

Program Learning Outcomes (PLOs)

PLO1- Knowledge and understanding

Demonstrate a fundamental/coherent understanding of: business management concepts, principles and tools, and their application; distinctive management theories, interpretations and case studies and their competent use, and the differing methods of managing and leading that have been and are used by the managers, entrepreneurs and the leaders.

PLO2- Procedural knowledge

Undertake practical activities and projects which help prepare students effectively for professional employment relating to the area of business management.

PLO3- Application of Knowledge and Skills

Apply business management principles/theories/case studies to design, guide and interpret financial, human resource, marketing and logistical challenges and apply relevant analytical and management skills to mitigate the issues.

PLO4- Skills Related to one's Specialization

Demonstrate skills involving the constructive use of knowledge in the subfields of management (analytical, entrepreneurial, financial, human resource, marketing and logistics), and other related fields of study in a range of settings, including pursuing higher studies related to the chosen area of specialization within the field of business administration.

PLO5: Communication skills

Articulate, communicate and present business management arguments to both specialist and non-specialist audiences.

PLO6: Critical Thinking

Analyze / examine the effectiveness of organization's strategies and evaluate the profitability and sustainability of select business houses or start-ups.