Master of Business Administration (MBA)

1. Program Learning Outcomes

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

PLO	Learning outcome
PLO 1	**Knowledge Integration** Critically synthesize and lead the integration of advanced knowledge from management, finance, accounting, marketing, economics, and digital technologies to diagnose systemic organizational problems and design transformative, innovative solutions.
PLO 2	**Critical Analysis and Strategic Decision-Making** Strategically analyze, evaluate, and interpret financial, market, operational, and international data to support effective decision-making in dynamic, uncertain business environments.
PLO 3	**Strategic Planning and Competitiveness** Formulate, defend, and evaluate complex strategic plans using competitive intelligence, innovation frameworks, and business analytics to achieve sustainable competitive advantage and long-term organizational success.
PLO 4	**Financial Decision-Making** Evaluate and apply advanced financial management, investment, and corporate finance tools to support capital investment decisions, valuation, and strategic financial planning.
PLO 5	**Risk, Governance and Sustainability** Endorse and institutionalize ethical, responsible, and risk-aware decision-making by integrating CSR, ESG, and sustainability principles into the core strategic context of the organization.
PLO 6	**Leadership & People Management** Lead, motivate, and develop diverse individuals and teams by applying advanced leadership, organizational behavior, negotiation, talent management, and change management approaches in multicultural and international context.
PLO 7	**Operational Excellence** Design, manage, and improve business processes and operations using modern operations management and strategic cost management tools to enhance efficiency and effectiveness.
PLO 8	**Project & International Management** Critically evaluate and direct program and project management frameworks in international settings to achieve sustainable and innovative outcomes.
PLO 9	**Research & Evidence-Based Management** Apply appropriate research methods and statistical tools to generate evidence-based managerial recommendations and evaluate organizational outcomes.

2. Objectives matrix

Code	Module	Program Learning Outcomes (PLO)								
		1	2	3	4	5	6	7	8	9
Core courses										
BA 501	Management and Organizational Behavior	X					X			
BA 511	Statistics for Business and Economics		X							X
BA 517	Marketing Concepts		X	X					X	
BA 521	Accounting for Managers		X		X					
BA 505	Financial Management		X		X					
BA 532	Production and Operations Management		X					X		
BA 544	Strategic Management: Theory and Practice	X		X		X				
BA 552	Managerial Economics	X	X							
BA 607	Capital Investment and Financial Strategies				X	X				
BA 625	Strategic Cost Management				X			X		
BA 699	Master's Dissertation	X	X							X
Elective courses										
BA 536	Research Methodology									X
BA 548	Human Resource Management						X			
BA 601	Management of Information Technology	X						X		
BA 604	Strategic Management and Business Policy	X		X						
BA 613	Market Research and International Business		X						X	
BA 616	International Management			X					X	
BA 622	Risk Management and Insurance				X	X				
BA 641	International Financial Management				X				X	
BA 645	Business Communication						X			
BA 656	International Business Law					X			X	
BA 658	Project Management								X	
BA 664	International Relations	X							X	

Columns 1–9 are the Program Learning Outcomes (PLO 1–PLO 9) listed on the first page. X marks the PLOs to which the module contributes.