

Bachelor in Business Administration : 3 Years Undergraduate Program

Program Learning Objectives and Learning Outcomes (PLO):

S. No.	Program Learning Objectives:	Program Learning Outcomes:
1.	Objective 1: To impart understanding of fundamental management concepts, principles, and practices to students and grow their aptitude for business and entrepreneurship.	Learning Outcome 1: The graduate of the BBA programme would develop general understanding of the concepts and principle of business operations.
2.	Objective 2: To provide information and necessary abilities in several management fields, such as marketing, finance, analytics, supply chain, sustainability and human resources, aimed to build comprehensive understanding of business world.	Learning Outcome 2: The graduate would be trained in fundamentals of business process flow and operation handling skill to develop core competency in the complex business environment.
3.	Objective 3: To create understanding of qualitative and quantitative approaches to problem-solving, informed decision making and critical thinking.	Learning Outcome 3: A graduate is enabled with problem solving aptitude and learns decision making using their knowledge of technology enabled business skill.
4.	Objective 4: To inculcate and impart performance delivery skill for effective oral business presentations using variety of appropriate technologies and achieve excellence in business communications.	Learning Outcome 4 (a): A graduate gets empowered with focused business communication skill Learning Outcome 4 (b): A graduate becomes capable for effective project management presentation, advertising and scaling up company and industry profile for efficiency in operation handling.
5.	Objective 5: To develop viable alternatives and make effective decisions relating to business decision making counting ethical issues.	Learning Outcome 5: A graduate is enabled with maturity in business decision following proper ethics in business operations.
6.	Objective 6: To inculcate holistic view of the industrial and organizational establishments and their functions for taking viable decisions in international business setting.	Learning Outcome 6: A graduate develops business leadership quality with attributes of risk analysis, business process decision with human ethical and social values.

The curriculum structure of this program is aligned to National professional qualification (ICAI, ICSI, NSE) and also global professional body (ACCA, CIMA).

CIMA and ACCA: Partial