



VIRUDHUNAGAR HINDU NADARS' SENTHIKUMARA NADAR COLLEGE
(An Autonomous Institution Affiliated to Madurai Kamaraj University)
[Re-accredited with 'A' Grade by NAAC]
Virudhunagar – 626 001.

PROGRAMME SPECIFIC OUTCOME

DEPARTMENT OF BUSINESS ADMINISTRATION

On the successful completion of B.B.A programme, 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 basic theoretical framework of the concepts of retail management to identify the retailing opportunities.
PSO4:	Familiarize with the nature and dimensions of evolving business environment in India.