

Bachelor of Business Administration (BBA)

Expected Outcomes



MATS Centre for Distance and Online Education (MCDOE)

MATS University, Raipur, Chhattisgarh

The course curriculum will be regularly updated to align with industry trends and requirements. Additionally, the University will support graduates in securing placements across various industries through its dedicated training and placement cell. The changes in the course curriculum as per the needs and requirements from time to time. The University will help the passed-out students in their placement in different industries through the training and placement cell.

Expected Outcomes of the Programme:

1. The learner will be able to understand the business concepts, management principles, and industry-relevant knowledge for effective decision-making and problem-solving.
2. Identify, critically analyse, and formulate solutions for complex business challenges using fundamental principles of business administration.
3. Assess contemporary business scenarios, market trends, and industry issues to develop strategic solutions using emerging business technologies.
4. Conduct research, analyse business data, and interpret findings to provide well-informed conclusions for business growth and development.
5. Utilize modern business tools, analytical techniques, and digital technologies to drive innovation and efficiency in management practices.
6. Apply professional ethics, corporate governance principles, and legal frameworks in business operations within a global economic environment.
7. Recognize the importance of continuous learning and self-development to adapt to the evolving business landscape.
8. Integrate management, finance, marketing, and operational principles to effectively manage projects in multidisciplinary environments.
9. Communicate effectively with business stakeholders and society through clear documentation, presentations, and professional interactions.
10. Understand and evaluate the economic, environmental, social, ethical, and legal implications of business decisions and their impact on society.
11. Work collaboratively as a member or leader in diverse teams within multidisciplinary and cross-cultural business environments.
12. Identify business opportunities, develop an entrepreneurial mindset, and leverage innovative ideas to create value and contribute to economic and social development.

