

# **PROGRAMME OUTCOMES (2025-26)**

## **PG Diploma in Digital Marketing**

### **PO1: Advanced Digital Marketing Knowledge**

Develop in-depth understanding of digital marketing concepts, tools, platforms, and strategies including SEO, SEM, content marketing, analytics, and social media management.

### **PO2: Analytical & Data-Driven Decision Making**

Acquire the ability to analyse consumer behaviour, interpret digital analytics, measure campaign performance, and take data-driven marketing decisions.

### **PO3: Creative & Strategic Thinking**

Develop creativity in content creation, branding, storytelling, and multi-channel campaign design to meet organisational marketing goals.

### **PO4: Technological Proficiency**

Use industry-standard tools such as Google Analytics, Google Ads, Meta Ads Manager, SEO tools, CRM systems, and automated marketing platforms.

## **PO5: Communication & Professional Skills**

Enhance written, visual, and verbal communication skills for marketing communication, client presentations, social media messaging, and brand engagement.

## **PO6: Entrepreneurship & Innovation**

Cultivate an entrepreneurial mindset to start digital ventures, freelancing practice, influencer marketing, or consulting services.

## **PO7: Ethical & Responsible Marketing**

Understand digital ethics, data privacy standards, cybersecurity, responsible advertising, and transparency in online marketing.

## **PO8: Industry Readiness & Employability**

Gain professional competence for roles such as Digital Marketer, SEO Analyst, PPC Specialist, Social Media Manager, Content Strategist, and Digital Branding Consultant.

## **PO9: Teamwork & Leadership**

Develop leadership, teamwork, and collaborative skills essential for managing digital campaigns and working in multidisciplinary teams.

## **PO10: Lifelong Learning & Adaptability**

Cultivate continuous learning to adapt to emerging technologies, new digital trends, and evolving marketing ecosystems.

## **B.A. with Major in Geography**

### **PSO1: Understanding Physical Geography**

Develop in-depth knowledge of landforms, climate, soils, hydrology, biogeography, and natural systems that shape the physical world.

### **PSO2: Understanding Human & Regional Geography**

Gain insights into population dynamics, settlement patterns, cultural landscapes, economic activities, urbanisation, regional development, and geopolitics.

### **PSO3: Cartography & Map Interpretation**

Acquire strong skills in map-making, map interpretation, scale, projections, thematic mapping, contour analysis, and use of survey instruments.

## **PSO4: GIS & Remote Sensing Skills**

Become proficient in digital mapping, satellite image interpretation, spatial analysis, and use of GIS/RS tools for geographic problem-solving.

## **PSO5: Fieldwork Competence**

Conduct geographical fieldwork, prepare field reports, collect primary data, use GPS, undertake socio-economic surveys, and analyse landscapes.

## **PSO6: Environmental & Resource Assessment**

Study environmental issues—pollution, climate change, biodiversity loss—and evaluate resource management, sustainable development, and conservation strategies.

## **PSO7: Spatial Planning & Applied Geography**

Apply geographic techniques to urban planning, rural development, disaster management, transport planning, and watershed management.

## **PSO8: Employability & Career Skills**

Prepare students for careers in Geography related fields.

# **BACHELOR OF ARTS (B.A.)**

## **PO1: Critical Thinking**

Develop the ability to analyse, interpret, and evaluate information, arguments, and ideas logically and independently.

## **PO2: Communication Skills**

Acquire effective oral, written, and digital communication skills suitable for academic, professional, and social interactions.

## **PO3: Social and Ethical Awareness**

Understand social realities, cultural diversity, gender sensitivity, ethics, and responsibilities essential for an inclusive society.

## **PO4: Multidisciplinary Learning**

Gain knowledge from humanities, social sciences, languages, and vocational courses to approach issues from multiple perspectives.

## **PO5: Research and Inquiry Skills**

Learn basic research methods, data interpretation, documentation, and academic writing essential for higher studies and fieldwork.

## **PO6: Problem-Solving**

Develop the capability to apply disciplinary knowledge to real-life social, economic, cultural, and political issues.

## **PO7: Digital Literacy**

Use digital tools for learning, researching, documentation, and communication in an ethical and responsible manner.

## **PO8: Lifelong Learning**

Cultivate curiosity and the ability to engage in self-directed, lifelong, and skill-based learning.

### **PO9: Leadership & Teamwork**

Build interpersonal skills, leadership qualities, and the ability to work collaboratively across diverse groups.

### **PO10: Global Citizenship**

Develop an understanding of global issues, sustainability, and human values to participate responsibly in the global community.

## **BACHELOR OF COMMERCE (B.Com.)**

### **PO1: Business and Commerce Fundamentals**

Develop strong foundational knowledge of accounting, finance, economics, marketing, and business laws.

### **PO2: Analytical & Quantitative Skills**

Enhance analytical thinking, data interpretation, and problem-solving skills required for business decisions.

### **PO3: Professional Communication**

Acquire effective business communication skills for corporate correspondence, presentations, and documentation.

### **PO4: Entrepreneurship & Innovation**

Develop entrepreneurial mindset, creativity, and ability to identify business opportunities.

## **PO5: Financial Literacy**

Gain proficiency in budgeting, investment, taxation, banking, and financial planning for personal and professional use.

## **PO6: Ethical & Legal Awareness**

Understand ethical principles, corporate governance, and legal frameworks governing business operations.

## **PO7: Technology Proficiency**

Use modern accounting software, data tools, and digital business platforms with skill and responsibility.

## **PO8: Global Business Perspective**

Understand global markets, international trade, and economic environments affecting business decisions.

## **PO9: Adaptability & Lifelong Learning**

Cultivate adaptability, self-learning, and readiness to acquire new skills for employability and career growth.

## **PO10: Teamwork & Leadership**

Develop leadership skills, teamwork abilities, and collaborative approaches required in organizational settings.