



**Program Outcomes (PO'S) and Course
Outcomes (CO'S)**

B.B.A. (BACHELOR OF BUSINESS ADMINISTRATION)



**JANUARY 1, 2023
L.N.D. COLLEGE, MOTIHARI
EAST CHAMPARAN, BIHAR-845401**

B.B.A. (BACHELOR OF BUSINESS ADMINISTRATION)

Upon successful completion of the Bachelor of Business Administration (BBA) course, students can expect to achieve the following learning outcomes:

1. **Business Knowledge:** Develop a comprehensive understanding of various business disciplines, including management, marketing, finance, human resources, operations, and entrepreneurship.
2. **Management Skills:** Acquire management skills essential for effective leadership, decision-making, planning, organizing, and controlling within an organizational context.
3. **Marketing Expertise:** Gain knowledge of marketing principles, consumer behaviour, market research, branding, and promotional strategies for effective product and service marketing.
4. **Financial Acumen:** Understand financial management principles, including budgeting, financial analysis, risk management, and investment strategies for business decision-making.
5. **Human Resource Management:** Acquire skills in human resource management, including recruitment, training, performance evaluation, employee relations, and organizational development.
6. **Business Ethics and Corporate Social Responsibility:** Develop an understanding of ethical business practices and the concept of corporate social responsibility in the context of sustainable and socially responsible business operations.
7. **Entrepreneurial Mindset:** Cultivate an entrepreneurial mindset with skills in identifying business opportunities, strategic thinking, innovation, and risk management for potential business ventures.
8. **Business Communication Skills:** Enhance written and oral communication skills for effective business communication with stakeholders, clients, team members, and other professionals.
9. **Quantitative Analysis:** Develop quantitative analysis skills for business decision-making, including data interpretation, statistical analysis, and the use of quantitative tools and models.
10. **Legal and Regulatory Awareness:** Understand the legal and regulatory aspects of business operations, including contract law, business ethics, intellectual property, and compliance with business laws.
11. **Global Business Perspective:** Gain insights into the global business environment, including international trade, globalization, cultural diversity, and the impact of global trends on business strategy.
12. **Strategic Management Understanding:** Acquire knowledge of strategic management concepts, including strategic planning, competitive analysis, and the formulation and implementation of business strategies.
13. **Information Technology Proficiency:** Develop basic proficiency in business information technology, including the use of business software, data analytics, and the role of technology in business processes.
14. **Supply Chain and Operations Management:** Understand the principles of supply chain management and operations, including logistics, production planning, and quality management.

15. **Teamwork and Collaboration:** Enhance teamwork and collaboration skills for effective group dynamics, project management, and interpersonal relationships in a business setting.
16. **Problem-Solving and Critical Thinking:** Hone problem-solving and critical thinking skills to analyse complex business challenges, evaluate alternatives, and make informed decisions.
17. **Networking and Professional Development:** Develop networking skills and engage in professional development activities, including internships, seminars, and industry events, to enhance career prospects.
18. **Ethical Leadership:** Cultivate ethical leadership qualities, integrity, and a sense of responsibility in professional decision-making and business conduct.
19. **Preparation for Further Studies and Careers:** Prepare for advanced studies in business or related fields, or enter the workforce with a solid foundation in business administration applicable to careers in management, marketing, finance, entrepreneurship, and other business domains.

Completion of the Bachelor of Business Administration program equips students with a well-rounded understanding of business principles and practices, preparing them for diverse career opportunities and providing a foundation for further academic pursuits in the field of business.