

Programme: Bachelor of Business Administration

Program Outcomes (POs) for Bachelor of Business Administration

Sr. No.	On completing Bachelor of Business Administration, the student will be able to:
PO1	Evaluate and describe contextual forces (macro and micro both) in business environment and identify their impact on business operations.
PO2	Recognise and apply various qualitative, technical and analytical methods in solving business problems.
PO3	Communicate effectively in various business settings both in written and oral formats.
PO4	Explain the responsibility of business towards development of society. Students will also be able to distinguish between ethical and unethical behaviours
PO5	Develop strategies for effective functioning of functional areas such as marketing, strategy, finance and operations.
PO6	Apply the entrepreneurial and managerial skills for effective business management.

(Source: IKGPTU Syllabus for Bachelor of Business Administration (Affiliated Colleges), 2021.
<https://ptu.ac.in/wp-content/uploads/2023/02/BBA-upto-6th-Sem.-batch-2022-onwards.pdf>)