

PROGRAM EDUCATIONAL OBJECTIVES (PEO)

PEO1

Marketing professionals who apply business, and marketing knowledge as well as problem solving and scientific skills in a dynamic business environment.

PEO2

Marketing professionals who practice effective leadership, good interpersonal, communication, digital, and numeracy skills in the vivacious business environment.

PEO3

Marketing professionals who display good personal skills and apply entrepreneurial skills in a vivacious business environment.

PEO4

Marketing professionals who demonstrate ethics and professionalism in the vivacious business environment.

BA240

PROGRAMME LEARNING OUTCOMES (PLO)

BA240

Apply understanding of business, management and marketing knowledge

PL01

Provide solutions for best practices in solving the current marketing issues

PL02

Display practical skills related to marketing industry

PL03

Demonstrate interpersonal skills in appropriate context of business and marketing

PL04

Demonstrate ideas and arguments both in written or oral forms using suitable and different forms of business and marketing presentation

PL05

Display skills related to marketing and business information using technology to support lifelong learning

PL06

Use numerical data for interpretation of marketing and business analysis

PL07

Demonstrate autonomously leadership skills in managing responsibilities in extensive marketing activities

PL08

Integrate initiatives to ensure continuous personal skills and development

PL09

Demonstrate good entrepreneurial skills and competency

PL010

Demonstrate values, ethics and accountability in engaging with business and marketing stakeholders and society

PL011

