

# Department of Management

**NETAJI SUBHAS UNIVERSITY**  
SCHOOL OF MANAGEMENT

**Vision**  
To be the most preferred place for learning management principles and practices and contribute to the growth of the individual, corporate, society and the nation.

**Mission**  
Inculcating Skills: To inculcate managerial and entrepreneurial skills with a zeal to attain excellence in business administration.  
Motivating to give professional exposure: To motivate students gain professional competence through various knowledge updates, emphasis, leadership qualities, and fostering strategic relationships with the industry and practitioners.  
Celebrating Values: To cultivate personal integrity, ethical consciousness, care for environment and society among future managers.

*Dr. Anand Kumar*  
Head  
Department of Management  
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Head  
Department of Management

**Program Outcomes (POs) of BBA**  
Upon successful completion of the BBA program, graduates will be able to:

- PO1: Apply fundamental concepts of management, marketing, finance, human resources, and operations in business decision-making.
- PO2: Develop problem-solving, analytical, and logical reasoning skills to evaluate business scenarios and make informed decisions.
- PO3: Demonstrate proficiency in verbal and written communication skills for professional business settings.
- PO4: Exhibit leadership qualities and collaborate effectively in teams to achieve business objectives.
- PO5: Apply ethical principles, corporate social responsibility, and sustainability practices in business operations.
- PO6: Develop entrepreneurial mindset, innovative thinking, and risk-taking abilities for business ventures.
- PO7: Understand the impact of globalization, international trade, and cross-cultural management in business.
- PO8: Apply financial and business principles to analyze business performance and make investment decisions.
- PO9: Utilize digital and technological proficiency for business analysis, digital tools, and technology-driven solutions for business growth and efficiency.
- PO10: Engage in business research, self-learning, and professional development to adapt to evolving business trends.

**Program Specific Outcomes (PSOs) of BBA**  
Upon completion of the BBA program, students will achieve the following specific competencies:

- PSO1: Understand and implement strategic planning and decision-making processes in business.
- PSO2: Develop and execute marketing strategies based on market research and consumer behavior analysis.
- PSO3: Analyze financial statements, investments, and risks to enhance financial decision-making.
- PSO4: Apply HRM practices and organizational behavior principles for effective people management.
- PSO5: Create business plans, develop startup ideas, and explore entrepreneurial opportunities.
- PSO6: Implement production, operations, and logistics strategies to enhance business efficiency.
- PSO7: Utilize digital marketing insights, digital marketing, and business intelligence for competitive advantage.
- PSO8: Understand business law, corporate governance, and ethical decision-making frameworks.
- PSO9: Conduct business research, analyze industry trends, and develop data-driven insights.
- PSO10: Demonstrate global business trends, international trade, and cross-cultural strategies.

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**Program Specific Outcomes (PSOs) of MBA**

- PSO1: Provide students with the information, managerial abilities, and competencies needed to lead management and administrative roles in government, business, industry, and public sector.
- PSO2: Equip the students to assess and evaluate the effects of a changing environment and react tactically and strategically as managers.
- PSO3: Develop the fundamental skills of leadership, entrepreneurship, critical and creative thinking, and decision-making.
- PSO4: Assess societal, health, safety, legal, and cultural issues as well as the responsibilities that follow for management practice by using reasoning informed by contextual knowledge.
- PSO5: Make wise management choices for solving ethical problems.
- PSO6: Students must be able to work and learn on their own and as a leader or member of different teams in interdisciplinary contexts.
- PSO7: Discover business opportunities, develop, and implement workplace entrepreneurship.

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**Program Outcomes (POs) of MBA**

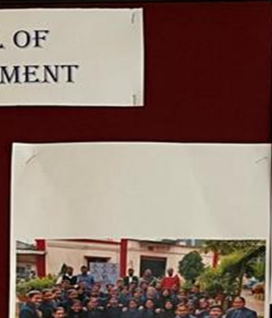
- PO1: Ability to apply business management knowledge in practice.
- PO2: Ability to integrate knowledge from economics, technology, law, and accounting into complex situations and provide effective solutions.
- PO3: Demonstrate proficiency in communication by reading and giving clear presentations, writing reports, preparing documents, and making effective presentations.
- PO4: Ability to work independently and collaboratively in diverse, multidisciplinary environments.
- PO5: Apply management principles or practice while exhibiting leadership qualities.
- PO6: Stay updated with the latest business environment developments through environmental scanning.
- PO7: Conduct research and apply modern statistical and computational tools for analysis and informed decision-making.
- PO8: Demonstrate a knowledge and skills for efficient business operations and develop innovative methods for leveraging IT and e-commerce for a competitive advantage.
- PO9: Ability to generate new and innovative ideas, understand the process of starting a business, and implement entrepreneurial strategies effectively.
- PO10: Exhibit ethical conduct in personal and professional decisions while upholding business ethics, social responsibility, and environmental concerns in the decision-making process.
- PO11: Engage in continuous learning and research to enhance professional and personal development.
- PO12: Formulate and communicate original business ideas and business plans to a broader business audience.

