



Institute of Engineering & Management

Department of BBA (H)

Program Educational Objectives

Broader objective of Bachelor of Business Administration Programme are

1. Students will gain in-depth knowledge about changing business environment across different industries.
2. Students will be able to handle different tools of decision making and problem solving methods in the context of commercial organization.
3. Students will be industry ready by using different techniques of problem solving approach of commercial organization.
4. Students will be able to assess the relevance of investment in several domain areas of business.
5. Students will be able to connect different concepts of marketing, human resource and finance in business.
6. Students will be able to understand optimum value of utilizing non-monetary resources to achieve prosperity of an organization.
7. Students will be able to assess the role and value of several functional areas of an organization for enhancing efficiency.
8. Students will be able to understand qualitative perspectives of coordination and cooperation to build an effective team.



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Program Specific Outcomes

Name of the Program Outcome	Program Outcome	Competencies	Performance Indicator
PO1: Assessment of Choices	Students will develop the capability to assess alternate managerial choices and come up with optimal solutions.	1.1. Demonstrate competencies in Business Construction Model & Decision- Making Model	1.1.1. Ability to take up analytical approach for problem solving,
			1.1.2. Ability to take into consideration minute details and factors that influences a business.
		1.2. Demonstrate competencies in evaluation of each of the alternatives	1.2.1 Ability to weigh the pros and cons of each of the alternatives or options available to a functional area of a business.
PO2: Identification of the Nature of a Problem Area	Students will be able to apply their conceptual understanding of marketing, finance and human resources in the real world.	2.1. Demonstrate an ability to identify an area that requires problem solving.	2.1.1. Ability to contribute towards problem solving methods.
			2.1.2. Understanding a problem or issues belong to which of the specialized areas- Finance, HR or marketing.

		2.2 Demonstrate an ability to assess the business environment and understand their impact on the business.	2.2.1. To be able to identify the different factors that influence the business.
PO3: Decision Making Skills	Students will develop decision making skills with the help of analytical and critical thinking ability.	3.1. To be able to demonstrate the different aspects that can get influenced by the decision taken within the business.	3.1.1. Capability of implementation of a decision after proper assessment.
			3.1.2. Follow up the changes that are occurring due to the implementation (situation analysis methods can be of use)
		3.2. To be able to demonstrate the optimal solution or close to an optimal solution to a given managerial problem.	3.2.1 Reaching to a solution and evaluating it after observing the changes (Case study method can be implemented)
PO4: Communication Skills	Communication skills will be enhanced in Synchronization with the functioning of the business analytics algorithms.	4.1. To Demonstrate the ability to make effective business communication.	4.1.1. Ability to choose appropriate words when making verbal communication,
			4.1.2. To be able to select proper language and words when making written communication.
		4.2. To Demonstrate the ability to pursue stakeholders and enhancing the convincing skills.	4.2.1. Ability to present oneself groomed properly and uses formal gestures with appropriate body language.
PO5: Team Work	Students will develop the capability of functioning efficiently within the teams.	5.1. To understand Group Formation and Group Cohesiveness	5.1.1. Ability to understand the objective of the group and deciding a common goal.
		5.2. To be able to demonstrate the importance of adjustment and the importance of concentrating other group members' opinion.	5.2.1. The ability to apply the behavioral science when functioning within the group.

PO6: Integration of Functions	Students will be able to integrate functional areas of management for planning, implementation and control of business decisions.	6.1. Demonstration of the ability to identify gaps in a business strategy, and to be able to close these gaps.	6.1.1. Continuation of Professional development and observation skills,
			6.1.2. Using rational approach towards an issue.
		6.2 Demonstrate the identification of changing trends in a business and operation of the functional areas accordingly.	6.2.1. Ability to study the changes in preferences of customers and
			6.2.2. Study in the changes in political & technological environment.
PO7: Deployable Skill set	Students will develop deployable skills parallel to the chosen functional/ specialized area.	7.1. Demonstrating the ability to identify the nature of a problem appearing during the course of business.	7.1.1. Acknowledgement of the existence of a problem.
		7.2. Demonstrating the ability to apply the learned skill set as when required.	7.2.1. Ability to implement the required knowhow as when necessity arises.
PO8: Moral Sensitivity	Students will develop the capability to demonstrate increased level of sensitivity towards areas that require ethical and moral addressing during the course of business.	8.1. To Demonstrate the ability to identify that there is a moral dilemma.	8.1.1. The ability to identify the confusion or the dilemma that is in existence.
		8.2. Demonstration of the ability to solve the moral dilemma.	8.2.1. Ability to select the best path that will serve to a bigger interest of the stakeholders and the society.