

About Programmes

Mission:

To provide modern and Futuristic education in the domain of Business Management and Commerce & Financial; to carry out research, impart knowledge and foster learning to develop the overall personality of students by making them skilful working professionals and excellent human beings, with understanding and regard for human values, pride in their heritage and culture, a sense of right and wrong and yearning for perfection and imbibe attributes of courage of conviction and action.

Education Goals

- Students will demonstrate experiential knowledge of the application of management principles in a professional work setting
- Students will integrate theory and practice, as well as expertise across functional areas in making effective decisions by understanding the relationship of business to global environment
- Students will develop and sustain effective individual and organizational performance by leveraging Research skills, Information and Technological competencies in the given management framework
- Students will identify when and how to use assertiveness and influential skills
- Students will demonstrate effective communication skills that support and enhance managerial effectiveness
- Students will develop positive perspectives and skills that create productive managerial leaders and business networks
- Students will act ethically and responsibly
- Students will critically evaluate and reflect learning and development throughout their career

Operational Goals

- ABS intends to provide educational excellence in Teaching/Academic Delivery and research
- ABS will facilitate an academically conducive environment for holistic development of students
- ABS will facilitate cultivation of core values of the university and ethical conduct amongst students, faculty and staff
- ABS will encourage cultural diversity and a sense of social and environmental responsibility
- ABS will provide ample opportunities for international exposure to faculty and students
- ABS will be involved in continual improvement of processes and systems and aim to attain national and international accreditations and university rankings.
- ABS will build a strong industry interaction by way of alumni networks and empanelment of expertise from industry
- ABS will facilitate employment opportunities and also support students to start their own ventures
- ABS will facilitate good governance in discharge of responsibilities and execution of policies and programs
- ABS will facilitate environment for innovation and research excellence for the intellectual growth of faculty

Graduate Attributes

Sr. No	Domain Graduate Attributes	Indicators/Goals
1	Knowledge and Expertise of Business Environment and Management	The student shall demonstrate knowledge of management principles and develop managerial skills while integrating principles of business management and emerging business environment with technologies to achieve excellence
2	Self-Directed and Active Learning	The student shall exhibit a multi- disciplinary approach learning. Combine experience with focused reflection and active learning through strong cognitive skills and practical engagement in independent work.
3	Research and Enquiry	The student shall demonstrate research inquisitiveness and research aptitude to conduct innovative research in thrust areas of management discipline, benefitting industry, academia and the society at large.
4	Information and Communication Technology Skills	The student shall explore the applications of technological advancements in capturing information from various sources, use contemporary technologies to access and manage information, understand values and boundary in acknowledging the use of collected information and technological skills in Business decision making.
5	Critical thinking and Problem-Solving Abilities	The student shall apply critical-thinking skills to design problem-solving strategies across a range of management areas, implement solutions and monitor control to achieve breakthrough results
6	Effective Business Communication	The student shall be able to engage effectively with others, develop empathy and interpersonal relationship through their ability to listen, present, interact, influence, and negotiate.
7	Creativity, Innovation & Reflective Thinking	The student shall critically evaluate business problems and provide Innovative solutions to critical management issues through reflective thinking.
8	Analytical & Decision-Making Ability	The student shall assess business environment and management issues using techniques of data analytics and predictive modelling to evaluate competitive frame of reference and analyse the possible alternatives to overcome complex situations through effective strategic planning and decision making.
9	Leadership and Behaviour Skills	The student shall demonstrate expression of values and trust in empowering team members, building confidence to participate in complex organizational situations, strive for Self-management skills, encourage intellectual autonomy to meet challenges and synthesise personal goals with organizational objectives.

