



**IMS**  
**NOIDA**

## **PROGRAM OUTCOMES - BBA**

**PO1: Business and Domain Knowledge:** Apply the knowledge of management theories and practices to solve business problems.

**PO2: Critical Thinking** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

**PO3: Effective Communication** Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

**PO4: Ethics** Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

**PO5: Environment and Sustainability** Understand the issues of environmental contexts and sustainable development.

**PO6: Self-directed and Life-long Learning** Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.