

**Program Educational Objectives (PEO),
Program Outcomes (PO)
&
Program Specific Outcomes (PSO)**

ICFAI Foundation
for Higher Education
(Deemed-to-be University under Section 3 of the UGC Act, 1956)

IBS[®]
ICFAI BUSINESS SCHOOL



S. Vijayalakshmi

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Program Educational Objectives (PEOs)

PEO1	To equip students with excellent academic environment to demonstrate high levels of communication skills, creativity, critical thinking, responsibility, teamwork and leadership in their career.
PEO2	To enable students to apply management principles and practices for a successful career in the corporate world.
PEO3	To solve complex business problems and to develop leadership skills to handle business uncertainties and crisis with a rational approach.
PEO4	To create managers to understand national as well as international business environment and to assimilate updated information.
PEO5	To engage in citizen social responsibility, to value social commitments and to engage in lifelong learning.

Program Outcomes BBA

PO1	Critical Thinking: By the end of the program students are expected to act intellectually such that they are able to take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions from different perspectives.
PO2	Effective Communication: By the end of the program students are expected to possess good communication skills that are the cornerstone of any successful verbal and written communication required for higher studies and jobs.
PO3	Social Interaction: At the end of the program students are expected to have an insightful perspective towards their social and cultural context that includes sensitivity towards differences in gender, race, class, and disability and are able to interact with each social the entity in the most amicable way.
PO4	Effective Citizenship: Community Engagement: By the end of the program students are expected to be continuously involved with their local community and contribute through their knowledge and skills towards the upliftment of the society and the country as a whole.
PO5	Ethics: At the end of the program students are expected to have high ethical standards in terms of their work, social structure, family, and their role responsibilities.
PO6	Environment and Sustainability: By the end of the program students are expected to be aware of environmental issues and contribute towards sustainable development of locality, society, and nation as a whole.
PO7	Self-directed and Life-long Learning: By the end of the program students are expected to be in a mental state such that they are able to cope up with the dynamic socio-technological changes and are motivated to learn and contribute towards self, social, and national development.
PO8	Teamwork: By the end of the program students are expected to have an outstanding team skill which is much needed to create synergy in society and at the workplace.
PO9	Employability: By the end of the program students are expected to possess the necessary skills to become highly employable in the industry of their choice.
P10	Initiative and Leadership: By the end of the program students are expected to demonstrate



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	initiative and leadership skill required for self, social, organization and nation's development.
P11	Demonstrate Mastery in Analytics: Demonstrate the ability to identify a business situation from the stated information, assess the statistical techniques and the software applications required to model the same, and interpret the subsequent results to assist in effective decision making.
P12	Sensitivity towards Global Perspective: Understand and imbibe information related to global business models, brands, strategies, and thereby assess global practices against localized customizations to better global presence within local settings and vice versa.

Program Specific Outcomes (PSOs)

For

Bachelor in Business Administration (BBA)

PSO1	Recognize the need to adapt business practices to the opportunities and challenges of an evolving global environment
PSO2	Recognize the need to adapt business practices to the opportunities and challenges of an evolving global environment
PSO3	Identify, evaluate, analyze, interpret and apply information to address problems and make reasoned decisions in a business context
PSO4	Communicate in a business context in a clear, concise, coherent and professional manner.
PSO5	Demonstrate the understanding and ability to apply professional standards, theory, and research to address business problems within specific concentrations

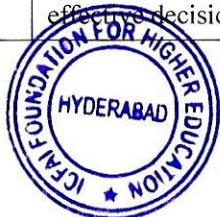


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Program Outcomes – MBA:

At the successful completion of the MBA Program, the students are expected to:

