

Program Structure of BBA

1. Program Mission

The BBA program aims at developing business leaders having functional knowledge of all the domains of management. The program aims to develop students with an aptitude to meet challenges of the contemporary business world and enhance their knowledge to assess and capitalize on opportunities through innovation, resource maximization, and technology usage to meet standards of Industry 4.0

2. Program Educational Objectives

- i. The Graduates will be able to inculcate knowledge and skill set of underlying management concepts, strategies and issues involved in managing various functional areas of Industry 4.0.
- ii. The Graduates will be able to gain competencies to ensure effective individual and organizational growth through effective analytics using IT
- iii. The graduates will be able to instill the management principles and impart their application in real work environment
- iv. The Graduates will be able to apply appropriate communication skills across settings, purposes, and audiences and be an influential manager.
- v. The Graduates will be able to critically appraise and reflect lifelong learning ensuing personal and professional development

3. Program Learning Outcomes

- i. Graduates will develop comprehension of various functional areas of business management and will be able to apply the same in the organizational context.
- ii. Graduates will use appropriate research methods, tools, and techniques for seizing available opportunities for business growth and managing change in the organization
- iii. Graduates will use information and knowledge to analyze the facts, apply critical-thinking skills, design a solution, think rationally and strategically, and define the relevant course of action.
- iv. Graduates will understand ethnic diversities, show sensitivity to various cultural and environmental issues, and demonstrate traits of global business practitioner.
- v. Graduates will be able to acquire leadership qualities, apply and demonstrate entrepreneurial skills, strategize, mobilize people and resources, create value, develop and cultivate endurance, and convert innovative ideas into business ventures.

4. Skills & Competencies

- Strategy & Innovation
- Interpersonal skills

- Organisation and delegation
- Decision Making
- Problem Solving
- Planning & Organising Skills