

Dayananda Sagar University

School of Commerce & Management Studies

UNIVERSITY VISION

To be a centre of excellence in education, research & training, innovation & entrepreneurship and to produce citizens with exceptional leadership qualities to serve national and global needs.

UNIVERSITY MISSION

To achieve our objectives in an environment that enhances creativity, innovation and scholarly pursuits while adhering to our vision.

DEPARTMENT VISION

To be known as the best B-School for aspiring management leaders in the country with industry focused curriculum and practice.

DEPARTMENT MISSION

To create value for students, business and society by providing intellectual leadership, advancing the science and practice of management, and developing confident leaders to be the agents of change in a world driven by data, technology and innovation.

BACHELOR OF COMMERCE

PROGRAM EDUCATIONAL OBJECTIVES

- PEO 01:** To acquire essential managerial and leadership skills along with competency in chosen domain of business, study the issues and suggest solutions as a business analyst.
- PEO 02:** To equip the learner with all the in-demand analytical skills the industry requires.
- PEO 03:** To recognize, identify and foster the unique capabilities of each student and promote holistic development.
- PEO 04:** To promote research culture through internships, research-oriented projects, live projects and enable them to be devoted to data-driven decision making in related fields
- PEO 05:** To equip graduates well informed, confident, competent and committed corporate citizens contributing to the society.

PROGRAM SPECIFIC OUTCOMES:

- PSO 01:** Comprehend the latest developments at national and international level through effective teaching with respect to curricular and co-curricular activities.
- PSO 02:** Specific training to excel in their specialized field.
- PSO 03:** Develops overall personality through proper value education, skill enhancement courses, ability enhancing languages and inculcate human values.
- PSO 04:** Demonstrate the capacity to exert business analytics and research skills to achieve organizational goals
- PSO 05:** Exert leadership qualities to inspire and drive team members towards organizational success.

PROGRAM OUTCOMES

- PO 01:** Exhibit comprehensive knowledge in coherent understanding of organizational development and inculcate lifelong learning
- PO 02:** Application of multidisciplinary approach to solve business problems from various perspectives and apply ethical principles in real life situations
- PO 03:** Apply analytical and critical thinking skills in resolving complex business issues in ever-changing technological advancement to meet the global needs
- PO 04:** Demonstrate the soft skills and exhibit a spirit of cooperation, leadership and team work to achieve pre-defined goals
- PO 05:** Inculcate entrepreneurial spirit and research by active participation of students in social, commercial and civic activity leading to national development
- PO 06:** Contribute to innovative development towards ecology, social and environment to meet sustainable development goals.



BACHELOR OF BUSINESS ADMINISTRATION

PROGRAM EDUCATIONAL OBJECTIVES

PEO 01: To instill in the students the knowledge and capability of understanding the business world and its complexities.

PEO 02: To develop the ability and competence to have a problem-solving approach towards the issues which accompany the dynamism attached to the business world.

PEO 03: To inculcate attitudes and character that will help students evolve into sensitive and technically sound future business leaders rather than managers and aims at enhancing employability options of the students.

PEO 04: To promote research culture through internships, research-oriented projects, live projects and enable them to be devoted to data-driven decision making in related fields.

PEO 05: To instill learning among students for upskilling and reskilling even in later part of life.

PROGRAM SPECIFIC OUTCOMES:

PSO 01: Develop the knowledge, skill and attitude to creatively and systematically apply the principles and practices of management, accountancy, finance, business law, statistics, HR, operations and IT to management problems and work effectively in modern day business and non-business organizations.

PSO 02: Develop fundamental in-depth knowledge and understanding of the principles, concepts, values, substantive rules and development of the core areas of business such as finance, accounting, marketing, HR, operations along with the tools such as Tally, MS Excel, MS Office, etc.

PSO 03: Demonstrate the critical thinking mindset and the ability to identify and formulate research problems, research literature, design tools, analyze and interpret data, and synthesize the information to provide valid conclusions and contextual approaches across a variety of subject matter.

PSO 04: Exhibit self-confidence and awareness of general issues prevailing in the society and communicate effectively with the accounting, commerce, management, business, professional fraternity and with society at large through digital and non-digital mediums and using a variety of modes such as effective reports & documentation, effective presentations, and give and receive clear instructions.

PROGRAM OUTCOMES

PO 01: Exhibit conceptual knowledge of various functions of management using advanced and disciplinary theories.

PO 02: Nurture ethical principles and leadership skills for solving modern business problems.

PO 03: Develop analytical thinking skills by adopting recent technological advancements to meet global standards.

PO 04: Develop entrepreneurial spirit and research abilities to foster progressive decision-making abilities in Business.

PO 05: Apply innovative strategies to solve societal problems and meet sustainable development goals.

PO 06: Demonstrate strong communication skills to become successful business leaders and inculcate lifelong learning.