PO1	Critical Thinking: Demonstrate analytical skills towards the identification of uniqueness of multiple business issues therein, and the subsequent classification of the mitigation strategies and, describe industry-based relevant applications of the concepts (theoretical and numerical) and provide necessary outcomes based on situations.
PO2	Effective Communication: Communicate with substantial clarity the underlying interpretation of a business proposition/plan, facilitators and inhibitors therein, and the subsequent dissemination of productive management techniques through effective conflict resolution and unanimity in decision making techniques.
PO3	Social Interaction: Acquire updated and real-time information about multiple industry endeavours and latest business trends, and thereby inculcate restructured and modernized information to stay afloat in social and professional domains simultaneously.
PO4	Effective Citizenship: Ascertain and classify multiple urban, semi-urban, and rural-level developmental issues, and thereby cultivate probable solutions to mitigate the same through successful designing and implementation using corporate social responsibility as the platform.
PO5	Ethics: Imbibe and demonstrate at every possible occasions, the understanding and implementation of the ethical dimensions which encompass personal, organizational, and societal welfare, and subsequent due acceptance of any probable negative operational outcome through immoral decision making.
PO6	Environment and Sustainability: Understand the social implications of nurturing the environment; identify and assess the hazards of possible environmental destruction; develop and disseminate ecological measures to reduce environmental obliteration and thereby support sustainable productivity.
PO7	Self-directed and Life-long Learning: Engage in continuous knowledge assimilation through multiple academic, industry, and societal platforms to uncover newer factions of knowledge application in existing/new domains and for higher personal intellectual growth.
PO8	Initiative/Leadership: Inculcate initiatives towards the successful generation and commencement of innovative business propositions/entrepreneurship ventures, thereby administering higher employment prospects, and subsequently motivating additional prospects to further engage in increased new business development.
PO9	Employability: Demonstrate theoretical, analytical, and application-based skills to be successfully recruited in multiple industry domains, and thereby contribute towards both organizational, and societal welfare.
P10	Teamwork: Imbibe and exhibit successful team building skills, collaborative discussion and decision making abilities, with substantial individual contributions being clearly differentiated and identified within and across team members/teams.
P11	Cross-Functional Skill Development: Attain knowledge of theoretical concepts and applications across multiple different management domains, to understand cross-functional domain issues in mixed projects in industries, and thereby contribute positively within a cross-functional team.
P12	Demonstrate Mastery in Analytics: Demonstrate the ability to identify a business situation from the stated information, assess the statistical techniques and the software applications required to model the same, and interpret the subsequent results to assist in effective decision making.



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Program Specific Outcomes (PSOs)

For

Master's in Business Administration (MBA)

PSO1	To apply the fundamental knowledge of management sciences to optimally solve the complex business problems.
PSO2	To inculcate in students the ability to gain multidisciplinary knowledge through simulated problems, case analysis, projects and industrial training.
PSO3	To demonstrate the practice of professional ethics and standards for societal and environmental well-being.



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Program Outcomes – PhD:

At the successful completion of the PhD Program, the students are expected to:

PO1	Communication: Acquire sound communication skills that are the cornerstone of any successful verbal and written communication required for teaching, research and consultancy activities.
PO2	Teamwork: Imbibe and demonstrate outstanding team skills that are much needed in today's world for collaborative multidisciplinary research, teaching and consultancy.
PO3	Research Competency: Demonstrate excellent research competency through original research and its dissemination in reputed conferences and publications in top journals.
PO4	Employability: Attain and exhibit skills in teaching, research and consulting activities to make them highly employable in management education and industry.
PO5	Ethics: Establish high ethical standards in teaching, research, consultancy and related administrative responsibilities.
PO6	Initiative/Leadership: Identify and exhibit initiative and leadership required in teaching, research, administration and consultancy activities that are critical to both academics and practitioners.
PO7	Social/Cultural Awareness: Possess an insightful perspective towards their social and cultural context that includes sensitivity towards differences in gender, race, class and disability.
PO8	Community Engagement: Indulge in continued involvement with their local community and contribute through their teaching, research and consultancy related endeavours.
PO9	Environment Sensitivity: Inform themselves of environmental issues and contribute to the sustainable development of locality, society and nation at large.
P10	Critical Thinking: Demonstrate analytical skills towards the identification of uniqueness of multiple business issues therein, and the subsequent classification of the mitigation strategies and, describe industry-based relevant applications of the concepts (theoretical and numerical) and provide necessary outcomes based on situations.
P11	Self-directed and Life-long Learning: Engage in continuous knowledge assimilation through multiple academic, industry, and societal platforms to uncover newer factions of knowledge application in existing/new domains and for higher personal intellectual growth.
P12	Cross-Functional Skill Development: Attain knowledge of theoretical concepts and applications across multiple different management domains, to understand cross-functional domain issues in mixed projects in industries, and thereby contribute positively within a cross-functional team.

Program Specific Outcomes (PSOs)

For

Doctor of Philosophy (PhD)

PSO1	Develop a deep understanding of at least one core area of Management & Commerce (e.g. stress management, work life balance, green marketing, ratio analysis, etc.).
PSO2	Ability to think critically and creatively in defining research questions and to outline strategies of inquiry.
PSO3	Ability to communicate research results to scientific audience in conferences & Ability to work collaboratively with other peers.




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