# Programme: BBA

***2019 Pattern***

# Program Specific Outcomes (PSOs)

## PSO for Marketing Management Specialization:

### PSO 1 Marketing Strategy and Planning:

To enable students to understand the fundamental concepts of marketing and their application in various business contexts. Formulate and execute integrated marketing strategies based on an in-depth understanding of the marketing mix (product, price, place, promotion).

### PSO 2 Marketing Strategy:

To develop students' ability to design and implement effective marketing strategies, including market research, product development, pricing, promotion, and distribution.

**PSO 3 Digital Marketing and Analytics:** Utilize digital platforms, social media, and web analytics to create, implement, and evaluate effective digital marketing campaigns.

### PSO 4 Retail Management:

Graduates can manage day-to-day retail operations, including store layout, inventory management, supply chain management, and logistics, to optimize efficiency and profitability.

### PSO 5: Critical thinking:

To foster critical thinking and analytical skills to solve marketing challenges and make informed decisions in dynamic marketing environments.

## PSO for Financial Management specialization:

**PSO 1 Financial Analysis:**

The ability to analyze, interpret, and prepare financial statements and records, as well as apply financial tools and techniques to evaluate a company's financial health.

### PSO 2 Strategic Financial Decision-Making:

The capability to make informed financial decisions related to capital budgeting, working capital management, dividend policies, and capital structure to maximize firm value.

### PSO 3 Risk Management:

The skill to identify, analyze, and mitigate financial risks in different business scenarios, demonstrating an understanding of market, credit, and operational risks.

### PSO 4 Investment and Markets:

A comprehensive understanding of financial markets, investment instruments, and financial institutions, along with the ability to analyze and construct investment portfolios.

### PSO 5 Problem-Solving:

The ability to solve complex financial problems by applying theoretical knowledge to practical, real-world case studies and scenarios.

## PSO for Human Resource Management specialization:

### PSO 1 Application of core HRM functions:

Graduates will be able to apply the fundamental principles and concepts of human resource management, including talent acquisition, training and development, compensation, performance management, and employee relations.

### PSO 2 Strategic HRM knowledge:

Students will understand the role of human resources as a strategic business partner and apply strategic HRM concepts to link HR practices with organizational goals.

### PSO 3 International & Cross- cultural HRM:

Students will understand application of HRM concepts in MNC at global or international level. Also understand the differences in working and managing HRM in various cultural background.

### PSO 4 Critical analysis and problem-solving:

Graduates will be able to apply critical thinking and analytical skills to address complex HRM issues and opportunities in a dynamic and challenging business environment.

### PSO 5 Adapt to emerging trends:

Graduates will be able to identify and adapt to new and emerging trends in HRM, such as HR analytics, e-HRM, and talent management, to drive organizational effectiveness.