

BBA DEPARTMENT PROGRAMME OUTCOME

1. Students get knowledge about Business Management and Administration.
2. Students understand the concepts of Business Management and Administration.
3. Students analyze and interpret the business Management Concepts with external Industrial exposures.
4. Students learn to implement the Business Management Concepts.
5. Students get insight and career opportunities of various business areas like Marketing, Finance, Human Resource Management, Supply Chain Management & Logistics, Production and Operations, IT etc.
6. Students get updated with external Business situations and economical transactions.
7. Students develop their Personality, Inter-personal skills & Communication skills Attitude.

BBA DEPARTMENT PROGRAMME SPECIFIC OUTCOME

FINANCE SPECIALISATION:

- **STUDENTS GET EXPOSURE TO FINANCIAL SECTOR BY UNDERTAKING PROJECTS IN FINANCE FIELD.**
- **STUDENTS GET HANDS ON EXPERIENCE OF TRAINING IN FINANCIAL SECTOR.**
STUDENTS TAKING FINANCE SPECIALISATION CAN GET PLACEMENTS IN FINANCE AND INSURANCE COMPANIES, BANKING, AND OTHER BUSINESS HOUSES AS FINANCIAL ANALYST, ADVISOR, CONSULTANT, ACCOUNTANT ETC
- **STUDENTS CAN ALSO SET UP THEIR OWN VENTURE FINANCE COMPANY AND ACQUIRE THE SKILLS NECESSARY TO MANAGE FINANCIAL FIRM BY APPLYING FINANCIAL CONCEPT THEORY AND TOOLS RELATING TO FINANCIAL INSTITUTION.**
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- **STUDENTS ENHANCE ABILITY TO ANALYSE COMPLICATED SCIENTIFIC AND PROFESSIONAL PROBLEMS AND VIEW A SITUATION CRITICALLY, ADDRESS THE CURRENT FINANCIAL MANAGEMENT ISSUES OF A COMPANY.**
- **STUDENTS UNDERSTANDING THE ROLE OF FINANCIAL MANAGEMENT IN BUSINESS FIRM.**

BBA DEPARTMENT PROGRAMME SPECIFIC OUTCOME

HUMAN RESOURCE SPECIALISATION:

- **STUDENTS GET EXPOSURE TO HUMAN RESOURCE SECTOR BY UNDERTAKING PROJECTS IN HUMAN RESOURCE DEPARTMENT.**
- **STUDENTS GET HANDS ON EXPERIENCE OF TRAINING IN HUMAN RESOURCE DEPARTMENT.**
- **STUDENTS TAKING HR SPECIALISATION CAN GET PLACEMENTS IN HR DEPT HR COMPANIES, AND OTHER BUSINESS HOUSES AS HR MANAGER, HR PLANNING ANALYST, ADVISOR, CONSULTANT, HR EXPERT ETC**
- **STUDENTS CAN ALSO SET UP THEIR OWN VENTURE SUCH AS HR RECRUITMENT COMPANY.**
- **STUDENTS CONTRIBUTE TO THE DEVELOPMENT, IMPLEMENTATION AND EVALUATION, SELECTION AND RETENTION PLANS AND PROCESSES.**

BBA DEPARTMENT PROGRAMME SPECIFIC OUTCOME

MARKETING SPECIALISATION:

- **STUDENTS GET EXPOSURE TO MARKETING FIELD BY UNDERTAKING PROJECTS IN MARKETING DEPARTMENT.**
- **STUDENTS GET HANDS ON EXPERIENCE OF TRAINING IN MARKETING DEPARTMENT.**
- **STUDENTS TAKING MARKETING SPECIALISATION CAN GET PLACEMENTS IN MARKETING DEPT MARKETING COMPANIES, AND OTHER BUSINESS HOUSES AS MARKETING MANAGER, SALES MANAGER, ADVERTISING MANAGER, MARKETING PLANNING ANALYST, ADVISOR, CONSULTANT, MARKETING EXPERT ETC**
- **STUDENTS CAN ALSO SET UP THEIR OWN VENTURE AND PROMOTE THEIR OWN COMPANY.**
- **STUDENTS CAN USE CREATIVE, CRITICAL AND RELECTIVE THINKING TO ADDRESS ORGANIZATIONAL OPPORTUNITIES AND CHALLENGES.**
- **INTEGRATE APPROPRIATE TECHNOLOGIES IN DEVELOPING SOLUTION TO BUSINESS OPPORTUNITIES AND CHALLENGES.**