

Expected learning outcomes (to be achieved by students on completion of the programme of study leading to the award of a bachelor's degree)

SOMS: BACHOLER OF BUSINESS ADMINISRTATION (RETAILING) BRLRIL

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Elements of the learning outcomes	Expected Learning Outcomes
Knowledge and understanding	<p>After doing BBA Retailing programme, the learners will be able to:</p> <ul style="list-style-type: none"> • Define and understand the concept of business enterprise and establish his/her own business venture/ start up in any sector i.e. Manufacturing and /or Service) of their interest • Develop innovative & competency based approach in the area of Entrepreneurship • Develop knowledge and understanding of how to establish a Micro, Small or Medium enterprises keeping in mind the present need & demand of the society in both Urban and Rural areas.
Technical and professional Skills required to perform and accomplish tasks	<p>The graduates will be able to:</p> <ul style="list-style-type: none"> • Develop managerial skills for successful & profitable operation of one's enterprise • Enhance leadership and Inter – personal skills • Develop marketing skills • Develop IT skills for effectively running an enterprises
Application of knowledge and skills	<p>The learners will be able to:</p> <ul style="list-style-type: none"> • Plan & Design a new project with in- depth market Research using tools & techniques • Explore Investment Opportunities for development & maintenance of a Micro, Small or Medium enterprise. • Enhance knowledge & Skills in business
Generic learning outcomes	<p>The Learners will be able to:</p> <ul style="list-style-type: none"> • Make use of business communication and conversation skills required in daily life for smooth functioning of one's own enterprise

<p>Constitutional, humanistic, ethical, and moral values:</p>	<p>The learners will be able to:</p> <ul style="list-style-type: none"> • Plan CSR programmes, engage stakeholders, and use various appraisal techniques to choose the best projects, monitor and evaluate them. • Understand the Environmental concerns and Issues to contribute towards sustainable development. • Understand the development of Human Resources keeping in mind Training and development, Grievance handling and discipline management, Compensation management, Occupational safety, Health and working conditions.
<p>Employability and job- ready skills, And Entrepreneurship Skills and capabilities/ qualities and mindset</p>	<p>To enable learners to:</p> <ul style="list-style-type: none"> • Establish his/her own business venture/ start up in any areas / sector (i.e. Manufacturing and /or Service) • Generate employment for others • Join an established Enterprises as an employee • Recognize and create business opportunities • Develop Marketing skills for advertising one's own product or services. • Acquire Social networking skills for business growth • Setting of new MSME's that would help in increasing the GDP of the country, thereby reducing the poverty.

