

**SCHOOL OF MANAGEMENT**

**COURSE FILE**

Program: BBA

**Course Code:** {{course\_code}}

**Course Title:** {{course\_name}} **Module Semester:** {{Module/Semester}}

**Session:** {{Session}}

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# Course Details

* + **Course Code:** {{course\_code}}
  + **Course Title:** {{course\_name}}

## Module/Semester: {{Module/Semester}}

* + **Session:** {{Session}}

# Vision, Mission of the University

## Vision

BML Munjal University seeks to nurture ethical leaders who are skilled, knowledgeable and have the life skills required for leading their organizations to success. The university shall seek the advancement and dissemination of practically oriented knowledge benchmarked with the best global standards.

## Mission

BML Munjal University aims to be a leading university for the quality and impact of its teaching, research and linkages with major stakeholders. The focus of the university is to find creative solutions to problems through application of knowledge. The university aims to create a talented community of students and faculty who excel in teaching, learning and research, in a creative and stimulating environment. The university will collaborate with other institutions for development of science, technology and arts in the global context.

# Graduate Attributes

* + Acquire and apply practical understanding of discipline knowledge.
  + Demonstrate a sense of ethics and display excellence in both personal and professional life.
  + Exhibit problem solving, critical thinking skills and investigative capability to address real world problems.
  + Manifest leadership qualities and work effectively in teams across globally diverse environments.
  + Be a lifelong learner with an entrepreneurial mindset to innovate in the constantly changing global scenario.
  + Possess a strong sense of inquiry and design innovative solutions for positive societal impact.
  + Be effective communicators and possess an empathetic outlook.

# Vision, Mission of the School

## Vision of School:

To be amongst the leading engineering schools of the country recognized globally for excellence in teaching and research with focus on experiential learning, innovation and entrepreneurship.

## Mission of School:

* Providing high-quality learning experience to our students, preparing them to be global leaders, and contributing to the development of society through research, innovation, and entrepreneurship.
* Creating an inclusive and diverse learning environment that fosters creativity, critical thinking, and ethical values.
* Collaborating with industry, government, and other institutions to address complex societal challenges and promote sustainable development.

# 5. PEOs and POs & PSOs of the Program

# Program Educational Objectives (PEO):

# PEO 1 Have successful professional careers in private, public and socially relevant non-

# profit organizations or set-up new entrepreneurial ventures.

# PEO 2 Be able take up higher education and professional courses.

# PEO 3 Continue to pursue quantitative and qualitative approach towards effective problem -

# solving and decision-making.

# PEO 4 Demonstrate intellectual and behavioral competencies for their future professional

# and personal growth.

# PEO 5 Be lifelong learners, role model for others and sensitive to societal issues

# PEO 6 Be good and effective communicators and leaders

# Program Outcomes (PO):

# PO1 Comprehend Business knowledge: Draw on a sound understanding of concepts,

# principles, and theories of the core areas like Marketing, Finance, Human Resources,

# Operations, Business Analytics and Strategy in a global context.

# PO2 Multi discipline mindset: Exhibit knowledge and awareness of general issues

# related to society, politics, legal and business environment, and have a wider

# perspective of the world.

# PO3 Critical thinking and Problem solving: Ability to formulate a problem, synthesize

# information, analyze and interpret data to solve business problems. Demonstrate

# inquisitiveness and critical thinking ability to solve business problems.

# PO4 Sensitization to social responsibility, Ethics, Empathy & Teamwork: Integrate

# socio-ethical responsibility, life and professional skills in organizations.

# PO5 Employ creativity: Employ creativity for the benefit of organization and society at

# large.

# PO6 Effective verbal and/or written communication: Develop effective verbal and/or

# written communication skills.

# Program Specific Outcomes (PSO):

# BBA with specialization in Accounting (KPMG) (Program Specific Outcomes)

# By the end of the program the students will be able to:

# a) Apply knowledge of Indian Accounting Standards to companies operating in different

# industries for the purposes of financial reporting.

# BBA with specializations in Family Business & Entrepreneurship (Program Specific

# Outcomes)

# By the end of the program the students will be able to:

# PSFB1 Identify business opportunities from amongst the available resources and resource

# endowments.

# PSFB2 Successfully manage overall business operations of family establishments with an

# endeavor to scaling up the businesses

# PSFB 3 Undertake succession planning in family businesses

# By the end of the program the students will be able to:

# PSBA1 Develop skill sets in the areas of data engineering and data visualization for

# descriptive and predictive business analytics

# PSBA2 Apply Artificial intelligence and machine learning concepts in various industries like

# banking, insurance, hospitality, retail and marketing, manufacturing and supply chain etc.