

Faculty of Business
Program Learning Outcomes

Marketing - Diploma

Program Learning Outcomes (PLOs): "What a student is expected to know, understand and/or be able to demonstrate after completing a process of learning"		Characteristics
PLO1	Explain theories, techniques, and concepts related to Business and Marketing.	Knowledge
PLO2	Discuss relevant computer applications, tools, techniques, and skills required for decision-making in different marketing functions.	Skills
PLO3	Communicate common knowledge orally and in writing to a limited range of audiences.	Communication Skills
PLO4	Apply numerical techniques to propose solutions for problems relating to different functional areas of marketing.	Numeracy skills
PLO5	Classify business problems in different marketing areas and use information technology tools to contemplate solutions for them.	Information Communication Technology Skills
PLO6	Identify ethical considerations about Business and Marketing.	Ethical Awareness
PLO7	Observe interpersonal skills to work effectively in groups or individually as an active member of a team to perform a required task.	Leadership and Teamwork
PLO8	Determine the importance of entrepreneurial skills and develop a business plan.	Entrepreneurial skills
PLO9	Recognize secondary data sources and refer them by applying appropriate referencing styles and enhancing life-long learning.	Lifelong Learning Skills

Marketing - Bachelor

Program Learning Outcomes (PLOs): What a student is expected to know, understand and/or be able to demonstrate after completing a process of learning"		Characteristics
PLO1	Debate theories, techniques, and concepts related to Business and Marketing.	Knowledge
PLO2	Perform relevant computer applications based on tools, techniques, and skills for decision-making in different marketing functions.	Skills
PLO3	Communicate skillfully the advanced knowledge orally and in writing to a broad range of audiences.	Communication Skills
PLO4	Evaluate numerical techniques to propose solutions for problems relating to different functional areas of marketing.	Numeracy skills
PLO5	Detect business problems in different functional areas and develop a solution using appropriate technology.	Information Communication Technology Skills
PLO6	Preserve ethical considerations about Business and Marketing.	Ethical Awareness
PLO7	Function independently as well as in groups to perform a required task.	Leadership and Teamwork
PLO8	Cultivate entrepreneurial skills in assessing the national and international impact of marketing on different industries.	Entrepreneurial skills
PLO9	Formulate research in different areas of marketing through appropriate paradigms, methodologies, and approaches.	Lifelong Learning Skills