



DE PAUL COLLEGE, MYSORE

Affiliated to Mandya University / AICTE Approved

Enlightening to Empower

BACHELOR OF BUSINESS ADMINISTRATION

PROGRAMME EDUCATIONAL OBJECTIVES

PEO 1: To develop comprehensive knowledge on all types of AI tools used in current business institutions in the world.

PEO 2: To acquire a comprehensive understanding of fundamental business principles, theories, and practices across various domains, including management, finance, marketing, operations, and human resources.

PEO 3: To enable to understand the importance of ethical behavior and social responsibility in business, making decisions that reflect integrity, accountability, and respect for diverse perspectives.

PEO 4: To develop comprehensive knowledge on all types of traditional and current business institutions in the world.

PROGRAMME OUTCOMES

Graduates will be able to:

PO 1: Demonstrate the ability to critically analyze business situations, identify problems, and propose viable solutions.

PO 2: Demonstrate the ability in utilizing the AI tools in analyzing the situations, identifying the problems and providing solutions in all the situations of business.

PO 3: Work effectively in teams, showing the ability to lead, collaborate, and contribute to team goals.

PO 4: Communicate effectively in a variety of business contexts, using both written and oral forms of communication

PROGRAMME SPECIFIC OUTCOME

Graduates will be able to:

PSO 1: Develop and implement human resource strategies that align with organizational goals, including talent acquisition, development, and retention.

PSO 2: Conduct financial planning, perform various financial analysis and develop innovative financial strategies by using AI soft skills.

PSO 3: Demonstrate ethical leadership skills, promoting ethical behavior and corporate social responsibility within their organizations.

PSO 4: Demonstrate expertise in digital marketing strategies, including social media marketing, content marketing, and online advertising.