



Manipal University Jaipur
Faculty of Management, Commerce and Arts
Department of Management

MBA (Business Analytics)
(AY 2023-2024 onwards)

Program Outcomes, Program Specific Outcomes & Program Educational Objectives

Program Outcomes (POs)

- [PO 1]. Apply knowledge of management theories and practices to solve business problems.
- [PO 2]. Foster analytical and critical thinking abilities for data-based decision making.
- [PO 3]. Ability to develop value-based leadership ability.
- [PO 4]. Ability to understand, analyse and communicate global, economic, legal and ethical aspects of business.
- [PO 5]. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.
- [PO 6]. Understand contemporary technologies to enhance managerial decision-making.
- [PO 7]. To demonstrate self-directed learning ability to adapt to emerging professional demand.
- [PO 8]. Ability to assess business opportunities and build risk-taking ability.

Program Specific Outcomes (PSOs)

- [PSO 1]. Equip learners with advanced knowledge and skills to understand, analyze, and apply big data concepts, frameworks, and tools to solve business challenges.
- [PSO 2]. Foster critical thinking to assess and synthesize big data methodologies for creating actionable insights and driving strategic decision-making.
- [PSO 3]. Develop innovative and entrepreneurial capabilities to leverage big data for enhancing business performance, efficiency, and competitive advantage.
- [PSO 4]. Promote ethical and responsible practices in big data management and analytics, ensuring privacy, security, and societal welfare while addressing organizational and community needs.

Program Educational Objectives (PEOs)

- [PEO 1]. Demonstrate the skill to formulate strategies to respond to the changes arising in a dynamic business environment
- [PEO 2]. Define problems arising in myriad business scenarios and analyse, formulate, and implement feasible solutions
- [PEO 3]. Practice continuous learning, comply with professional practices and engage in research in an evolving business environment


Head of Department
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