

# **Savitribai Phule Pune University, Pune**

## **Faculty of Commerce and Management**

### **Bachelor of Business Administration (BBA)**

**Revised Curriculum (2024 Pattern as per NEP-2020)**

**w.e.f.AcademicYear:2024-2025**

#### **Objectives of the Programme:**

1. To equip students with a comprehensive understanding of core business principles, including management, finance, marketing, human resource management, and operations.
2. To foster the ability to analyze business problems, develop strategic solutions, and make informed decisions using critical thinking and analytical skills.
3. To provide hands-on experience through practical sessions, projects, internships, and case studies to apply theoretical knowledge in real-world business scenarios.
4. To improve written and verbal communication skills essential for professional business environments, including report writing, presentations, and interpersonal communication.
5. To instill leadership qualities and teamwork skills, preparing students to lead and collaborate effectively in diverse business settings.
6. To incorporate modern technological tools and practices in business operations, including computer applications, IT for business, and AI/ML for business.
7. To promote ethical business practices, corporate social responsibility, and environmental awareness to ensure graduates act with integrity and social responsibility.
8. To offer a range of elective courses to provide a broad perspective on business issues, integrating knowledge from various disciplines like economics, law, and management.
9. To equip students with the skills and knowledge required for successful careers in management, entrepreneurship, finance, marketing, and other business-related areas.
10. To lay a strong foundation for those who wish to pursue higher studies in business and management.
11. To encourage a mindset of continuous learning and adaptability to stay current with business trends, technological advancements, and evolving market conditions.
12. To nurture entrepreneurial thinking and skills, preparing students to identify opportunities, develop business plans, and launch and manage their own ventures.
13. To foster critical thinking skills to identify, analyze, and solve complex business problems innovatively and efficiently.

## **Program Outcomes:**

1. Graduates will have a thorough understanding of fundamental business principles, including management, finance, marketing, and human resources.
2. Graduates will be able to analyze business problems, develop strategic plans, and make data-driven decisions to address complex business challenges.
3. Graduates will demonstrate the ability to apply theoretical knowledge to practical situations through hands-on projects, internships, and real-world case studies.
4. Graduates will possess strong written and verbal communications skills, essential for business reporting, presentations, and professional interactions.
5. Graduates will exhibit leadership qualities and the ability to work effectively in teams, contributing to collaborative efforts and leading projects.
6. Graduates will be adept at using modern business technologies and information systems, enhancing business operations and decision-making processes.
7. Graduates will understand and uphold ethical standards in business practices, demonstrating a commitment to corporate social responsibility and environmental sustainability.
8. Graduates will integrate knowledge from various disciplines, providing a holistic approach to solving business problems and making informed decisions.
9. Graduates will be well-prepared for professional careers in management, finance, marketing, entrepreneurship, and other business fields, equipped with the necessary skills and knowledge.
10. Graduates will have a commitment to continuous learning and professional development, staying current with industry trends, technological advancements, and evolving market conditions.
11. Graduates will demonstrate entrepreneurial skills, including the ability to identify opportunities, develop business plans, and manage new ventures.
12. Graduates will possess strong critical thinking abilities, enabling them to identify, analyze, and solve complex business problems with innovative and effective solutions.