



06 Jan 2026

Vision of the BBA Programme

To deliver quality management education that keeps pace with technological change and develops globally competent, ethical, and socially responsible professionals.

Mission of the BBA Programme

1. To impart quality, value-based, and outcome-oriented management education in accordance with the principles of NEP-2020.
2. To develop competent and industry-ready professionals with strong conceptual, analytical, and practical skills.
3. To promote experiential learning, innovation, entrepreneurship, and research orientation among students.
4. To inculcate ethical values, social responsibility, and sustainability consciousness for inclusive and responsible growth.
5. To continuously enhance stakeholder satisfaction through academic excellence, skill development, and holistic student development.

Quality Policy of the BBA Programme

The BBA programme is committed to excellence in quality education as its guiding principle. The programme strives to safeguard the interests of all stakeholders by continuously improving teaching–learning processes, promoting innovation and research, and creating a benchmark in professional management education.

Program Educational Objectives (PEOs) of BBA Programme

PEO1: Professional Competence : Graduates will acquire strong foundational and functional knowledge in business and management to perform effectively in entry-level managerial and administrative roles.

PEO2: Analytical Thinking and Problem Solving : Graduates will develop analytical, critical, and innovative thinking abilities to solve business problems and make data-driven decisions in dynamic organizational environments.



PEO3: Effective Communication and Teamwork : Graduates will demonstrate effective communication skills and the ability to work collaboratively in multidisciplinary, multicultural, and professional settings.

PEO4: Application of Technology and Management Tools : Graduates will apply modern management concepts, quantitative techniques, and information technology tools to support business operations and decision-making.

PEO5: Ethical, Social, and Environmental Responsibility : Graduates will practice ethical values, social responsiveness, and sustainability principles while contributing responsibly to organizations and society.

PEO6: Global Perspective and Career Readiness : Graduates will exhibit global awareness, cross-cultural understanding, and readiness for employment, entrepreneurship, or higher education.

PEO7: Lifelong Learning and Professional Development : Graduates will engage in continuous learning, adaptability, and skill enhancement to meet evolving business and technological challenges.

Program Outcomes (POS) of BBA

At the end of the BBA programme, the graduates will be able to:

PO1: Business and Management Knowledge : Apply fundamental concepts and functional knowledge of management, accounting, finance, marketing, human resources, and operations to perform effectively in business organizations. (Aligned with PEO1)

PO2: Analytical and Problem-Solving Skills : Identify, analyse, and solve business problems using logical reasoning, data analysis, and innovative thinking for effective decision-making. (Aligned with PEO2)

PO3: Critical Thinking and Decision-Making : Evaluate business situations using quantitative, qualitative, and research-based approaches to make informed and ethical managerial decisions. (Aligned with PEO2)

PO4: Communication and Teamwork : Demonstrate effective oral, written, and digital communication skills and work efficiently as an individual and as a team member in diverse and professional environments. (Aligned with PEO3)

PO5: Use of Modern Management and IT Tools : Select and apply appropriate



St. John College of Engineering and Management

Autonomous

(A Christian Religious Minority Institution)

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management techniques, quantitative tools, and information technology applications to support business planning and operational activities. (Aligned with PEO4)

PO6: Ethical, Social, and Environmental Responsibility : Recognize and apply ethical principles, social responsibility, and sustainability practices while addressing business and societal challenges. (Aligned with PEO5)

PO7: Global and Cross-Cultural Competence : Analyse business issues from a global perspective and demonstrate sensitivity to cross-cultural and international business environments. (Aligned with PEO6)

PO8: Entrepreneurship and Career Readiness : Demonstrate readiness for employment, entrepreneurship, or higher education by applying managerial knowledge, professional skills, and innovative thinking. (Aligned with PEO6)

PO9: Lifelong Learning and Adaptability : Engage in continuous learning, self-development, and adaptability to cope with rapidly changing business, technological, and professional environments. (Aligned with PEO7)

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