

BACHELOR OF MANAGEMENT STUDIES

Program Outcomes

Towards the end of the program, the students will be able to:

1. To perform a thorough strategic analysis of an organization and an industry by understanding internal and external business environment.
2. To develop a knowledge base through conceptual learning by mode of interaction, presentations, projects, industrial visits and practical training.
3. To build a managerial personality in a holistic manner with an all-round development of skills of leadership, pro-active decision-making and facing challenging situations.
4. To enable students to take up competitive examinations and higher studies such as MMS, MBA in the field of specialization like marketing, finance, HR etc.
5. Enhance interpersonal communication of students by overcoming their weaknesses.
6. To promote an industrial outlook and build the gap between theory and practical applications to meet the industrial requirements.