10	Multicultural Understanding and Global Outlook	The student shall demonstrate competence in a cross-cultural environment and evolve as a responsible global citizen valuing human diversity in resolving complex management situations.
11	Integrity, Ethics and Professional Conduct	The student shall demonstrate ethical behaviours and professional integrity in their conduct and strive for truth, honesty, integrity, fairness, and generosity in professional life, reducing personal bias, and learn to appreciate diversity and equality.
12	Social Networking Skills & Emotional intelligence	The students shall be able to acquire social and emotional skills to work effectively with diverse group of people in multi-cultural environment and situations. Show resilience and emotional balance in challenging circumstances.
13	Employability and Entrepreneurship	The student shall define their career aspirations and work towards achieving the same by engaging in developing appropriate skills and competencies in their chosen profession (corporate career, student start up, family business, higher education etc.).
14	Lifelong Learning	The student shall reflect confidence and possess highest order of commitment to their work throughout their life by applying and creating innovative breakthrough management practices in stakeholder value creation.
15	Environment and sustainability	The student shall analyse the implications of managerial decisions in context of Environmental, social and Corporate Governance (ESG) in creating sustainable business.

Programmes

MBA- General (2 Years)

Programme Mission: To provide modern and Futuristic education in the domain of Business Management; to carry out research, impart knowledge and foster learning to develop the overall personality of students by making them skilful management professionals and excellent human beings, with understanding and regard for human values, pride in their heritage and culture, a sense of right and wrong and yearning for perfection and imbibe attributes of courage of conviction and action.

Programme Description: The two-year full time Master's in business administration programme is to educate and prepare students with the knowledge, analytical ability, and management perspectives and skills needed to lead, to motivate and to manage diversified workforce, rapid technological change and competitive marketplace while considering the principles of ethical, legal, and corporate governance fundamentals.

Programme Educational Objectives

- Students will have conceptual and applied knowledge of management principles in a professional work setting
- Students will be able to integrate the theoretical concepts and management Perspective in their decision making.
- Students will be able to think independently, analyse business problems critically and suggest effective and innovative solutions
- The Programme cultivates in the students the values and attitudes that make them agents of social change.

- Students will be able to manage real-life challenges in a competitive business environment
- Students will be able to communicate effectively to a wide range of stakeholders
- Students will develop ability to work in teams and skills essential for managerial leaders
- Students will be able to act and behave in an ethical and responsible manner

Programme Operational Objective

- The MBA programme will facilitate environment for innovation and research excellence for the intellectual growth of students
- The MBA programme provides an academic environment for holistic development of students
- The Programme aims to facilitate opportunities for innovation and environment of research excellence providing intellectual growth of MBA students
- The programme will encourage cultural diversity and a sense of social, ethical and environmental responsibility among students

- The Management programme will provide ample opportunities for international exposure to students
- The Management programme will provide opportunities for students to continuously interact with area expert members of faculty, industry and alumni to improve and demonstrate their skills and competencies
- The Management programme will facilitate employment opportunities and also support students to start their own ventures
- The MBA students will be prepared to be independent learners who take responsibility for their own learning; set appropriate goals for ongoing intellectual and professional development
- The programme aims to help students understand and practice the highest standards of ethical behaviour associated with their management profession
- The Management programme will aim to attain national and international accreditations and university rankings to provide best in class academic environment

MBA -Consultancy Management (2 Years)

Programme Mission: To develop the overall personality of master's in business administration students by making them not only excellent management Corporate ready professionals in the area of Consultancy Management but also good human being with a deep understanding and regards for human values, strong integrity, sense of pride and esteem in their heritage. A strong intellect of civic wisdom and profound desire for perfection and quality enhancement and imbibe attributes of courage of conviction and action.

