

UNDERGRADUATE PROGRAMME SPECIFIC OUTCOMES

Name of the Programme: B.B.A.

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| PSO1 | Students shall develop knowledge and understanding of importance and functions of Marketing and its theories |
| PSO2 | Students shall understand Key features of Sales Promotion activities |
| PSO3 | Students shall develop knowledge and understanding of importance and functions of advertising |
| PSO4 | Students shall understand Key features of Sales Promotion |
| PSO5 | Students shall understand Marketing strategies and Market segmentation |
| PSO6 | Students shall understand and prepared a project report on various topics of Marketing |
| PSO7 | Students learnt the interpretation and analysis of financial statements effectively. |
| PSO8 | The student got well acquainted with current financial practices |
| PSO9 | Students became intensive users of financial statements |
| PSO10 | Students got the capability to make long-term financing decisions. |
| PSO11 | Students got aware of various financial services and financial markets in India. |
| PSO12 | The student understood and prepared a project report on various topics of finance. |
| PSO13 | Student got aware of Recruitment and Selection process ,different types of training methods, development and evaluation system in HR. |
| PSO14 | Student learned how to prepare Personnel records reports and audit. |
| PSO15 | Students got acquainted to Strategic HRM and New trends in HRM. |
| PSO16 | Student got aware of Working Conditions & Welfare facilities at workplace. |
| PSO17 | Students learned different Employee Grievance, Discipline and disputes with machinery of settlement of such disputes. |
| PSO18 | Students are aware of different Labour Laws in India. |