

**JSS COLLEGE FOR WOMEN (Autonomous)**  
**SARSWATHIPURAM, MYSURU-09**  
**DEPARTMENT OF COMMERCE**  
**2023-24**  
**BBA**  
**NEP Scheme**

**VISION**

Envisions to provide excellent and value-based Commerce and Management Education

**MISSION**

- To equip the students with sound knowledge and application skills to excel in their career.
- To train the students with required levels of competence for employment.
- To make the students globally competent without losing humanity.
- To motivate the students to explore them as Women Entrepreneur.

**PROGRAM OUTCOMES**

1. The Bachelor of Business Administration (BBA) equips graduates with the knowledge and technical skills necessary to understand and participate in the modern business world. The course also prepares students for subsequent graduate studies and allows them to achieve the highest level of success in their professional careers.
2. To enhance the employability skills of the commerce students.
3. To prepare students to take up higher education to become business scientists, researchers, consultants and teachers with core competencies.
4. To understand the concept of Women entrepreneurship and design a business plan.
5. To develop ethical managers with interdisciplinary approach, recognize and understand the ethical responsibilities of individuals and organizations in society.
6. To cater to the manpower needs of companies in Accounting, Taxation, Auditing, Financial analysis and Management.
7. To critically evaluate new ideas, research findings, methodologies and theoretical frameworks in a specialized field of study.

8. To develop human resources to act as think tank for Business Development related issues.
9. Graduates of this degree will be productive workplace communicators.
10. BBA Graduates will have the capacity to: work collaboratively and productively in groups. Use basic mathematical and statistical tools of analysis apply critical and analytical skills and methods to the identification, evaluation and resolution of complex problems.