Programme Description: The two years full time Master's in business administration - Consultancy Management Programme aims to impart professional knowledge, analytical ability, and management perspectives, enabling them to lead, motivate and manage the consultancy business enterprise with sound governance practices in today's continuously evolving businesses in the new technological era. This programme has been prepared with the inputs from the industry focusing on expectations of the Consultancy Industry from MBA curriculum. The programme will equip the students with the knowledge to look at their organizations from a system-wide perspective and apply strategic thinking and critical analysis which are the prerequisite of a good consultant. The programme facilitates learning modern concepts, techniques, and practices in the management of Consultancy to enhance the effectiveness in managerial decision making and organization building

Programme Educational Objectives:

- Students will have Consultancy Management knowledge and will be acquiring and applying analytical skills to visualize a complex business problem and make informed decisions based on available information as per changing business environment
- Students will be able to exhibit business-related behavioral skills including leadership, interpersonal, communication (written and oral), team building skills to achieve desired business outcomes and lead change.
- Students will be able to create, select, and apply appropriate techniques, resources, and modern management and IT tools with an understanding of the limitations of Consultancy Management.
- Students should be able to demonstrate the ability to communicate effectively with a wide range of audiences to listen and to read attentively, and to express ideas with clarity in both oral and written communications
- Students will be able to demonstrate competence in the field of professional Consultancy management and identify practitioner for the purposes of Consultancy Management.
- Students will be able to demonstrate their ability to assess and evaluate the dynamic internal and external elements of the competitive global environment the challenges of global business.
- Students will be able to apply ethical principles and commit to professional ethics and responsibilities and norms within a business organization.
- Students will develop professional skills that promote them for employment and for life-long learning in advanced areas of Consultancy Management.
- Students will be able to communicate effectively and discover the client issues with strong rationale with a futuristic perspective
- Students will develop better proactive skills to understand rising trends in market with ever changing environmental dynamics and thus utilize the learned knowledge to facilitate clients' objectives
- Students will learn role of emotional, psychological, and correct attitude in understanding the comprehensive role of a consultant
- Students will assimilate knowledge at a wide perspective about trends and competition in the related field and hone skills to resolve vivid aspects of consulting across different sectors
- Students will understand the role of consulting as a unique differentiator than coaching or simply giving advice.

Programme Operational Objective:

- The MBA (Consultancy Management) programme will facilitate students to use managerial skills to foster innovation, environment of research excellence and lead change in a dynamic business environment.
- The MBA (Consultancy Management) programme provides an academic environment for holistic development of students and preparing them for leadership positions.
- The MBA (Consultancy Management) programme will encourage cultural diversity and a sense of social, ethical and environmental responsibility among students.

- The MBA (Consultancy Management) programme will provide critical thinking skills in understanding managerial issues and problems related to the global economy and international business
- The MBA (Consultancy Management) programme will provide opportunities for students to continuously interact with area expert and demonstrate their ability to adapt to a rapidly changing environment through learning and application of new skills and added competencies.
- The MBA (Consultancy Management) programme will facilitate employment opportunities and develop an entrepreneurial mind set with insights about the critical role of Creativity and innovation
- The MBA (Consultancy Management) students will be prepared to be independent learners who take responsibility for their own learning; set appropriate goals for ongoing intellectual and professional development
- The MBA (Consultancy Management) programme aims to help students understand the complexities of business ethics in a global environment and act with integrity.

MBA - Entrepreneurship (2 Years)

Programme Mission: To develop the overall personality of Master's in business administration students by making them not only excellent management professionals in the area of Entrepreneurship but also good individuals, with understanding and regards for human values, pride in their heritage and culture, a sense of right and wrong and yearning for perfection and imbibe attributes of courage of conviction and action. The programme also aims to articulate an entrepreneurial mindset among students who can identify entrepreneurial opportunities of untapped markets and become job creators and establish enterprises for fulfilling the aspirations of job seekers.

Programme Description: The two-year MBA Entrepreneurship programme will empower students to develop their skills and knowledge to incubate new ventures. The curriculum of the programme is the combination of classroom teaching and knowledge sharing with experienced and successful entrepreneurs and academicians to correlate theory to practice for creating economic and social value everywhere. The program integrates course curriculum in a systemic process that includes the clear reflection of the current business world with concentrations to technology and innovations.

Programme Educational Objectives: Students shall have knowledge to identify entrepreneurial opportunities and understand the fast-changing and diverse world of business, its economic interdependencies that signify political, economic, technological, cultural, and legal issues to make business decisions.

