

3.3 Programme Specific Outcomes (PSOs):

AJ MARKETING MANAGEMENT

PSO MKT1: Strategic Marketing Analysis and Decision Making: *Graduates specializing in Marketing Management for the MBA programme will be able to* Analyze market opportunities and challenges using advanced marketing research tools and techniques. They will develop strategic marketing plans that align with organizational objectives and respond effectively to dynamic market conditions.

PSO MKT2: Digital and Social Media Marketing Proficiency: *Graduates specializing in Marketing Management for the MBA programme will be able to demonstrate* proficiency in leveraging digital and social media platforms to enhance brand visibility and customer engagement. They will design and execute integrated digital marketing campaigns that drive business growth.

PSO MKT3: Customer Relationship Management and Service Excellence: *Graduates specializing in Marketing Management for the MBA programme will be able to excel in* building and maintaining strong customer relationships through effective communication, personalized marketing, and superior customer service. They will implement CRM systems to enhance customer loyalty and satisfaction.

PSO MKT4: Innovative Product and Brand Management: *Graduates specializing in Marketing Management for the MBA programme will be able to* develop innovative product and brand management strategies that address

consumer needs and preferences. They will manage product lifecycles, brand portfolios, and execute branding initiatives that strengthen brand equity.

BJ FINANCIAL MANAGEMENT

PSO FIN1: Financial Analysis and Reporting: *Graduates specializing in Financial Management for the MBA programme will be able to* demonstrate the ability to analyze and interpret financial statements, conduct financial ratio analysis, and prepare comprehensive financial reports to support decision-making processes.

PSO FIN2: Investment and Portfolio Management: *Graduates specializing in Financial Management for the MBA programme will be able to* Apply knowledge of investment theories, financial instruments, and portfolio management techniques to construct and manage investment portfolios aimed at achieving specific financial goals.

PSO FIN3: Corporate Finance and Risk Management: *Graduates specializing in Financial Management for the MBA programme will be able to* Develop expertise in corporate finance principles, including capital structure, cost of capital, and capital budgeting, while effectively managing financial risks using various risk management tools and techniques.

PSO FIN4: Financial Technology and Innovation: *Graduates specializing in Financial Management for the MBA programme will be able to* Leverage emerging financial technologies (FinTech) and innovative financial solutions to improve financial services delivery, enhance operational efficiency, and support strategic financial planning.

C] HUMAN RESOURCE MANAGEMENT

PSO HRM1: Strategic HR Planning and Implementation: *Graduates specializing in Human Resource Management for the MBA programme will be able to* Demonstrate the ability to develop and implement strategic human resource plans that align with organizational goals, ensuring optimal utilization of human capital.

PSO HRM2: Talent Acquisition and Development: *Graduates specializing in Human Resource Management for the MBA programme will be able to* Apply advanced techniques and methodologies for effective talent acquisition, development, and retention, fostering a culture of continuous learning and professional growth.

PSO HRM3: Employee Relations and Legal Compliances: *Graduates specializing in Human Resource Management for the MBA programme will be able to* Ensure compliance with labor laws and ethical standards while managing employee relations, promoting a positive and legally compliant work environment.

PSO HRM4: HR Analytics and Performance Management: *Graduates specializing in Human Resource Management for the MBA programme will be able to* Utilize HR analytics and performance management systems to drive data-driven decisions, enhance employee performance, and achieve organizational excellence.

D] OPERATIONS & SUPPLY CHAIN MANAGEMENT

PSO OSCM1: Operations Strategy and Process Improvement: *Graduates specializing in Operations and Supply Chain Management for the MBA programme will be able to* Develop and implement effective operations strategies to enhance process efficiency, reduce waste, and improve overall productivity within organizations.

PSO OSCM2: Supply Chain Design and Management: *Graduates specializing in Operations and Supply Chain Management for the MBA programme will be able to* Design, analyze, and manage end-to-end supply chains to ensure the seamless flow of goods, services, and information, while minimizing costs and meeting customer demands.

