

NEHRU MEMORIAL COLLEGE

(AUTONOMOUS)

NATIONALLY ACCREDITED WITH "A" GRADE BY NAAC

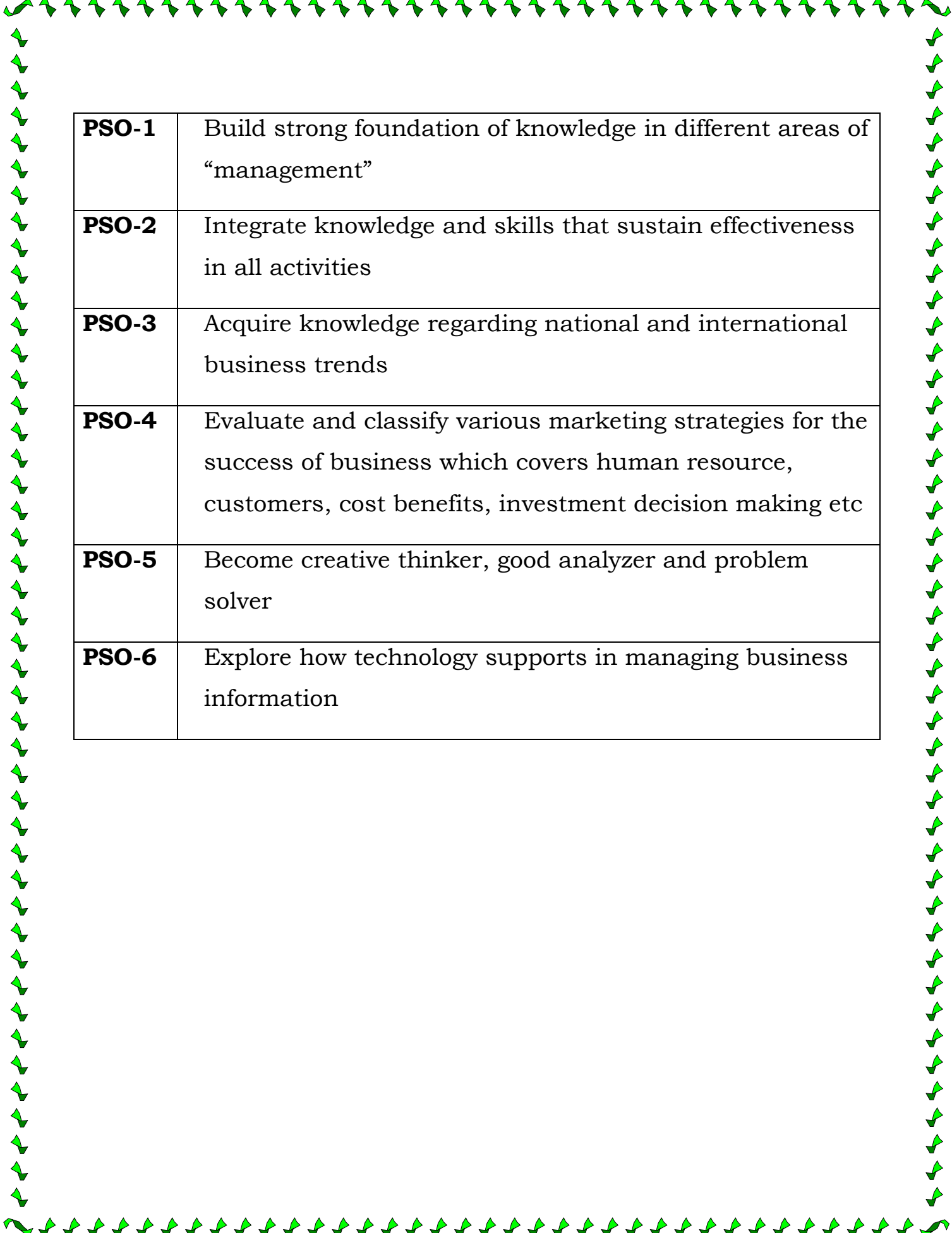
PUTHANAMPATTI, TRICHY- 621007



DEPARTMENT OF (BBA)

UG

PROGRAMME SPECIFIC OUTCOME (PSO)



PSO-1	Build strong foundation of knowledge in different areas of “management”
PSO-2	Integrate knowledge and skills that sustain effectiveness in all activities
PSO-3	Acquire knowledge regarding national and international business trends
PSO-4	Evaluate and classify various marketing strategies for the success of business which covers human resource, customers, cost benefits, investment decision making etc
PSO-5	Become creative thinker, good analyzer and problem solver
PSO-6	Explore how technology supports in managing business information