- Students shall be able to integrate critical thinking skills and research ability using technologies to identify new and innovative business opportunities in Global business environments.
- Students shall develop interpersonal and leadership skills to be an effective business leader, demonstrating self-awareness, curiosity towards learning and working in teams
- Students shall know to communicate logically, clearly, and persuasively in spoken, written, and visual form and facilitate information flow in a variety of organizational, social, and intercultural contexts

- Students shall demonstrate ethical reasoning skills and professional responsibilities in creating responsible businesses.
- Students shall be able to acquire cross cultural issues while strategically analyse complex business problems in the context to rapidly changing global environment.
- Students shall be able to correlate the entrepreneurial ecosystem and will harness required competencies to create newer businesses leading to creation of employment opportunities.
- Students shall be able to integrate theory and practice, as well as expertise across functional areas in making effective management decisions by understanding the relationship of business to global environment.
- Students will know how to develop and sustain good individual and organizational performance by leveraging Entrepreneurial Research skills, Information and Technological competencies in any management framework through business modelling.
- Students will be prepared for continued learning throughout their career in VUCA world.

Programme Operational Objective:

- Students will know to create, identify, assess, shape, and act on entrepreneurial opportunities through the invention, development and exploitation of entirely new ideas, products, and services in a variety of contexts and organizations
- Students will have the research ability to identify entrepreneurial opportunities present in untapped markets and underserved markets, and those that can be created by applying existing technologies to new fields and new markets
- Students will have functional knowledge and multiple functional skills and perspectives to analyse the business challenges and opportunities
- Students will demonstrate an understanding of the characteristics of effective leadership
- Students will know to communicate logically, clearly, and persuasively in spoken, written, and visual form. They will understand the importance of good communication in the world of business and apply accepted norms and forms in business writing.
- Students will be able to identify and strategically analyse complex business problems both in local and global environment
- Students will be prepared to recognize and respond to ethical questions encountered in creating responsible businesses

MBA - Finance (2 Years)

Programme Mission: To develop the overall personality of Masters in Business Administration students by making them not only excellent Financial professionals with specializations in areas of Taxation, Banking, International Finance, Wealth Management, General Financial Rules, Investment Banking, Financial Consulting, Financial Analytics, Financial Markets but also good individuals, with understanding and regards for human values, pride in their heritage and culture, a sense of right and wrong and yearning for perfection and imbibe attributes of courage of conviction and action.

Programme Description: The two-year full-time Management Business Administration in Finance programme is to educate and prepare students with the knowledge of Financial

analytical ability, and management perspectives and skills needed to lead, to motivate and to manage diversified financial problems, rapid technological change and competitive marketplace while considering the principles of ethical, legal and corporate governance fundamentals through various financial techniques.

Programme Educational Objectives:

- Students will have financial knowledge of the application of management principles in a professional work setting.
- Students will be able to integrate theory and practice, as well as expertise across functional areas in making effective financial decisions by understanding the relationship of business to global environment.
- Students will know how to develop and sustain good individual and organizational performance by leveraging Financial Research skills, Information and Technological competencies in any management framework through financial Modelling.
- Students will strategically think when and how to use assertive and influential skills
- Students will be able to demonstrate effective communication skills that support and enhance managerial effectiveness.
- Students will be able to evaluate and critically analyse organizational efforts to act ethically and responsibly.
- Students will acquire skills that create productive managerial leaders and business financial models
- Students will be prepared for continued learning throughout their career in the field of Finance and Taxation aspects
- 9Students will be able to correlate the financial knowledge with the global environment
- Students will be able to compare their learning via continuous exposure to experience of industry stalwarts

Programme Operational Objective

- The MBA(Finance) programme will facilitate environment for innovation and research excellence for the intellectual growth of students
- The MBA (Finance) programme provides an academic environment for holistic development of students.
- The Programme aims to facilitate opportunities for innovation and environment of research excellence providing intellectual growth of MBA students.
- The programme will encourage cultural diversity and a sense of social, ethical and environmental responsibility among students.
- The Management programme will provide ample opportunities for international exposure to students.
- The Management programme will provide opportunities for students to continuously interact with area expert members of faculty, industry, and alumni to improve and demonstrate their skills and competencies.
- The Management programme will facilitate employment opportunities and also support students to start their own ventures.

