

# Programme Outcomes, Programme Specific Outcomes and Course Outcomes For PG Programmes

**Programme Name:** Master of Business Administration (M.B.A)

**Number of Semesters:** 04 (Four) Semesters



সমানো মন্ত্র: সমিতি: সমানী

**Department of Management (M.B.A)**  
**University of North Bengal**  
West Bengal, INDIA

## **Programme Outcomes**

- Master of Business Administration (MBA) is a two-year full time programme with dual specialization offered by the Department of Management (M.B.A), University of North Bengal.
- The Programme is designed to develop future managers with Dual Specializations in the area of Marketing Management, Financial Management, Human Resource Management and Systems & Operations Management with choice based elective subjects (CBCS).

## **Programme Specific Outcomes**

- This MBA Programme aims at developing qualified future managers with proper education, training, research and consultancy orientations.
- It aims at grooming budding business professionals into true management leaders by imparting quality education, training them to challenge the convention and think innovatively.
- Emanate Leadership, Creativity, Attitude, Skills, Passions and Learning from its every corner to cast its rays towards empowering business excellence in the Industry and academia.
- Understand the application of theoretical studies into the real time application based approaches through Case based study, Internship and on-job training method.
- Understand on the problem-solving and strategic planning ability, enhancing the analytical skills and the ability to cope with demands and challenges.
- Assist students to pursue further higher studies and research based studies.

## **Achievements**

The Department of Management has been rated as A+ category B-School in the National B-School Survey (2010 and 2011) conducted by Business India (The premier B-Magazine) as well as been included in the category of Top Promising B-Schools in India: CSR B-School Survey 2011. The Department has ranked one of the top 10 institutes in WIRPO EARTHIAN Global Competition, 2012. Excellent training & placement at the industry standard package is one of the highlights of its success.