



## **BACHELOR OF BUSINESS ADMINISTRATION**

On successful completion of B.B.A programme, the students will

**PSO1:** Develop conceptual understanding of the basic Principles of Management.

**PSO2:** Understand the importance of economic theories in managerial decision making of the business.

**PSO3:** Analyse the basic theoretical framework of the concepts of retail management.

**PSO4:** Familiarize with the nature and dimensions evolving business environment in India.