- The MBA (Finance) students will be prepared to be independent learners who take responsibility for their own learning; set appropriate goals for ongoing intellectual and professional development
- The programme aims to help students understand and practice the highest standards of ethical behaviour associated with their management profession.
- The Management programme will aim to attain national and international accreditation and university rankings to provide best in class academic environment.

MBA - Human Resource (2 Years)

Programme Mission: To develop the overall personality of Master's in business administration students by making them not only excellent management professionals in the area of Human Resource but also good individuals, with understanding and regards for human values, pride in their heritage and culture, a sense of right and wrong and yearning for perfection and imbibe attributes of courage of conviction and action.

Programme Description: The two-year Full Time Master's in business administration (MBA – Human Resource) is designed for current and future leaders to develop skills to best leverage the Human Resources in an Organization. The programme will equip the students with the knowledge to look at their organizations from a system-wide perspective and apply strategic thinking and critical analysis. The programme facilitates learning modern concepts, techniques and practices in the management of human resources to enhance the effectiveness in managerial decision making and organization building.

Programme Educational Objectives

- Students will have knowledge in the field of professional HR management for the purposes of strategic development with focus on recruitment, selection, careers, learning, performance, reward, appraisal, job design and labour relation.
- Students will be able to demonstrate a continuous learning aptitude for life long experiential learning
- Students will have Human Resource Management knowledge about the external and internal environment and will be acquiring and applying analytical skills to visualize a complex business problem and make informed decisions based on available information.
- Students will be able to create, select, and apply appropriate techniques, resources, and modern management and IT tools with an understanding of the limitations of Human Resource Management.
- Students will be able to reflect an attitude towards taking decision based on facts and logic.
- Students will be able to conduct leadership behaviour in all situations of their personal and professional lives.
- Students will be able to exhibit business-related behavioural skills including leadership, interpersonal, communication (written and oral), team building skills to achieve desired business outcomes and lead change.
- Students will be able to demonstrate their ability to assess and evaluate the dynamic internal and external elements of the competitive global environment and the challenges of global workforce.

- Students will be able to apply ethical principles and commit to professional ethics and responsibilities and norms within a business organization.
- Students will develop professional skills that promote them for employment and for life-long learning in advanced areas of Human Resource Management.
- Students will be able to generate a constant thinking process so as to leverage upon the various opportunities prevalent in the micro and macro environment.
- Student will be able to reflect behaviour which enhances the thought for critical think and problem solving at the initial stages
- Students will be able to demonstrate the ability to communicate effectively with a wide range of audiences to listen and to read attentively, and to express ideas with clarity in both oral and written communications.

Programme Operational Objective

- The MBA (HR) programme will facilitate students to use managerial skills to foster innovation, environment of research excellence and lead change in a dynamic business environment.
- The MBA (HR) programme provides an academic environment for holistic development of students and preparing them for leadership positions.
- The MBA (HR) programme will encourage cultural diversity and a sense of social, ethical, and environmental responsibility among students.
- The MBA (HR) programme will provide critical thinking skills in understanding managerial issues and problems related to the global economy and international business
- The MBA (HR) programme will provide opportunities for students to continuously interact with area expert and demonstrate their ability to adapt to a rapidly changing environment through learning and application of new skills and added competencies.
- The MBA (HR) programme will facilitate employment opportunities and develop an entrepreneurial mind set with insights about the critical role of Creativity and innovation
- The MBA (HR) students will be prepared to be independent learners who take responsibility for their own learning; set appropriate goals for ongoing intellectual and professional development
- The MBA (HR) programme aims to help students understand the complexities of business ethics in a global environment and act with integrity.

