

V. S. M. COLLEGE (A) :: RAMACHANDRAPURAM

PROGRAMME OUTCOMES

MBA (Master of Business Administration)

PO1 New Skills & Competencies desired due to dynamic business environment: The contents and structure of syllabus revolves around the Knowledge, Skills and Attitude dimensions, which calls for dynamic job requirements of today.

PO2 Concerns expressed by the Industry: The industry has expressed concerns about the need for improvement in the communication skills, inter-personal skills, domain knowledge basics, business environment awareness, technology proficiency, and attitude of the MBA graduates. The curriculum imbibes methods necessary to address these concerns of the industry.

PO3 Application Orientation: The course focuses on methodology that will apply management theories, principles and concepts in routine requirement of the industry. This can be achieved through group activity, field work, experiential learning, etc.

PO4 Entrepreneurial aspirations and preparedness for the same: The curriculum will allow students to a confidence level where they can become masters of their own and wish to start up their new ventures and create further growth opportunities.