

Part-Time MMS (Marketing/Financial Management) Degree Program

Financial Management (FM)

Objective

The programme covers all the related areas of Finance and Accounting with emphasis on managerial applications. Candidates having experience in Finance or related areas of finance such as Management Services, Project Planning and Control, Corporate planning, Management Audit, Internal Audit, Marketing Analysis and Economic Analysis will find these programs extremely useful.

Programme Outcomes

Sr. No	Programme Outcomes
PO1	Apply knowledge of management theories and practices to solve business problems.
PO2	Foster Analytical and critical thinking abilities for data-based decision making.
PO3	Ability to develop Value based Leadership ability in a specific domain.
PO4	Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
PO5	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.
PO6	Develop professional competencies to function effectively as managers and entrepreneurs.
PO7	Assimilation of Business Knowledge and Management techniques in solving Finance problems.

Marketing Management (MM)

Objective

The programme covers all the related areas of marketing including public sector marketing. It seeks to develop an integrated top management perspective which is necessary for marketing executives to move into top-level general management positions. Candidates seeking admission to this programme must have practical experience in any of the following related areas: Marketing Planning, Sales Management, Marketing Research, Distribution, Public Relations, Advertising, Export Marketing and Applied Economics.

Programme Outcomes

Sr. No	Programme Outcomes
PO1	Apply knowledge of management theories and practices to solve business problems.
PO2	Foster Analytical and critical thinking abilities for data-based decision making.
PO3	Ability to develop Value based Leadership ability in a specific domain.
PO4	Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
PO5	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.
PO6	Develop professional competencies to function effectively as managers and entrepreneurs..
PO7	Assimilation of Business Knowledge and Management techniques in solving Marketing problems.