MBA - Marketing & Sales (2 Years)

Programme Mission: To develop the overall personality of Master's in business administration students by making them not only excellent management professionals in the area of Marketing & sales but also good individuals, with understanding and regards for human values, pride in their heritage and culture, a sense of right and wrong and yearning for perfection and imbibe attributes of courage of conviction and action.

Programme Description: The Two-Year Full Time Master's in business administration (Marketing & Sales) has been designed to enable the student to explore and understand the dynamic realities of the domestic and international markets, to understand the consumer

behaviour for influencing customers, in-depth understanding of marketing research, advertising landscape and other aspects of Marketing & Sales Management.

Programme Educational Objectives

- Students of MBA (Marketing and Sales) programme will gain the ability to influence customer through understanding, predicting, and shaping the customers' preferences and behaviour with their Marketing knowledge and Market research skills
- Students will learn to review traditional marketing topics, such as customer behaviour, segmentation, pricing, partnerships, branding, and negotiation, but transposes them to the competitive B2B environment
- Students will gain a balanced overview of the rapidly changing advertising landscape
- Students will learn to communicate effectively, logically, clearly, and persuasively in spoken, written, and visual form.
- Students will recognize the importance of team working skills, relationship management, networking and leadership skills needed by successful marketing managers in a competitive global, multicultural environment.
- Students shall learn to research and analyse the competitive environment of an industry, recommend the best combination of basic 4 p's marketing for strategic positioning of products and services within the industry and develop associated strategic plans such as logistics & supply chain management
- Students will be prepared for continued learning throughout their career.
- Students will understand the role of ethical values and practices within a business organization.

Programme Operational Objective

- The MBA (Marketing and Sales) programme will facilitate environment for innovation and market research excellence for the intellectual growth of students
- The MBA (Marketing and Sales) programme provides an academic environment for holistic development of students.
- The Programme aims to facilitate opportunities for innovation and environment of market research excellence providing intellectual growth of MBA (Marketing and Sales) students.
- The MBA (Marketing and Sales) programme will encourage cultural diversity and a sense of social, ethical and environmental responsibility among students.
- The MBA (Marketing and Sales) programme will provide ample opportunities for international exposure to students
- The MBA (Marketing and Sales) programme will provide opportunities for students to continuously interact with area expert members of faculty, industry and alumni to improve and demonstrate their skills and competencies.
- The MBA (Marketing and Sales) programme will facilitate employment opportunities and also support students to start their own ventures.

- The MBA (Marketing and Sales) students will be prepared to be independent learners who take responsibility for their own learning; set appropriate goals for ongoing intellectual and professional development.
- The MBA (Marketing and Sales) programme aims to help students understand and practice the highest standards of ethical behavior associated with their management profession
- The MBA (Marketing and Sales) programme will aim to attain national and international accreditations and university rankings to provide best in class academic environment.

MBA - Retail Management (2 Years)

Programme Mission: To develop the overall personality of Master's in business administration students by making them not only excellent management professionals in the area of Retail Management but also good individuals, with understanding and regards for human values, pride in their heritage and culture, a sense of right and wrong and yearning for perfection and imbibe attributes of courage of conviction and action. The programme aims to create talent to meet the current and future needs of the retail industry with hands on experience in retailing.

Programme Description: Two-year Masters in Retail Management programme is designed to create talent to meet the dearth of professionals in retail industry. It focuses on building a strong foundation in Retail Management for entry-level to mid-level professionals.

Programme Educational Objectives:

- Students will learn the fundamentals of retail business and develop management skills to work in managerial positions in the retail industry.
- Students will learn scientific approach with insight into practical implementations by applying their functional, technical and ICT capabilities.
- Students will learn to understand and appreciate the inter-relationships between the diverse and complex tasks of retail store operations
- Students will learn to communicate proficiently, in oral, written, presentation, information searching and listening skills in the management profession.
- Students will be able to work effectively in diverse communities.
- Students while decision making will evaluate Cultural diversity to benefit Retail business growth.
- Students will gain confidence and trust to practice ethical behaviour in their profession.
- Students will seek learning opportunities all through their professional career.

