECIFIC OUTCOMES

PSO1: Acquire Practical learning through summer internship, industrial visit and Business Plan etc.

PSO2: Demonstrate analytical and problem-solving skills through core elective area of specialization in Finance, Human Recourse, and Marketing to solve the business issues.

PSO3: Understand and develop the new dimensions of knowledge through open electives to cater the need of the industry.

PSO4: It enhances the entrepreneurial skills to the students and encourages to start own start-ups.