

Program Specific Outcomes (PSO's) for MBA Finance:

Program Specific Outcomes	
PSO1	Financial Analysis and Decision-Making: MBA students should be able to conduct comprehensive financial analysis of organizations, evaluate investment opportunities, and make informed financial decisions. They should be proficient in using financial tools and techniques to assess the financial health of companies, manage risks, and recommend strategies for optimizing financial performance.
PSO2	Regulatory Compliance and Risk Management: MBA students should have a deep understanding of the regulatory environment in India, including the norms and guidelines set by the Reserve Bank of India (RBI), Securities and Exchange Board of India (SEBI), and other relevant authorities. They should be able to develop risk management strategies that comply with these regulations, ensuring financial stability and ethical practices within the financial sector.
PSO3	Strategic Financial Planning: MBA Graduates should possess the skills to formulate and execute strategic financial plans that align with an organization's goals and objectives. This includes capital budgeting, fund management, and financial forecasting. They should be capable of developing long-term financial strategies the at optimize the utilization of resources and support sustainable growth.



Dr. Arun M. Ingle

Director

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Program Specific Outcomes (PSO's) for MBA Marketing:

Program Specific Outcomes	
PSO1	Market Analysis and Consumer Insights: MBA students should be proficient in conducting thorough market research and analysis, with a focus on the Indian market. They should be able to gather, interpret, and apply consumer insights to identify emerging trends, assess market potential, and make informed marketing decisions.
PSO2	Integrated Marketing Communication: MBA Students should be capable of developing and executing comprehensive marketing communication strategies tailored to the diverse Indian audience. They should understand various marketing channels, including digital and social media, traditional advertising, and public relations, and be able to create integrated campaigns that effectively reach and engage consumers in the Indian market.
PSO3	Brand Management and Market Positioning: MBA Students should have the skills to build, manage, and differentiate brands in the Indian market. They should be able to formulate brand strategies that resonate with the Indian cultural and socio-economic context. This includes defining brand positioning, designing brand experiences, and ensuring brand consistency across various touchpoints.



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**Program Specific Outcomes (PSO's) for MBA Human Resource
Management:**

Program Specific Outcomes	
PSO1	Talent Acquisition and Management: MBA Students should be adept at identifying, attracting, and retaining top talent within the Indian job market. They should be able to develop effective recruitment strategies, implement selection processes that account for diversity and cultural nuances, and create initiatives for talent development and succession planning.
PSO2	Labour Laws and Compliance: MBA Students should have a strong understanding of the complex labor laws and regulations in India. They should be able to navigate and ensure compliance with laws such as the Industrial Disputes Act, Minimum Wages Act, and various state-specific labor laws. Graduates should also be skilled in crafting and implementing HR policies and practices that adhere to these regulations.
PSO3	Employee Engagement and Organizational Culture: MBA Students should have the ability to foster a positive work environment and enhance employee engagement. They should be proficient in developing strategies to improve organizational culture, employee satisfaction, and well-being. This includes designing employee benefit programs, managing diversity and inclusion, and resolving workplace conflicts effectively.



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Program Specific Outcomes (PSO's) for MBA in Operations and Supply Chain Management:

Program Specific Outcomes	
PSO1	Supply Chain Optimization: MBA Students should have the ability to optimize supply chain operations, from procurement to distribution, to enhance efficiency and reduce costs in the Indian context. They should be proficient in using modern technologies and data analytics to make data-driven decisions for supply chain improvements.
PSO2	Logistics and Transportation Management: MBA Students should be capable of designing and managing efficient logistics and transportation systems that are vital in a country as vast and diverse as India. This includes understanding the intricacies of multimodal transportation, last-mile delivery, and warehouse management, while considering the challenges posed by India's varied geography and infrastructure.
PSO3	Quality Control and Process Improvement: MBA Students should be skilled in implementing quality control measures and continuous process improvement methodologies such as Six Sigma and Lean Management, which are crucial in the Indian manufacturing and services sectors. They should be able to lead initiatives for enhancing product and service quality while reducing waste and inefficiencies.



