



GANGA GLOBAL INSTITUTE OF MANAGEMENT STUDIES

Under the aegis of BRAJESH KUMAR FOUNDATION

RAMZANPUR, BEGUSARAI, Bihar 851129

Application ID- 1-4776955691 (Northern Region)

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Recognized by-AICTE; New Delhi and Affiliated to Aryabhata Knowledge University (AKU) Patna

Learning Outcomes (BBA)

Program Education Objectives (PEOs):

- PEO1:-** **Thorough Grounding in Fundamentals:** Students will gain a thorough grounding in the fundamentals of business management.
- PEO2:-** **Preparedness for Contemporary Challenges:** The program will equip students to face contemporary challenges in the field of business management.
- PEO3:-** **Preparation for Higher Education:** The program seeks to prepare students for higher education in business at home and abroad and to meet competitive exams.
- PEO4:-** **Grooming into Effective Executives:** The program ensures that students are groomed into up-to-date, assertive, and effective business executives at entry level with strong leadership skills and social consciousness.
- PEO5:-** **Entrepreneurial Mindset Development:** The program aims to cultivate an entrepreneurial mindset among students to inspire them to start their own ventures.

*Principal / Director
Ganga Global Institute of Management Studies
Begusarai*

Program Outcomes (POs):

- PO1:-** **Understanding of Fundamentals:** To understand the fundamentals of theory and practices of management.
- PO2:-** **Integration of Functional Areas:** To integrate the functional areas to achieve organizational objectives.
- PO3:-** **Acquisition of Managerial Skills:** To identify and acquire managerial skills to analyze business problems.
- PO4:-** **Application of Managerial Concepts:** To interpret and apply managerial concepts with leadership skills to lead teams to achieve objectives.
- PO5:-** **Entrepreneurial Skill Development:** To develop entrepreneurial skills to motivate towards start-ups.
- PO6:-** **Strategic Adaptability:** To evaluate the dynamic business environment and apply strategy to overcome challenges.
- PO7:-** **Enhancement of Communication Skills:** To enhance writing and listening skills to enable students for proficient communication.

POS:- **Teamwork and Collaboration:** Graduates will demonstrate the ability to work effectively as part of a team, contributing their expertise and collaborating with colleagues to achieve common goals.

Program Specific Outcomes:-

- PSO1:-** **Foundational Business Understanding:** Graduates will demonstrate a solid understanding of foundational concepts in various areas of business administration, including management, marketing, finance, human resources, and operations.
- PSO2:-** **Application of Business Principles:** Graduates will be able to apply theoretical business principles to real-world scenarios, analyze business situations, and propose appropriate solutions.
- PSO3:-** **Effective Communication:** Graduates will possess effective communication skills, both oral and written, necessary for conveying ideas, strategies, and reports within business contexts.
- PSO4:-** **Critical Thinking and Problem-Solving:** Graduates will develop critical thinking skills to identify business problems, analyze data, evaluate alternatives, and make informed decisions to address challenges.
- PSO5:-** **Adaptability and Resilience:** Graduates will demonstrate adaptability and resilience in response to changing business environments, technological advancements, and market dynamics.


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