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**PLACEMENT 2024**  
DEPARTMENT OF MANAGEMENT  
CONGRATULATIONS

**PRITESH KUMAR SAHU**  
BBA (2021-2024)

FOR GETTING PLACED AT

**PLACEMENT 2024**  
DEPARTMENT OF MANAGEMENT  
CONGRATULATIONS

**SIMPI KUMARI**  
MBA (2021-2024)

FOR GETTING PLACED AT

**RAMKRISHNA FORGINGS LIMITED**

**PLACEMENT 2024**  
DEPARTMENT OF MANAGEMENT  
CONGRATULATIONS

**NEHA SINGH**  
BBA (2021-2024)

FOR GETTING PLACED AT

**zolo**

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ALL THE BEST KIDS

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Head  
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Jambhapat, Jharkhand

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Upon successful completion of the BBA program, graduates will be able to:

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- PO7: Understand the impact of globalization, international trade, and cross-cultural management in business.
- PO8: Apply financial and economic principles to analyze business performance and make investment decisions.
- PO9: Digital and Technological Proficiency Use business analytics, digital tools, and technology-driven solutions for business growth and efficiency.
- PO10: Engage in business research, self-learning, and professional development to adapt to evolving business trends.

**Program Specific Outcomes (PSOs) of BBA**

Upon completion of the BBA program, students will achieve the following specific competencies:

- PSO1: Understand and implement strategic planning and decision-making processes in business.
- PSO2: Develop and execute marketing strategies based on market research and consumer behavior analysis.
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- PSO7: Utilize data-driven insights, digital marketing, and business intelligence for competitive advantage.
- PSO8: Understand business laws, corporate governance, and ethical decision-making frameworks.
- PSO9: Conduct business research, analyze industry trends, and develop data-driven solutions.
- PSO10: Understand global business trends, international trade, and develop market strategies.

Sl. No.	Name of the Student	Grade	Name of the Student	Grade	Name of the Student	Grade
1	Aditya Kumar	B	Aditya Kumar	B	Aditya Kumar	B
2	Aditya Kumar	B	Aditya Kumar	B	Aditya Kumar	B
3	Aditya Kumar	B	Aditya Kumar	B	Aditya Kumar	B
4	Aditya Kumar	B	Aditya Kumar	B	Aditya Kumar	B
5	Aditya Kumar	B	Aditya Kumar	B	Aditya Kumar	B
6	Aditya Kumar	B	Aditya Kumar	B	Aditya Kumar	B
7	Aditya Kumar	B	Aditya Kumar	B	Aditya Kumar	B
8	Aditya Kumar	B	Aditya Kumar	B	Aditya Kumar	B
9	Aditya Kumar	B	Aditya Kumar	B	Aditya Kumar	B
10	Aditya Kumar	B	Aditya Kumar	B	Aditya Kumar	B

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**Program Specific Outcomes (PSOs) of MBA**

- PSO1: Provide students with the information, managerial abilities, and competencies needed to hold management and administrative roles in government, business, industry, and public sector.
- PSO2: Gain the capacity to assess and evaluate the effects of a changing environment and react tactically and strategically as necessary.
- PSO3: Develop the fundamental skills of leadership, entrepreneurship, critical and creative thinking, and decision-making.
- PSO4: Assess societal, health, safety, legal, and cultural issues as well as the responsibilities that follow in management practice by using reasoning informed by contextual knowledge.
- PSO5: Make wise management choices by applying ethical principles.
- PSO6: Students must be able to work well both on their own and as a leader or member of different teams in interdisciplinary contexts.
- PSO7: Determine business opportunities, develop, and implement workplace enhancements.

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Jambhapat, Jharkhand

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- PO3: Demonstrate proficiency in communication by receiving and giving clear instructions, writing reports, preparing documentation, and making effective presentations.
- PO4: Ability to work independently and collaboratively in diverse, multidisciplinary environments.
- PO5: Apply management principles in practice while exhibiting leadership qualities.
- PO6: Stay updated with the latest business environment developments through environmental scanning.
- PO7: Conduct research and apply modern statistical and computational tools for analysis and informed decision-making.
- PO8: Demonstrate IT knowledge and skills for efficient business processes and develop innovative methods for leveraging IT and e-commerce for a competitive advantage.
- PO9: Ability to generate new and innovative ideas, understand the process of starting a business, and implement entrepreneurial strategies effectively.
- PO10: Exhibit ethical conduct in personal and professional decisions while appreciating business, ethics, social responsibility, and environmental concerns in the decision-making process.
- PO11: Engage in continuous learning and research, recognizing its importance in professional and personal development.
- PO12: Formulate and communicate original business ideas and business plans to a broader business audience.

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Jambhapat, Jharkhand



28<sup>th</sup> February 2019  
Industrial visit  
Our MBA young Turks from batch 2018-20 1<sup>st</sup> Industrial visit to Mahul Saraketa, Jambhapat.



26<sup>th</sup> March 2019  
Industrial visit  
MBA 2<sup>nd</sup> semester students Batch 2018-20 Industrial visit to Tata Steel Jambhapat in association with Jambhapat Management Association.