PSO OSCM3: Data-Driven Decision Making in Operations: *Graduates specializing in Operations and Supply Chain Management for the MBA programme will be able to* Utilize quantitative and qualitative data analysis techniques to make informed decisions in operations and supply chain management, ensuring alignment with business goals and customer requirements.

PSO OSCM4: Sustainable and Ethical Supply Chain Practices: *Graduates specializing in Operations and Supply Chain Management for the MBA programme will be able to Promote and implement sustainable and ethical practices within operations and supply chain management to support environmental sustainability, social responsibility, and ethical governance.*

E] BUSINESS ANALYTICS

PSO BA1: Data-Driven Decision Making: *Graduates specializing in Business Analytics for the MBA programme will be able to apply advanced analytical techniques and tools to collect, process, and interpret large datasets, enabling data-driven decision making in various business functions such as marketing, finance, operations, and human resources.*

PSO BA2: Business Intelligence and Reporting: *Graduates specializing in Business Analytics for the MBA programme will be able to Demonstrate proficiency in using business intelligence tools and software to create comprehensive reports and dashboards that effectively communicate insights and support business strategies.*

PSO BA3: Application of Business Analytics: *Graduates specializing in Business Analytics for the MBA programme will be able to Apply business analytics methodologies to various functional areas such as marketing, finance, operations, and human resources.*

PSO BA4: Integration of Analytics in Business Strategy: *Graduates specializing in Business Analytics for the MBA programme will be able to Integrate business analytics methodologies with strategic management practices to drive organizational growth and competitive advantage.*

F] AGRI-BUSINESS MANAGEMENT

PSO ABM1: Agribusiness Management Expertise: *Graduates specializing in Agri-Business Management for the MBA programme will be able to Demonstrate comprehensive knowledge and understanding of the principles, practices, and challenges in agribusiness management, including supply chain management, agricultural marketing, and financial management*

PSO ABM2: Sustainable Agricultural Practices: *Graduates specializing in Agri-Business Management for the MBA programme will be able to Apply sustainable agricultural practices and strategies to enhance productivity and profitability while ensuring environmental sustainability and social responsibility in agribusiness operations.*

PSO ABM3: Innovative Solutions and Technology Integration: *Graduates specializing in Agri-Business Management for the MBA programme will be able to Utilize modern technologies and innovative solutions to optimize agribusiness processes, data analytics, and digital marketing, to improve efficiency and competitiveness.*

PSO ABM4: Leadership and Entrepreneurial Skills: *Graduates specializing in Agri-Business Management for the MBA programme will be able to Exhibit strong leadership and entrepreneurial skills to*

effectively lead teams, manage projects, and launch and grow agribusiness ventures, fostering innovation and driving economic development in the agricultural sector.

G] PHARMA & HEALTHCARE MANAGEMENT **PSO PHCM1: Pharma & Healthcare Strategy**

Development: *Graduates specializing in Pharma & Health Care Management for the MBA programme will be able to* Develop and implement strategic plans for pharmaceutical and healthcare organizations that align with industry regulations, market trends, and organizational goals.

PSO PHCM2: Operational Excellence in Pharma & Healthcare: *Graduates specializing in Pharma & Health Care Management for the MBA programme will be able to* Apply best practices in operations management to optimize processes, enhance efficiency, and ensure quality in pharmaceutical manufacturing and healthcare delivery systems.

PSO PHCM3: Regulatory and Compliance Expertise: *Graduates specializing in Pharma & Health Care Management for the MBA programme will be able to* Understand and navigate the regulatory environment of the pharmaceutical and healthcare industries to ensure compliance with national and international standards.

PSO PHCM4: Healthcare Innovation and Technology Integration: *Graduates specializing in Pharma & Health Care Management for the MBA programme will be able to* Assess and leverage emerging technologies and innovations to drive advancements in healthcare delivery and pharmaceutical research, enhancing patient care and operational efficiency.