

Bachelor of Management Studies (BMS)

Programme Educational Objectives (PEOs)

PEO 1	Graduates will formulate strategic solutions with application of data and technology in the field of business and management.
PEO 2	Graduates will create incremental and radical innovations to establish entrepreneurial ventures which contributes to theeconomy.
PEO 3	Graduates will become successful professionals catering to the global market.
PEO 4	Graduates will create a legacy of ethical leadership and become visionaries of the society.
PEO 5	Graduates will inculcate values of research, problem solving and lifelong learning.

BMS Programme Outcomes (PO)

PO #	STATEMENT	LEVEL	GA
PO 1	Demonstrate knowledge and skills in diverse fields of management such as media, branding and digital marketing, strategic leadership and international business, tourism, hospitality and aviation along with financial services.	3	DISCIPLINARY KNOWLDEGE
PO 2	Create business leaders and entrepreneurs with contemporary skills to choose business opportunities in domestic and international market.	6	LEADERSHIP QUALITIES
PO 3	Construct and develop expertise towards continuous learning and research.	6	RESEARCH RELATED SKILLS
PO 4	Interpret professional capabilities with ethics and values in the global market.	3	ETHICAL AWARENESS

PSO 01	Employ Project advanced competencies, skills and behavior required to lead people and organizations through complex issues. Level 3		
PSO 02	Identify business opportunities, face business challenges, lead businesses and maximize shareholder value. Level 2		
PSO 03	Demonstrate the application of knowledge, principles, tools and techniques of Economics in the competitive business world. Level 3		
PSO 04	Recognize the dynamics and culture of the business and make strategic decisions. Level 2		
PSO 05	Assess entrepreneurial abilities through enhanced managerial skills. Level 4		
PO 5	Formulate collaboration among the different stakeholders in business, trade and commerce.	6	COMMUNICATION SKILLS
PO6	Develop strategic thinking and leadership qualities which fosters a culture of innovation.	6	LEADERSHIP QUALITIES
PO7	Appraise a sustainable career path in different business domains which contribute to the economy.	5	LIFE LONG LEARNING

PSO

PSO OF BMS SL

PSO OF BMS AVA

PSO 01	Articulate good knowledge of Services and its importance and CRM concepts - level 2
PSO 02	Summarize the various services provided airports and departments like, passenger service, immigration, customs and governmental agencies involved in operations.- level 2
PSO 03	Demonstrate how airlines face challenges in handling various types of caterings service hygiene and maintaining standards. Level 3
PSO 04	Examine the importance of Hospitality, Marketing, Basic concept and market segmentation, emerging trends and technology in hospitality industry. Level 4
PSO 05	Explain the Meaning, Its importance in Hospitality specifically in aviation industry. Level 2

PSO OF BMS BE

PSO 01	Demonstrate an understanding of the role branding & advertising plays in the business world. Level 3
PSO 02	Identify and understand the various advertising media. Level 2
PSO 03	Demonstrate an understanding of how an advertising agency operates. Level 3
PSO 04	Demonstrate an understanding of the entrepreneur roadmap. Level 3
PSO 05	Identify and understand the various opportunities and values of being an Entrepreneur. Level 2
PSO 06	Identify and value the importance of Creativity & Innovation in one's career. Level 2

PSO OF BMS IF

PROGRAM SPECIFIC OUTCOMES	
PSO 01	Demonstrate advanced proficiency in finance, operations, strategy and management. level 3
PSO 02	Develop financial expertise and business acumen in critical decisions making to create sustaining organizational value. Level 6
PSO 03	Employ Project managerial skills that can suit the industry requirements. Level 3
PSO 04	Employ best practices to meet the global challenges in today's business environment. Level 3
PSO 05	Asses the competitive edge of students through application of CGMA tools, webinars, reports and research. Level 5

PSO OF BMS EM

PROGRAM SPECIFIC OUTCOMES	
PSO 01	Demonstrate proficiency in curation, planning, creation, production and execution of events and entertainment across the varied experiential media industry and event streams. Level 3
PSO 02	Illustrate creative thinking and critical decision making to conceptualise best-in-class events with systematic planning and execution. Level 3
PSO 03	Interpret Project management skills that enable logistic and operation management for seamless event execution and suit industry requirements. Level 3
PSO 04	Employ learnings and best practices from industry experts, spanning methodologies, trends and tools in the global business environment. Level 3
PSO 05	Appraise the competitive edge of students through application of various technologies and event management techniques, projects, research and live experiences. Level 5