



**Shivsamarth Institute of Management, Talmavale**  
**Department of Management**  
**BBA Part-I Semester-I**  
**Academic Year 2025-26**

**Program Objectives**

PO1: To exhibit factual and theoretical knowledge of management in general and business in particular to critically evaluate and analyse Indian and Global business environment with ability to apply learning in different contexts.

PO2: To imagine students role as a manager, entrepreneur and a leader in a business management context and ability to integrate with their positive contribution for the national interest first and also to be a responsible global citizen.

PO3: To be an effective communicator to present opinions, ideas based on critical thinking, analysis and logical reasoning.

PO4: To nurture an ability to articulate a business environment with clarity and mindfulness.

PO5: To exhibit ability to own roles and responsibilities with commitment, as members of multi-cultural team and communities in cross-cultural contexts and diversity management.

PO6: To conduct and demonstrate professional and ethical behavior

PO7: To develop as an effective and emotionally intelligent leader and a decision maker who has an acumen to influence and motivate teams. 2

PO8: To develop an ability to solve problems and provide solutions and facilitate informed decision making.

PO9: To build research skills to cultivate an in-depth understanding of Indian and Global Business Environment.

**Program Educational Outcomes (PEOs)**

After completing the BBA course, the students would be able to:

PEO1: Acquire the managerial professional attributes and be capable of decision making by applying the knowledge of management discipline.

PEO2: Acquire certain basic skills and aptitudes to be helpful in taking up any activity in a business.

PEO3: Explore the entrepreneurial quality, aptitude and start new business venture with innovative ideas.

PEO4: Become knowledgeable in specialized area of management like human resource, finance, marketing, business analytics, computer application etc.

PEO5: Inculcate global view of the industrial and organization establishment and their functions which support the business system.

PEO6: Demonstrate competency in the business disciplines.

PEO7: Prepare students to undertake post-graduation management programme.

## Program Outcomes (POs)

After completing the BBA course, the students would be able to:

### **At the end of First Year Undergraduate Certificate in Business Administration**

1. To conceptualize and appreciate theoretical knowledge of management domain.
2. To appreciate the importance of effective communication skills in presenting opinions and ideas.
3. To nurture an ability to articulate a business environment
4. To identify a problem with the help of data and logical thinking

### **At the end of Second Year Under Graduate Diploma in Business Administration**

1. To describe the theoretical domain knowledge along with the managerial skills.
2. To develop effective communication skills and logical thinking.
3. To learn and demonstrate professional conduct
4. To appreciate the importance of group work culture.
5. To develop an ability to innovate and creative thinking.

### **At the end of Third Year Bachelor of Business Administration (BBA)**

1. To exhibit factual and theoretical knowledge of management in general and business in particular.
2. To critically evaluate and analyze Indian and global business environments in different contexts.
3. To recognize their role as a manager, entrepreneur and a leader in a business management
4. To be an effective communicator to present opinions, ideas based on critical thinking, analysis and logical reasoning.
5. To conduct and demonstrate professional and ethical behavior.

### **At the Fourth Year Bachelor of Business Administration with Honours: BBA (Honours) and Bachelor of Business Administration Honours with Research: BBA (Honours with Research)**

1. To exhibit factual and theoretical knowledge of management in general and business in particular to critically evaluate and analyze Indian and Global business environments with ability to apply learning in different contexts.
2. To nurture an ability to articulate a business environment with clarity and mindfulness.
3. To exhibit ability to own roles and responsibilities with commitment, as members of multi cultural team and communities in cross-cultural contexts and diversity management.
4. To be an effective and emotionally intelligent leader and a decision maker who has an acumen to influence and motivate teams.
5. To develop an ability to solve problems and provide solutions and facilitate informed decision making.
6. To promote research skills to conduct in-depth study of the understanding of Indian and Global Business Environment.