

**Program Outcome, Course Outcome,
Skill Development Areas
&
Employability Scopes of BBA Program**

Paper to be taught	Course Outcome	Program Outcome	Skill to be Developed	Employability
MJ-1 (Management Principles & Applications)	Identify and analyze business problems using management principles	1.Demonstrate knowledge of business principles, concepts and practices. 2.Analyze business problems and develop effective solutions. 3.Apply critical thinking and problem-solving skills in business contexts. 4.Demonstrate leadership, teamwork and collaboration skills. 5.Apply ethical principles in business decision-making.	To effectively apply management principles, several crucial skills need development. leadership, communication, problem-solving, strategic planning, and decision-making.	Entrepreneurs, Resource Allocators, Negotiators, Spokespersons etc.
MN-1A (Managerial Economics)	Understand micro economic concepts and techniques in evaluating business decisions taken by firms. The emphasis is on explaining how tools of standard price theory can be employed to formulate a decision problem.		1. Can analyze economic information and develop the solution of micro and macro-economic problems. 2. With the help of economic data, they can use them in various economic concepts and models 3. Concretize economic problems to be analyzed	Financial Analyst, Economist, Business Analyst, Management Consultants, and Economic Consultants.

Program Outcomes (POs) and Course Outcomes (COs) for a Bachelor of Business Administration (BBA) program:

Program Outcomes

Upon completion of the BBA program, graduates will be able to:

1. Demonstrate knowledge of business principles, concepts, and practices.
2. Analyze business problems and develop effective solutions.
3. Communicate effectively in written, oral, and visual formats.
4. Apply critical thinking and problem-solving skills in business contexts.
5. Demonstrate leadership, teamwork, and collaboration skills.
6. Apply ethical principles in business decision-making.
7. Understand global business perspectives and cultural diversity.
8. Demonstrate proficiency in using technology for business applications.
9. Develop entrepreneurial skills and innovative thinking.
10. Prepare for graduate studies or professional certifications.

Course Outcomes (COs) - Example for a few core courses:

Management

COs:

1. Define and explain key management concepts and theories.
2. Identify and analyze business problems using management principles.
3. Develop effective management strategies and solutions.

Marketing Management

COs:

1. Understand marketing concepts, segmentation, targeting, and positioning.
2. Analyze market research and develop marketing strategies.
3. Create effective marketing campaigns and plans.

Financial Management

COs:

1. Understand financial concepts, statements, and analysis.
2. Calculate and interpret financial ratios and metrics.
3. Develop financial plans and make investment decisions.

Human Resource Management

COs:

1. Understand HRM concepts, functions, and strategies.
2. Analyze recruitment, selection, and training processes.
3. Develop effective employee relations and retention strategies.

Strategic Management

COs:

1. Analyze business environments and develop strategic plans.
2. Evaluate organizational performance using strategic metrics.
3. Develop sustainable competitive advantages.

Other core courses:

- Accounting and Finance
- Operations Management
- Business Ethics
- International Business
- Entrepreneurship

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