



School of Management

For BBA Degree Program

Department Vision:

To become a centre of academic excellence in management education, serving the region, nation, and the world through research relevance and community engagement while emphasising the importance of the individual.

Department Mission:

M1: To provide a dynamic and inclusive learning environment that fosters managerial competence, critical thinking, and an entrepreneurial mindset.

M2: To promote research-driven and industry-integrated education that fosters innovation and prepares graduates to address real-world business challenges in a rapidly evolving global environment

M3: To instil ethical leadership, professional values, and social responsibility through value-based pedagogy and experiential learning for the holistic development of the individual

M4: To engage with the community and contribute to the sustainable socio-economic development of the region, nation, and the world through excellence in teaching, research, and outreach.

Program Educational Objectives (PEOs):

PEO1: Apply management knowledge and analytical competence to make informed decisions in managerial, consulting, or entrepreneurial roles.

PEO2: Lead diverse teams, drive innovation, and create sustainable value in dynamic business environments

PEO3: Uphold professional ethics and pursue continuous learning and research to contribute to organisational and societal development.

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Madanapalle Institute of Technology & Science
(Deemed to be University)
MADANAPALLE - 517 325, A.P India