



## **Department of Management Studies**

### **Undergraduate programme: Bachelor of Business Administration (BBA)**

#### **Programme Educational Objectives (PEO's)**

**The graduates of the Department of Management Studies will:**

**PEO1:** Develop managerial and leadership skills to address dynamic organizational challenges.

**PEO2:** Encourage entrepreneurial mindset, creativity, and innovation for business growth and sustainability.

**PEO3:** Promote ethical responsibility, social inclusivity, and global perspective in management practices.

#### **PROGRAM OUTCOMES (POs)**

**PO1:** Apply management principles and analytical tools for effective decision-making.

**PO2:** Demonstrate creativity, innovation, and entrepreneurial skills for sustainable growth.

**PO3:** Practice ethical, inclusive, and sustainable leadership in business contexts.

**PO4:** Communicate effectively, collaborate in teams, and adapt to global environments.

**PO5:** Engage in lifelong learning and contribute responsibly to society.

#### **PROGRAM SPECIFIC OUTCOMES (PSOs)**

**PSO1:** Apply analytical methods, digital tools, and business intelligence to support effective decision-making across HR, Marketing, and Finance functions.

**PSO2:** Demonstrate managerial competence in HR, Marketing, and Finance by integrating analytical insights with functional knowledge to address organizational challenges.

**PSO3:** Design innovative and sustainable business solutions by combining functional expertise with ethical values, entrepreneurial thinking, and a global outlook.



## **Postgraduate programme: Master of Business Administration (MBA)**

### **PROGRAM EDUCATIONAL OBJECTIVES (PEO's)**

**PEO1:** Apply management knowledge and research to solve global business challenges.

**PEO2:** Innovate and incubate entrepreneurial ideas for sustainable growth.

**PEO3:** Lead ethically and contribute responsibly to society.

### **PROGRAM OUTCOMES (POs)**

#### **PO1: Management Knowledge & Application**

Apply advanced management theories, tools, and analytics to solve complex business problems.

#### **PO2: Critical Thinking & Problem Solving**

Employ data-driven, analytical, and creative thinking to evaluate alternatives and make strategic decisions.

#### **PO3: Leadership, Teamwork & Global Perspective**

Lead and collaborate effectively in diverse, multidisciplinary teams in domestic and global contexts.

#### **PO4: Communication & Professional Skills**

Communicate ideas clearly and persuasively, and present business solutions to varied stakeholders.

#### **PO5: Ethics, Sustainability & Lifelong Learning**

Practice ethical and sustainable decision-making, showing accountability to society, while continuously upgrading skills and knowledge.

### **PROGRAM SPECIFIC OUTCOMES (PSOs)**

#### **PSO1: Business Analytics & Decision Support**

Apply analytics, business intelligence, and digital tools to generate insights and support decision-making across HR, Marketing, and Finance functions.

**PSO2: Functional & Strategic Competence**

Demonstrate expertise in HR, Marketing, and Finance by integrating functional knowledge with analytical and strategic thinking to address organizational challenges.

**PSO3: Entrepreneurial, Ethical & Sustainable Solutions**

Design innovative business solutions and strategies that balance entrepreneurial opportunities, ethical leadership, and sustainable practices in global and domestic contexts.