

Department of Rural Management

School of Management Studies

BBAU, Lucknow

PROGRAMME OUTCOME (PO): The Department of Rural Management under School of Management Studies is offering B.Com (Hons), BBA, MBA (MARKETING, HR, FINANCE & RURAL MANAGEMENT). After completing the chosen programmes, the students of each programme would be able to enhance his/her Behavioural Skills, Communication Skills, Personality based Skills and upgrade his/her knowledge in the domain of Commerce, Administration, Rural Development and other Marketing Skills, Financial Skills and Human Resource Skills.

COURSE OUTCOME (CO): Since the Department is running a wide range of courses/subjects under different programmes, so the outcome of the course is diverse in nature. However, the most suitable and practicable outcome of each course is designed to groom students both personally and professionally. The aim of the courses is to make students self dependent and employable. At the end of each course students are supposed to be well versed with the demand of market for getting them placed. The courses also help students in preparing them to meet the social, cultural, economical and professional acumen on sustainable basis.

PROGRAMME SPECIFIC OUTCOME (PSO): Under the PSO, students are groomed in specific way like enhancing and upgrading the marketing skills, financial skills and rural development skills. These help students in meeting out the current requirement of job market as well as prepare students to help for nation building as and when required through different schemes such Swachhata Abhiyan, Blood Donation Camp, Health Awareness Programme, Sensitising for Gender Imbalances, Corruption Eradication and NSS camps etc.

