

JSS COLLEGE FOR WOMEN (Autonomous)
SARSWATHIPURAM, MYSURU-09
DEPARTMENT OF COMMERCE
2021-22
BBA

PROGRAMME SPECIFIC OUTCOMES

1. To ensure holistic development of Business administration students.
2. To provide a well-trained professional to the requirements of Industries, Banking sectors, Insurance Companies, Financing Companies, Transport Agencies and Corporate.
3. To empower students to take up higher education to become business scientists, researchers, consultants and teachers, with needed core competencies.
4. To empower students for pursuing professional courses like Chartered Accountancy, Cost & Management Accountancy, Company Secretary, etc.,
5. To develop the students for competitive examinations of UPSC, KPSC, BSRB, staff selection commission, etc.,
6. To develop ethical managers with interdisciplinary approach, recognise and understand the ethical responsibilities of individuals and organisations in society.
7. To critically evaluate new ideas, research findings, methodologies and theoretical frameworks in a specialised field of study.
8. To provide students with a conceptual framework of event management, event services, conducting event and managing public relations.
9. To develop the skills required for the application of business concepts and techniques learned in the classroom at the work place.
10. To provide competent and technical skills personnel to the industry in the area of Marketing, Finance, Human Resource, Data Analytics, Retailing and Logistics and Supply Chain Management. To enhance the employability skills of the management students.
11. To encourage entrepreneurship among students pursuing education in the field of Business Administration.
12. To impart industry needed skill, problem solving and decision-making competencies