



# **BON SECOURS COLLEGE FOR WOMEN**

## **(Autonomous)**

Accredited with A++ Grade by NAAC in Cycle II  
Affiliated to Bharathidasan University, Tiruchirappalli  
UGC Recognized 2(f) and 12(B) Institution  
**VILAR BYPASS, THANJAVUR - 613 006, TAMIL NADU**

### **BBA DEGREE PROGRAMME**

#### **Programme Outcomes (POs)**

**PO1:** Demonstrate comprehensive knowledge and understanding of key concepts within Arts / Commerce and its relevance.

**PO2:** Efficiently comprehend and critically evaluate the core aspects of Commerce fostering effective and critical thinking business.

**PO3:** Effectively communicate advanced educational experiences, evaluated to meet growing demands in science and technology, integrating multidisciplinary competencies.

**PO4:** Acquire analytical reasoning, problem-solving abilities, technical skills, and critical and reflective thinking through modern learning methods to enhance employability and entrepreneurship.

**PO5:** Create an encouraging environment for pursuing higher degrees in respective disciplines, promoting further knowledge application and lifelong learning.

**PO6:** Conceptualize a comprehensive foundation in Arts, Commerce, Banking, Entrepreneurship, Human Resource Management, Marketing and Integrating science, mathematics and technological advancements and digital literacy to enhance creativity.

**PO7:** Foster cooperation, teamwork, and leadership, enhance social responsibility towards community and national development, and apply knowledge to assess social, economic, legal, and cultural issues considering current contexts and responsibilities.

#### **Programme Specific Outcomes: (PSOs)**

**PSO1:** Demonstrate a comprehensive understanding of fundamental concepts and principles in various domains of business administration, including management, marketing, finance, human resources, and operations.

**PSO2:** Develop analytical and critical thinking skills to evaluate business situations, analyse data, identify problems, and propose effective solutions in diverse global contexts with enhanced communication skill.

**PSO 3:** Acquire proficiency in using technology and digital tools relevant to business operations, including business software, analytics tools, and digital marketing platforms.

**PSO4:** Prepare students for professional career in Management and Administration, Finance and Accounting, Marketing and Sales, Banking and Insurance, consulting, Retail and E-commerce, Information Technology, Supply Chain and Logistics, Public Relations and Communications.

**PSO5:** Foster an entrepreneurial mind-set characterized by creativity, innovation, risk taking, and opportunity recognition, preparing students to launch and manage their ventures or contributes to entrepreneurial initiatives within existing organizations

**PSO6:** Cultivate a commitment to lifelong and self-directed learning and adaptability to stay updated with emerging trends, technologies, and best practices in the field of business administration with vibrant leadership and teamwork qualities.

### **Programme Educational Objectives (PEOs)**

**PEO1:** Demonstrate sound technical knowledge in the Management domain and its facets in Finance, Marketing, Human Resources, International Business, and Entrepreneurship with good communication skills

**PEO2:** Ensure that students gain practical experience through internships, projects, and hands-on training, bridging the gap between theoretical knowledge and real-world application and prepare them for employment and higher education.

**PEO3:** Exhibit the ability of inquiry and analytical reasoning and identify the appropriate resources required to solve business and societal problems with social responsibility and ethics.

**PEO4:** Enhance proficiency in using modern business tools and technologies, preparing them to leverage digital solutions and data analytics in their professional roles.

**PEO5:** Encourage entrepreneurial thinking and skills, empowering students to innovate, take calculated risks, and start their own ventures or contribute to the growth of existing businesses.

**PEO6:** Demonstrate team spirit, leadership qualities, managerial skills, integrity, social & environmental responsibility, lifelong and self-directed learning ability in wide professions