



ST XAVIER'S COLLEGE OF MANAGEMENT & TECHNOLOGY

NAAC Accredited with B++ Grade (1st Cycle)

(Affiliated to Aryabhata Knowledge University)

Digha-Aashiyaana Road, Digha Ghat, Patna- 800011, Bihar

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Department of Business Administration

BBA: - Program Outcomes (POs)

1. Graduates will have a strong grasp of core business concepts, including marketing, finance, management, and accounting.
2. Students will develop critical thinking skills to analyze business problems and make informed decisions.
3. Graduates will demonstrate ethical decision-making abilities and an understanding of business ethics.
4. Students will exhibit proficiency in management principles and practices, including planning, organizing, leading, and controlling.
5. Graduates will demonstrate leadership skills essential for guiding and motivating teams in a professional setting.
6. Graduates will be able to think strategically and develop effective business strategies.
7. Students will understand marketing concepts, including market segmentation, consumer behavior, and promotional strategies.
8. Graduates will be equipped with effective sales techniques and strategies to drive revenue growth.
9. Graduates will adopt a customer-centric approach in marketing and sales, focusing on customer needs and satisfaction.
10. Students will possess a solid understanding of financial management, including budgeting, financial analysis, and investment decisions.
11. Graduates will be skilled in assessing and managing financial risks within an organization.
12. Students will have the ability to prepare and interpret financial reports.
13. Graduates will have an entrepreneurial mindset, capable of identifying and pursuing business opportunities.
14. Students will develop innovative thinking and creative problem-solving skills.
15. Graduates will be prepared to initiate, manage, and grow their own businesses or lead business development initiatives within existing organizations.