



CANARA COLLEGE

Managed by Canara High School Association, Mangaluru

Re-accredited by NAAC with 3.21 CGPA at 'A' Grade (Cycle IV - 2022)

Recognized under Section 2(f) and 12(B) of U.G.C. Act, 1956 & Affiliated to Mangalore University

Mahatma Gandhi Road, Kodialbail, Mangaluru – 575 003, D. K. District, Karnataka, India

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

(Basic / Honors Degree)

PEOs, POs, PSOs & GAs

OUTCOME BASED EDUCATION

**In accordance with
National Education Policy (NEP) 2020 Scheme
(Effective from 2021-22 Batch onwards)**

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) PROGRAMME
(Basic / Honors Degree)

Programme Educational Objectives (PEOs) :

The three / four years BBA (Basic / Honors) Degree programme intends to attain the following Programme Educational Objectives:

PEO 1	Impart knowledge of the fundamentals of Management theory and its applications in problem solving.
PEO 2	Select and apply appropriate tools for decision making required for solving complex managerial problems.
PEO 3	Develop problem-solving skills through experiential learning and innovative pedagogy to ensure utilization of knowledge in professional careers.
PEO 4	Develop sound knowledge of the entrepreneurial process and inculcate creativity and innovation among the management graduates.
PEO 5	Produce industry ready graduates by inculcating highest regard for personal and institutional integrity, social responsibility, teamwork and continuous learning.
PEO 6	Develop a positive attitude and life skills to become a multi-faceted personality with a sense of environmental consciousness and ethical values.

Programme Outcomes (POs) :

Students of BBA (Basic / Honors) Degree Programme at the time of graduation will be able to :

PO 1	Understand concepts and principles of management / business; identify the opportunities in the corporate environment and manage the challenges.
PO 2	Demonstrate the knowledge of management science to solve complex corporate problems using limited resources and enhanced personality and soft skills.
PO 3	Function effectively as an individual, and as a member or leader in diverse teams, and in multi-disciplinary settings.
PO 4	Demonstrate entrepreneurial competencies
PO 5	Exhibit managerial skills in the areas of Finance, Marketing, Human Resource, etc.
PO 6	Identify business opportunities, design and implement innovations in workspace.
PO 7	Possess a sturdy foundation for higher education

Programme Specific Outcomes (PSOs) :

Upon successful completion of BBA (Basic / Honors) Degree Programme, the graduates will be able to :

PSO 1	Acquire practical learning through summer internships, industrial visits, business plan, etc.
PSO 2	Demonstrate analytical and problem-solving skills through specialization in Finance, Marketing, and Human Recourse to solve the business issues.
PSO 3	Understand and develop the new dimensions of knowledge through open electives to cater the need of the industry.
PSO 4	Comprehend the core concepts, methods and practices in management.
PSO 5	Demonstrate the ability to create Business Plans.
PSO 6	Demonstrate ability to work in groups.

PSO 7	Venture into his / her own business or excel in executive roles in Private / Government sectors.
PSO 8	Develop an understanding of business that reflects the moral responsibility of business to all relevant stakeholders and the natural environment.
PSO 9	Become matured individuals and responsible citizens of the country.

Graduate Attributes (GAs) :

GA 1	Academic Excellence
GA 2	Professional Efficiency
GA 3	Effective Communication Skills
GA 4	Leadership and Team work
GA 5	Life-Long Learning
GA 6	Creativity and Innovation
GA 7	Environmental Sensitivity and Social Engagement