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Program Specific Outcomes (PSO's) for MBA in Business Analytics

Program Specific Outcomes	
PSO1	Data-Driven Decision-Making: MBA students should be proficient in collecting, analyzing, and interpreting data to make informed business decisions in the Indian market. They should have the ability to identify key performance indicators (KPIs) and use data to improve strategic decision-making across various industries.
PSO2	Predictive Modeling and Market Analysis: MBA students should be capable of building predictive models and conducting market analyses that cater to the diverse and rapidly changing Indian market. They should use advanced analytics tools and techniques to forecast market trends, customer behavior, and demand patterns, helping businesses adapt and thrive in the Indian business environment.
PSO3	Business Strategy and Analytics Integration: MBA students should be skilled in integrating business analytics into overall business strategy. They should be able to identify opportunities where analytics can create value, develop data-driven strategies, and effectively communicate analytical insights to stakeholders. This includes understanding how to align analytics with the specific goals of Indian businesses.



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Program Specific Outcomes (PSOs) for Minor Specialization:

RABM- Rural Agriculture Business Management

Program Specific Outcomes	
PSO1	Strategic Agribusiness Planning: Students should be able to develop comprehensive strategic plans tailored to the unique challenges and opportunities present in the Indian rural agricultural sector. This involves analysing market trends, understanding local farming practices, assessing government policies, and integrating sustainable practices to create robust business strategies.
PSO2	Rural Agri-Entrepreneurship Development: Equip students with the skills and knowledge necessary to foster entrepreneurship in rural agriculture. Graduates should be proficient in identifying untapped opportunities, developing innovative business models, and providing support mechanisms for rural farmers to become successful entrepreneurs, fostering self-reliance and economic growth in rural communities.
PSO3	Sustainable Resource Management in Agriculture: Graduates should demonstrate a deep understanding of sustainable agricultural practices and resource management techniques. This involves promoting eco-friendly farming methods, implementing efficient water and land usage strategies, and integrating technology for optimal resource utilization while considering the socio-economic and environmental implications in the Indian rural context.

Program Specific Outcomes (PSOs) for Minor Specialization:

THM- Tourism and Hospitality Management

Program Specific Outcomes	
PSO1	Cultural and Heritage Tourism Development: Students should be adept at developing strategies to promote and preserve India's rich cultural and heritage assets. This involves understanding and leveraging diverse cultural resources across the country, creating sustainable tourism plans that respect local traditions, and implementing initiatives that both showcase and conserve India's cultural heritage.
PSO2	Sustainable Hospitality Management: Equip students with the knowledge and skills to manage hospitality businesses sustainably in the Indian context. Graduates should be proficient in implementing eco-friendly practices, reducing the environmental impact of hospitality operations, promoting responsible tourism, and ensuring socio-economic benefits to local communities while maintaining high service standards.
PSO3	Market Analysis and Destination Management: Students should demonstrate expertise in analyzing tourism market trends, consumer behavior, and emerging opportunities in the Indian tourism industry. They should be capable of developing innovative destination management strategies, leveraging digital technologies, and creating unique experiences to attract diverse domestic and international tourists to different regions of India.

Program Specific Outcomes (PSOs) for Minor Specialization:

PHCM- Pharma and Healthcare Management

Program Specific Outcomes	
PSO1	Healthcare Policy and Regulatory Compliance: Graduates should demonstrate a comprehensive understanding of the intricate healthcare policies, regulations, and compliance standards prevalent in the Indian healthcare sector. This includes knowledge of government schemes, health insurance policies, drug regulations, and ethical considerations, enabling them to navigate the complex regulatory landscape efficiently.
PSO2	Pharmaceutical Market Analysis and Strategic Marketing: Equip students with the skills to analyze the Indian pharmaceutical market, including trends, consumer behavior, and competitive landscapes. Graduates should be proficient in developing and implementing strategic marketing plans for pharmaceutical products and healthcare services, considering diverse customer segments, distribution channels, and pricing strategies specific to the Indian market.
PSO3	Healthcare Innovation and Technology Integration: Prepare graduates to leverage cutting-edge technology and drive innovation within the Indian healthcare sector. This involves understanding the potential of digital health solutions, telemedicine, AI-driven diagnostics, and data analytics in improving patient care, operational efficiency, and accessibility to healthcare services across varied socio-economic strata in India.



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