

Sri Kaliswari College (Autonomous), Sivakasi

Department of Business Administration

B.B.A (Semester) - (2018-2021)

Objectives, Outcomes, Regulation

Programme Objectives:

- To develop the junior level managers.
- To provide basic exposure to the functional areas of business.
- To develop employability of the students by providing value based enrichment courses.
- To develop the personality of students.

Programme Outcomes:

Knowledge

PO 1: Well grounded knowledge in chosen subjects.

PO 2: Updated knowledge related to the subjects.

Skills

PO 1: Acquisition of cognitive skills

PO 2: Acquisition of Life Skills for Employment.

Attitude

PO 1: Holistic Personality Development through Self-directed and lifelong learning.

PO 2: Eco Sensitivity, inclusive culture, moral uprightless and social commitment.

Programme Specific Outcomes:

- Enrich the students to gain conceptual knowledge in the functional areas of management viz., Production, Marketing, Finance and Human Resources
- Help the students to develop decision making skills, communicative skills and organizational skills
- Educate students to solve the Business related issues by applying conceptual knowledge
- Providing the opportunities to upgrade the students to be eligible to pursue higher studies
- Making the students by developing entrepreneurial skills and employable competencies.