

PROGRAM SPECIFIC OUTCOME

BACHELOR OF MANAGEMENT STUDIES

MARKETING

- The learner gets introduced to the technical concepts of marketing in second year.
- The learner is exposed to the application of marketing in specific industries and situations.
- During the third year of the program the learner is provided with indepth information related to various functions of marketing.
- The learner is been made acquainted with the contemporary scenario of different marketing functions and use of latest technology in them so as to gain competitive edge.

FINANCE

- The learner is exposed to fundamental concepts related to financial and financial management in the beginning of second year.
- The learner is further exposed to certain selected, but relevant, areas of finance.
- The learner is provided with advanced knowledge of financial functions and tools for better financial decision making.