

Department of BBA

Program Outcomes

Business is the most vital and indispensable part of our economy. It is responsible to shape the economy of any nation, creation of jobs, production and distribution of goods and services. Businesses may be of various types and to learn the skills and intricacies of business, the Business Administration course has been introduced. The vocation course of BBA is designed on the module based on different functional areas of business like economics, sales and marketing, human resource management, financial management, research methodology, international business, strategic management, production and operation management, management information system, etc. Through general education, Generic Elective Subjects from other disciplines, Ability Enhancement Compulsory Courses and Skill Enhancement Courses and focused study the students are sensitized on issues related to gender discrimination, environment, entrepreneurship and computer skills. The course is designed in such a fashion that the students get a chance to develop oral and written communication skills. The presentations and seminars conducted during the study period develop the Information and Communication Technology (ICT) and analytical skills among the students.

Program Specific Outcomes

The flagship course of BBA in our institution makes students peruse their higher education in the field of business related courses, job opportunities in the fields of frontline sales, HR executives, finance managers, accountants, bankers, investment analysts and business researchers.