

Program Specific Objectives

The BBA + MBA (Integrated) program is spread over 10 semesters, leading to a post graduate degree in MBA. It is an integrated program specially designed for 10 + 2 students, who wish to develop managerial skills. The course is tailor made to suit the needs of industry.

The Program Specific Objectives (PSOs) of the program are:

1. To Develop integrated skills
2. To Increase cognitive skills in the fields of emerging knowledge and industry requirements
3. To enhance placement opportunities
4. Provide opportunity to specialize in various management areas such as Marketing, Finance, Human Resource Management, Manufacturing and Operations Management, Information and Communication Technology Management during the MBA part of the programme.
5. To facilitate the development of students to take up growing challenges and implement viable, ethically correct, and socially acceptable solution.

Program Outcomes (POs) – BBA level

The students of BBA (Integrated) program at the time of graduation will be able to:

1. An ability to communicate effectively, both in writing and orally
2. An ability to apply current techniques, innovative skills and theories necessary for managerial practice
3. An ability to demonstrate a critical awareness of contemporary issues in business and management which is educated by leading edged research and management practice in the field.
4. Ability to act with an informed awareness of social issues and contribute in civic life through volunteering.
5. Apply conceptual business foundations to solve practical decision making problems by using case analysis, projects and assignments.

Program Outcomes (POs) – MBA Level

The students of MBA (Integrated) program at the time of post - graduation will be able to:

1. An ability to develop a systematic understanding of globalization and its impact on businesses, society, nation and economy.
2. Ability to engage in continuing professional development and life-long learning. An integrated knowledge of and demonstrated ability to perform a management professionals and will be prepared for continued learning throughout the career.
3. An ability to recognize the significance of professional development and entrepreneurial potential.