Savitribai Phule Pune University, Pune

Faculty of Commerce and Management

Bachelor of Business Administration (BBA)

Revised Curriculum (2024 Pattern as per NEP-2020)

w.e.f. Academic Year: 2025-2026

SYBBA

➢ Programme Outcomes:

BBA is a professional programme aimed at inculcating managerial and entrepreneurial attitude and skills amongst the learners. This programme is designed to provide basic understanding about Management Education and prepare the students to avail the opportunities available in the Management Profession. It also helps them to become successful business leaders by creating self-employment opportunities. It is basically a development programme for enhancing leadership qualities and encouraging the students to build the required business acumen.

Following are the outcomes:

1. Graduates will have a thorough understanding of fundamental business principles, including management, finance, marketing, and human resources.

2. Graduates will be able to analyze business problems, develop strategic plans, and make data-driven decisions to address complex business challenges.

3. Graduates will demonstrate the ability to apply theoretical knowledge to practical situations through hands-on projects, internships, and real-world case studies.

4. Graduates will possess strong written and verbal communication skills, essential for business reporting, presentations, and professional interactions.

5. Graduates will exhibit leadership qualities and the ability to work effectively in teams, contributing to collaborative efforts and leading projects.

6. Graduates will be adept at using modern business technologies and information systems, enhancing business operations and decision-making processes.

7. Graduates will understand and uphold ethical standards in business practices, demonstrating a commitment to corporate social responsibility and environmental sustainability.

8. Graduates will integrate knowledge from various disciplines, providing a holistic approach to solving business problems and making informed decisions.

9. Graduates will be well-prepared for professional careers in management, finance, marketing, entrepreneurship, and other business fields, equipped with the necessary skills and knowledge.

10. Graduates will have a commitment to continuous learning and professional development, staying current with industry trends, technological advancements, and evolving market conditions.

11. Graduates will demonstrate entrepreneurial skills, including the ability to identify opportunities, develop business plans, and manage new ventures.

12. Graduates will possess strong critical thinking abilities, enabling them to identify, analyze, and solve complex business problems with innovative and effective solutions.