

## Marketing Specialization:

POS #	Cognitive ability	PSO Statement
PSO 1	Remember	Recall Marketing Concepts: Graduates should be able to recall fundamental marketing concepts such as the 4Ps (Product, Price, Place, Promotion) and key terminology.
PSO 2	Understand:	Explain Marketing Theories: Graduates should be able to explain various marketing theories, models, and frameworks and understand their practical applications. Interpret Market Research Data: Graduates should be capable of interpreting market research findings and drawing insights from data.
PSO 3	Apply	Develop Marketing Strategies: Graduates should be able to apply marketing theories and frameworks to develop effective marketing strategies for real-world business scenarios. Implement Marketing Campaigns: Graduates should be capable of planning and executing marketing campaigns, utilizing digital and traditional channels.
PSO 4	Analyze	Analyze Consumer Behavior: Graduates should be able to analyze consumer behavior to identify trends, preferences, and market segments. Evaluate Competitive Strategies: Graduates should be proficient in analyzing competitors' strategies and assessing their strengths and weaknesses.
PSO 5	Evaluate	Critique Marketing Campaigns: Graduates should be able to evaluate the effectiveness of marketing campaigns and suggest improvements. Assess Ethical Implications: Graduates should be able to assess the ethical implications of marketing decisions and practices.
PSO 6	Create	Design Innovative Marketing Plans: Graduates should be capable of designing innovative marketing plans that align with changing market dynamics. Develop New Product Concepts: Graduates should be able to create new product or service concepts and develop comprehensive marketing strategies for their introduction to the market.

## Finance Specialization:

POS #	Cognitive ability	PSO Statement
PSO 1	Remember	Demonstrate a strong foundational knowledge of financial management principles, theories, and concepts.
PSO 2	Understand:	Explain the key elements of financial markets and institutions. Identify and analyze financial instruments and their characteristics. Summarize the regulatory framework and compliance requirements relevant to financial management. Explain the significance of risk and return in financial decision-making.
PSO 3	Apply	Interpret financial statements and reports to assess the financial health of an organization. Apply financial modelling techniques to analyse and forecast financial data. Evaluate investment opportunities and make recommendations for capital allocation.
PSO 4	Analyze	Analyze the impact of economic factors on financial markets and investment decisions. Conduct financial risk analysis and develop risk mitigation strategies.
PSO 5	Evaluate	Evaluate the ethical and social responsibilities of financial managers and organizations. Critically assess financial decisions and their impact on shareholder value. Critique and recommend improvements to financial management practices based on industry best practices and emerging trends.
PSO 6	Create	Synthesize financial information to formulate comprehensive financial plans and strategies. Design and implement financial management policies to achieve organizational goals. Create innovative financial solutions to address complex financial challenges. Develop financial strategies to optimize an organization's capital structure.

## Human Resource Management:

POS #	Cognitive ability	PSO Statement
PSO 1	Remember	Describe the functions and processes of HRM, including recruitment, selection, training, and compensation.
PSO 2	Understand:	Demonstrate an understanding of foundational HR concepts, principles, and theories. Explain the legal and ethical considerations in HR management.
PSO 3	Apply	Apply HRM strategies to address real-world organizational challenges. Develop HR policies and procedures that align with organizational goals and legal requirements.
PSO 4	Analyze	Analyze HR metrics and data to make informed decisions and recommendations. Critically assess HR-related ethical dilemmas and propose ethical solutions. Analyze case studies to propose effective HR solutions for specific workplace issues.
PSO 5	Evaluate	Evaluate the impact of HR practices on employee performance and organizational success. Assess HR policies and practices for their effectiveness and suggest improvements. Evaluate the impact of HR initiatives on employee engagement and satisfaction.
PSO 6	Create	Design comprehensive HR strategies that support organizational growth and development. Innovate HR practices to adapt to changing workforce demographics and technological advancements.

## Operations and Supply Chain Management:

POS #	Cognitive Ability	PSO Statement
PSO 1	Remember	Summarize the different stages of the supply chain, from procurement to distribution. Interpret and compare different supply chain strategies and models. Explain the impact of global markets on supply chain operations.
PSO 2	Understand:	Demonstrate understanding of key concepts, principles, and terminology in operations and supply chain management. Identify and explain the various components of supply chain systems. Describe the role of technology and data analytics in supply chain management.
PSO 3	Apply	Apply quantitative techniques and tools to solve real-world supply chain problems. Develop and implement strategies to optimize supply chain processes. Analyze case studies to recommend improvements in supply chain operations
PSO 4	Analyze	Critique and compare different supply chain performance metrics. Assess the ethical and social responsibility aspects of supply chain decisions. Evaluate the impact of disruptive technologies on supply chain management practices.
PSO 5	Evaluate	Evaluate the efficiency and effectiveness of supply chain processes and operations. Assess risks and vulnerabilities in supply chain systems and propose risk mitigation strategies. Analyze data to identify trends and patterns for making informed supply chain decisions.
PSO 6	Create	Design innovative supply chain solutions to address complex business challenges. Formulate a comprehensive supply chain strategy for a specific industry or organization. b. Devise new supply chain models or approaches that improve overall business performance. c. Create a research project or thesis that contributes to the field of supply chain management.

## Business Analytics:

POS #	Cognitive Ability	PSO Statement
PSO 1	Remember	Interpret and explain complex data sets, demonstrating the ability to identify trends, patterns, and relationships within data.
PSO 2	Understand:	Demonstrate an understanding of fundamental concepts and theories related to business analytics, including data analysis, statistical techniques, and data mining.
PSO 3	Apply	Apply various data analytics tools and techniques to real-world business problems, making data-driven decisions and recommendations.
PSO 4	Analyze	Analyze business processes and identify opportunities for optimization and improvement using data-driven insights.
PSO 5	Evaluate	Evaluate the effectiveness of various analytical models and methods, and make informed decisions based on their assessments.
PSO 6	Create	Design and develop customized business analytics solutions for specific industries or domains. Innovate and propose new approaches or methodologies for Addressing emerging challenges in business analytics.




**Director**  
**ASM's IPS**