Programme Operational Objective:

- The MBA (Retail Management) programme will facilitate environment for innovation and research excellence for the intellectual growth of students.
- The MBA (Retail Management) programme provides an academic environment for holistic development of students.

- The Programme aims to facilitate opportunities for innovation and environment of research excellence providing intellectual growth of MBA (Retail Management) students.
- The MBA (Retail Management) programme will encourage cultural diversity and a sense of social, ethical, and environmental responsibility among students.
- The MBA (Retail Management) programme will provide ample opportunities for international exposure to students.
- The MBA (Retail Management) programme will provide opportunities for students to continuously interact with area expert members of faculty, industry and alumni to improve and demonstrate their skills and competencies.
- The MBA (Retail Management) programme will facilitate employment opportunities and also support students to start their own ventures.
- The MBA (Retail Management) students will be prepared to be independent learners who take responsibility for their own learning; set appropriate goals for ongoing intellectual and professional development.
- The MBA (Retail Management) programme aims to help students understand and practice the highest standards of ethical behaviour associated with their management profession.
- The MBA (Retail Management) programme will aim to attain national and international accreditations and university rankings to provide best in class academic environment

MBA - Technology Management (2 Years)

Programme Mission: To provide modern and Futuristic education in the domain of Business and Technology Management; to carry out research, impart knowledge and foster learning to develop the overall personality of students by making them skilful management professionals and excellent human beings, with understanding and regard for human values, pride in their heritage and culture, a sense of right and wrong and yearning for perfection and imbibe attributes of courage of conviction and action.

Programme Description: The two years full time Master's in business administration Programme in Technology Management aims to impart professional knowledge, analytical ability, and management perspectives, enabling them to lead, motivate and manage the business enterprise with sound governance practices in today's continuously evolving businesses in the era of Digital Transformation. In wake of the Digital Bharat-Saksham Bharat campaign, there is an urgent requirement of competent individuals with not only specific technical job skills and expertise, but managerial capabilities to lead teams and emotional intelligence to enhance organizational productivity through better decision making in technological environments. The MBA program in Technology Management attempts to empower students to become leaders, managers and entrepreneurs, with suitable technical skills to work towards more digitally organized corporates and a more digitally competent society. This programme has been prepared with the stalwarts of industry focusing on what the MBA curriculum should be so that it matches the expectations of the global corporate requirements.

- **Programme Educational Objectives:** Students will have conceptual and applied knowledge of management principles in a professional work setting

- Students will be able to integrate the theoretical concepts and management Perspective in their decision making.
- Students will be able to think independently, analyse business problems critically and suggest effective and innovative solutions
- The Programme cultivates in the students the values and attitudes that make them agents of social change.
- Students will be able to manage real-life challenges in a competitive business environment
- Students will be able to communicate effectively to a wide range of stakeholders
- Students will develop ability to work in teams and skills essential for managerial leaders
- Students will be able to act and behave in an ethical and responsible manner

Programme Operational Objective

- The programme will facilitate environment for innovation and research excellence for the intellectual growth of students
- The programme provides an academic environment for holistic development of students
- The Programme aims to facilitate opportunities for innovation and environment of research excellence providing intellectual growth of MBA students
- The programme will encourage cultural diversity and a sense of social, ethical and environmental responsibility among students
- The Management programme will provide ample opportunities for international exposure to students
- The Management programme will provide opportunities for students to continuously interact with area expert members of faculty, industry and alumni to improve and demonstrate their skills and competencies
- The Management programme will facilitate employment opportunities and also support students to start their own ventures
- The MBA students will be prepared to be independent learners who take responsibility for their own learning; set appropriate goals for ongoing intellectual and professional development
- The programme aims to help students understand and practice the highest standards of ethical behaviour associated with their management profession
- The Management programme will aim to attain national and international accreditations and university rankings to provide best in class academic environment.