

KCES's College of Engineering and Information Technology
DEPARTMENT OF MANAGEMENT

MBA Master of Business Administration

MBA Program Educational Objectives

PEO	Keywords	PEO Statements
PEO 1	Practical Knowledge	Practice the management theories and concepts
PEO2	Decision Making Skills	Acquire skills to handle decision making
PEO 3	Values and Ethics	Imbibe values and ethics in an individual for an organizational conduct
PEO 4	Leadership Skills	Develop leadership qualities and handle managerial environment

MBA Program Outcomes

On successful completion of program, student shall be able to:

PO1. **Apply** knowledge of management theories and practices to solve business problems.

PO2. **Analyze** and communicate global, economic, legal, and ethical aspects of business.

PO3. **Illustrate** analytical and critical thinking abilities for data-based decision making.

PO4. **Develop** value-based leadership ability.

MBA Program Specific Outcomes

MBA Program Specific Outcomes A - Financial Management

PSO1 **Apply** the concepts and theories of financial management in practical situations

PSO2 **Demonstrate** financial decision-making abilities in order to maximize the value of the firm.

PSO3 **Analyze** the environment in which the business operates and evaluate the alternatives of the financial risk management

PSO4 **Develop** the financial strategies to enhance the firm's competitive strengths.

MBA Program Specific Outcomes B - Marketing Management

PSO1. **Apply** the concepts/theories of marketing management to **solve** marketing related problems.

PSO2. **Illustrate** analytical and critical thinking abilities to enhance decision making in marketing.

PSO3. **Analyze** the environment in which the business operates and evaluate the alternatives of the marketing management.

PSO4. **Predict** consumer behavior and **build** marketing strategies to maximize the sales of the firm.

MBA Program Specific Outcomes C - Human Resource Management

PSO1. **Apply** the concepts/theories of human resource management to **solve** business related problems.

- PSO2. **Illustrate** teamwork and leadership in organizations to accomplish organizational goals and objectives
- PSO3. **Use** the knowledge of various labor laws to take vital human resource related decisions.
- PSO4. **Analyze** the environment in which business operates and **formulate** various human resource policies.

MBA Program Specific Outcomes D - Production and Operations Management

- PSO1. **Apply** the concepts/theories of production and operations management to solve production related problems.
- PSO2. **Illustrate** analytical and critical thinking abilities to enhance decision making in production and operations.
- PSO3. **Analyze** the changing technological environment in which business operates and **build** the strategies to make the firm competitive.
- PSO4. **Modify** the quality of production to accomplish organizational goals and objectives.

MBA Program Specific Outcomes E - International Business Management

- PSO1 **Apply** concepts/theories of International Business management to solve business related problems.
- PSO2 **Illustrate** analytical and critical thinking abilities to enhance decision making in international business management.
- PSO3 **Analyze** the changing international environment in which business operates and **evaluate** the alternatives.
- PSO4 **Develop** the strategies to cope up with rapidly changing international business environment.

MBA Program Specific Outcomes F - Agro Business Management

- PSO1. **Apply** the concepts/theories of management to solve agro business related problems.
- PSO2. **Analyze** various government promotion policies related to agriculture business.
- PSO3. **Illustrate** analytical and critical thinking abilities to enhance decision making in agro business management.
- PSO4. **Develop** entrepreneur skills in the field of agro business through theories and practices of agro business project management.

MBA Program Specific Outcomes G - Information Technology and Systems Management

- PSO1 **Apply** the concepts/theories of Information Technology and Systems Management to enhance decision making and solve business-related problems.
- PSO2 **Analyze** the technological environment in which business operates and **evaluate** alternatives.
- PSO3 **Develop** project management skills with a strong emphasis on issues and problems associated with delivering successful IT solutions.
- PSO4 **Design** and **build** the models of web designing and database management systems.