

PGD (Business Administration / HRM / Marketing / Tourism)

Programme Educational Objectives (PEOs)

Broad statements describing what graduates achieve within 3–5 years. Recommended: 3–5 PEOs.

PEO No.	Statement — what graduates will achieve / be, 3–5 years after graduation
PEO1	Develop managerial competencies and interdisciplinary knowledge necessary for effective decision-making, leadership, and innovation in diverse business environments, with a strong foundation in ethical and socially responsible practices
PEO2	Pursue advanced career opportunities or higher education by engaging in continuous professional development, adapting to evolving technologies and global trends, and contributing meaningfully to organizations and society.

Programme Outcomes (POs)

Competencies demonstrated at the point of graduation. Use Bloom's action verbs. Domain: K = Knowledge S = Skills A = Attitude/Value. Recommended: 8–12 POs.

PO Code	Statement — graduates will be able to...	Bloom's Level (K1–K6)	Domain (K / S / A)
PO1	Disciplinary and Inter - disciplinary Knowledge: Demonstrate the understanding of relevant business, management, and organization knowledge, both academic and professional, in line with industry standards.	2	K
PO2	Decision making competency: Apply underlying concepts, principles, and techniques of analysis, both within and outside the discipline to generate all the possible solutions and picks one that shows their understanding of the problem and the outcomes.	4	K + S
PO3	Integrated problem-solving and Research: Analyze how parts of a whole interact with each other to produce overall outcomes in complex systems by analyzing key managerial issues in a particular industry or company and propose appropriate managerial solutions to the situation.	4	K + S
PO4	Critical thinking competency: Evaluate evidence, arguments, claims and beliefs by using right type of reasoning as appropriate to the situation and analyze how parts of a whole interact with each other to produce overall outcomes in complex systems.	5	K + A
PO5	Creative thinking competency: Develops, implements and communicates new and worthwhile ideas using both incremental and radical concepts to make a real and useful contribution to their work.	6	S + A

PO Code	Statement — graduates will be able to...	Bloom's Level (K1–K6)	Domain (K / S / A)
PO6	Usage of Modern Technology and Tools: Use tools and technologies of digital nature, communication/networking tools and social networks appropriately to access, manage, integrate, evaluate and create information to successfully function in a knowledge economy	3	S
PO7	Leadership and team work: Develop a vision, translate that vision into shared goals, and effectively work with others to achieve these goals.	6	S + A
PO8	Ethical Conduct & Sustainability Practices: Act responsibly and sustainably at local, national, and global levels	3	A
PO9	Collaboration & Networking Competencies: Act responsibly and sustainably at local, national, and global levels	3	A
PO10	Self-directed and Life – Long learning: Establish goals and monitor progress toward them by developing an awareness of the personal, environmental and task-specific factors that affect attainment of the goals.	6	K + A

Programme Specific Outcomes (PSOs)

Outcomes unique to this programme / discipline. Recommended: 2–4 PSOs.

	PSO Code	Statement — specific to this programme's domain or specialisation
PGDBA		
	PO11	Business Intelligence and Data-Driven Decision Making Demonstrate the ability to collect, visualize, and interpret data using modern tools and techniques (such as Power BI and dashboards) to make strategic and operational decisions
	PO12	Strategic and Negotiation Competency Apply strategic thinking frameworks and negotiation techniques to real-world scenarios by integrating business functions, analyzing competitive dynamics, and achieving mutually beneficial outcomes in organizational and cross-cultural contexts.
PGDERP		
	PO11	ERP and Business Process Integration Apply knowledge of enterprise systems and functional modules (Finance, HR, Marketing, SCM, etc.) to streamline data management, automate business processes, and enable cross-functional integration using ERP tools and platforms.
	PO12	Data Analytics and Visualization for Decision Support Design and implement data-driven solutions using statistical methods, Python, SQL, and visualization tools such as Power BI and Excel to support strategic, operational, and tactical decisions across business function in business environments
PGDFM		

	PSO Code	Statement — specific to this programme's domain or specialisation
	PO11	Strategic Financial Analysis and Modeling Apply advanced tools such as Excel-based financial models to analyze corporate performance, evaluate investment alternatives, simulate financial scenarios, and support data-driven decision-making in dynamic business contexts.
	PO12	Risk, Restructuring and Capital Management Competency Demonstrate expertise in managing financial risks and executing strategic corporate actions—including mergers, acquisitions, and restructuring—by applying valuation methods, regulatory frameworks, and hedging instruments in real-world business situations.
PGDHRM		
	PO11	Strategic and Global HRM Proficiency Apply strategic human resource practices and global HR frameworks to address cross-cultural workforce challenges, design talent management strategies, and align HR initiatives with organizational objectives in diverse business settings
	PO12	HR Analytics and Legal Compliance Competency Utilize HR metrics, analytics tools, and labour law frameworks to evaluate employee performance, ensure legal compliance, manage compensation systems, and support data-informed decision-making for workforce optimization.
PGDMM		
	PO11	Strategic Marketing and Brand Management Proficiency Apply strategic thinking and integrated marketing communication tools to design and implement effective branding, promotion, and positioning strategies that align with consumer behavior insights and business objectives
	PO12	Data-Driven Sales and Distribution Intelligence Utilize marketing analytics, sales forecasting, and distribution planning techniques to optimize product placement, customer engagement, and decision-making in competitive and evolving marketplaces.