PROGRAM SPECIFIC OUTPUT(PSO)

S.NO	University Electives		PROGRAM SPECIFIC OUTPUT (PSO) (BBA)
1	Functional Specialisation-Marketing	PSO-1	**Marketing insight, strategy and digital execution:** students will be able to analyze diverse product, service, retail and rural markets, design segment–target–position (STP)-based marketing and retail strategies, and implement integrated digital and service delivery programmes to build customer value, satisfaction and long-term relationships.
2	Functional Specialisation-Finance	PSO-2	**Financial Analysis & Analytical Reasoning**: Students will be able to appraise organizational financial information and statutory practices using appropriate analytical frameworks to support informed managerial decisions, compliance assessment, and performance evaluation.

S.NO	Certificate Course		PROGRAM SPECIFIC OUTCOMES (PSO) (BBA)
1	**Marketing 4.0**	PSO-1	**Digital Marketing Strategy, Analytics & Technology Integration:** Design, implement, and optimize AI-enabled digital marketing, brand strategy, retail e-commerce, and marketing analytics solutions using data-driven tools and customer intelligence to build sustainable competitive advantage in technology-driven global markets.
2	**Banking, Financial Services & Insurance (BFSI)**	PSO-2	**Financial Systems & FinTech Competency:** Apply integrated knowledge of financial institutions, retail banking, mutual funds, securities markets, fintech, block chain, and insures to evaluate financial products, manage risk, ensure regulatory compliance, and deliver technology-driven financial solutions in dynamic global financial ecosystems.
3	**Data Analytics in Management**	PSO-3	**Business Analytics & Decision Intelligence:** Develop and deploy descriptive, predictive, and prescriptive analytics solutions using Excel, Tableau, Python, statistical modelling, and machine-learning techniques to transform complex business data into actionable strategic insights for managerial decision-making.

4	Human Resource Management	PSO-4	**Human Capital Analytics & Organizational Effectiveness:** Design and implement evidence-based HR strategies integrating employee experience management, performance systems, statutory compliance, and HR analytics to enhance workforce productivity, ethical governance, and organizational sustainability in digitally transformed enterprises.
5	International Business	PSO-5	**Global Business Strategy & Cross-Cultural Leadership:** Formulate and execute international business strategies by integrating global trade frameworks, institutional policies, market entry modes, and cross-cultural management practices to lead organizations effectively in complex, competitive, and multicultural global environments.

S.NO	University Electives	PROGRAM SPECIFIC OUTCOMES (PSO) (MIB)	
1	Functional Specialisation-Marketing	PSO-1	**Domain Knowledge & Analytical Reasoning:** Understand the concept and technique of international marketing, sales and retail management.
		PSO-2	**Decision Making and Staretegis Thinking:** Develop plans and marketing strategies for entering into international markets and managing firms delivering services and products.
		PSO-3	**Use of Modern Technology and Critical Thinking:** Comprehend various integrated communication methods in digital age that can be used to create sustainable brands.
		PSO-4	**Creativity & Solution Design:** Design plans that work for B2B, Rural, Service and Retail brands at global level.
2	Functional Specialisation-Finance	PSO-1	**Conceptual Understanding & Analytical Reasoning:** Define various concepts of portfolio management, financial modelling and investment analysis.
		PSO-2	**Critical Thinking & Problem Solving:** Comprehend techniques for tax planning and forex management in international business context.
		PSO-3	**Application of Knowledge in Decision Making:** Applying knowledge of the role of financial institutions in developing global businesses.
		PSO-4	**Strategic Thinking & Solution Design:** Design appropriate strategies for international expansion and growth via merger and acquisitions.
3	Functional Specialisation-Human Resource	PSO-1	**Domain Knowledge of HR and Analytical Reasoning:** Understand various techniques for competency mapping, compensation management and HR practices worldwide.

