



P.P.N. (P.G.) College, Kanpur

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FACULTY OF MANAGEMENT

PROGRAMME OUTCOMES (POs)

Degree in Bachelor of Business Administration

Bachelor of Business Administration (BBA) is a three-year program that provides a concrete foundation in all aspects of business, including management, economics, communications, accounting, and marketing.

PO1: Understand of the corporate world. Analysis the theoretical knowledge with the practical aspects of Organizational setting and techniques or management. Determine conceptual and analytical abilities required for effective decision making.

PO2: Understand the dynamic and complex working environment of Business. Understand the problems faced by the business sector in the Current scenario. Understand the rapid changes of financial services include banking and insurance sectors.

PO3: Determine the various PEST (Political, Economic, and Social Technological) factors influence on changes of business environment. Understand the micro and macro marketing environment.

PO4: Analysis the various financial and accounting concept including Balance sheet, trial balance, etc. Understand the types of business communication and business letters. Analysis the various aspect of business research in the area of marketing, human resource and finance.

PO5: Determine the functional areas of management such as Production, Purchasing, Marketing, Sales, advertising, Finance, Human resource system. Understand the SERVQUAL of the various service industry. Understand the Forms of business organization.

PO6: Understand the factors influence the consumer buying behavior. Determine the stages of product development process. Understand the international trade procedure and documentation. Determine the organizational behavior and its conflict.

PO7: Analysis the sampling techniques of collecting primary and secondary data. Understand the methods of collecting primary and secondary data..Analysis the tools and techniques of data.

PO8: To understand the construction of scaling techniques. Determine the steps involved in design of questionnaire. Analysis and preparation of project report for the Functional areas of research.

(Prof. Suman Singh)
Convenor
NAAC

(Prof. Abha Singh)
Convenor
IQAC

(Prof. Anoop Kumar Singh)
Principal