

PROGRAM OUTCOME

BACHELOR OF MANAGEMENT STUDIES

1. The student will be able to develop understanding for broad business concepts and principles in general.
2. The student will be specialized and will have conceptual knowledge on one of the managerial functions out of finance and marketing.
3. The finance specialization group of students will develop an ability and confidence to
 - make common practical financial decisions in a business
 - evaluate the economic condition and relating them to financial decision in the organization.
4. The marketing specialization group of students will develop an ability and confidence to
 - have conceptual understanding of dynamics of marketing in business
 - apply the theoretical marketing concepts to the practical situations
 - analytical ability for communication in marketing using media mixes.