		PSO-2	**Data Interpretation & Decision Making:** Articulate various HR metrics that can be used to assess business performance in global organizations.
		PSO-3	**Problem Solving & Strategic Thinking:** Develop strategies for enhancing team building in cross-cultural teams that harness leadership.
		PSO-4	**Lifelong Learning & Solution Design:** Design strategic HR practices that help organizations to catalyze their performance.
4	**Functional Specialisation- Supply Chain and Logistics**	PSO-1	**Domain Knowledge & Use of Modern Technology:** Understand the concept and technique of supply chain management, inventory and warehousing in digital era.
		PSO-2	**Critical thinking for Solution Design:** Analyze various factors contributing to global merchandising, ecommerce and fast commerce business.
		PSO-3	**Strategic Thinking & Sustainable Solutions:** Develop plans and sustainable strategies for managing international supply chain to create seamless business.
		PSO-4	**Customer Centric Solution Design:** Design structure and systems in supply chain using technology that enhance customer satisfaction and experience.

DEPARTMENT OF COMPUTER SCIENCE

BCA PSO

S.NO	Certificate Course		PROGRAM SPECIFIC OUTPUT (PSO)
1	Data Science	PSO-1	**Domain-Specific Knowledge & Analytical Skills:** Implement Machine learning, and artificial intelligence techniques to build predictive and prescriptive models for complex datasets.
2	Cyber Security with Real World Computing	PSO-2	**Cyber Threat Analysis & Security:** Apply data science techniques, statistical models, and machine learning algorithms to detect, analyze and predict cyber threats, anomalies, intrusions, and vulnerabilities in digital systems. Design and implement secure data pipelines, data governance practices, and privacy-preserving analytics using modern tools, cryptographic techniques, and cybersecurity frameworks.
3	Android & Web Based Computing	PSO-3	**Web Application Design & Engineering:** Build responsive, scalable, and interactive web applications using contemporary front- end and back-end technologies, databases, APIs, and cloud-based deployment platforms.
4	Internet Of Things(IOT) with Machine Learning	PSO-4	**ML-Driven Data Analytics for IoT:** Apply machine learning algorithms, statistical techniques, and data processing methods to analyze IoT-generated data for prediction, optimization, and intelligent decision-making.
5	Artificial Intelligence & Machine Learning	PSO-5	**Analytical Data-Driven Solutions:** Apply advanced principles of AI and ML to analyze, design, develop, and test intelligent systems.

Bachelor of Arts in Journalism and Mass Communication (BAJMC)

Program Specific Outcomes (PSO)

PSO	Description
PSO1	Produce high-quality radio, print, digital and video content using professional tools and techniques.
PSO2	Apply newsroom practices, editorial judgment, scripting and creative writing for diverse media formats.
PSO3	Demonstrate anchoring, cinematography, direction, reporting and presentation skills suitable for industry.
PSO4	Use digital media ethically for research, storytelling, engagement and fact-checking.

Department of Bio-Sciences

PSO (PROGRAM SPECIFIC OUTCOMES)

COMPUTER AIDED DRUG DESIGNING

PSO 1: Data Analysis & Cheminformatics Competency
Students will interpret cheminformatics datasets, analyse QSAR models, perform similarity searching, and apply machine-learning approaches for drug discovery.

FOOD AND DAIRY MICROBIOLOGY
PSO 1: Food Microbiology Techniques
Students will analyze microbial spoilage patterns and implement appropriate preservation, processing, and storage technologies to enhance shelf life of food and dairy products.

NANOTECHNOLOGY
PSO 1: Nanotechnology in Biotechnology, Medicine & Environment
Students will apply nanotechnology concepts to biomedical applications (drug delivery, imaging, diagnostics), agricultural solutions, environmental remediation, and biosensor development.

GERMAN LANGUAGE
PSO 1: Proficiency in German Communication (A1–B1 Levels)

Students will develop the ability to communicate effectively in German across listening, speaking, reading, and writing skills for everyday interactions, academic needs, and workplace communication.