

ST. XAVIER'S COLLEGE JAIPUR

Nevta - Mahapura Road, Jaipur - 302029, Rajasthan, India

Affiliated to the University of Rajasthan

Approved under Section 2(f) & 12(B) of the UGC Act, 1956



PROGRAMME OUTCOMES

B.B.A.

(Bachelor of Business Administration)

Department of Business Administration

Programme Outcomes (POs)

The learners will be able to:

| | |
|---------------|---|
| PO 1. | Apply knowledge of management theories and practices to solve business problems |
| PO 2. | Enhance cognitive skills for making informed decisions based on data analysis |
| PO 3. | Validate e-business solutions in the current technology-driven environment |
| PO 4. | Analyse the economic, legal, social, and ethical aspects of business on global, national, and regional levels |
| PO 5. | Develop ethical and value-based leadership skills contributing to the achievement of organisational goals |
| PO 6. | Create advanced Excel and analyse the role of business analytics in decision-making |
| PO 7. | Develop marketing strategies for a product or a service by understanding consumer behaviour, preferences, satisfaction, and engagement |
| PO 8. | Apply appropriate quantitative and qualitative techniques and theories in practice for solving business problems and suggest alternatives |
| PO 9. | Prepare effective business presentations by employing alternative underlying concepts, theories and tools taught in the core undergraduate curriculum |
| PO 10. | Identify and analyse relevant global factors that influence decision-making in an international business setting |