



St. Francis Institute of Management and Research

(SFIMAR)

MBA in Financial Management (Old Nomenclature MFM)

The programme covers all the related areas of Finance and Accounting with emphasis on managerial applications. Candidates having experience in Finance or related areas of finance such as Management Services, Project Planning and Control, Corporate planning, Management Audit, Internal Audit, Marketing Analysis, and Economic Analysis will find these programs extremely useful.

Program Educational Objective (PEO) Statements

1. To impart knowledge of basic and advanced concepts of Business Management and application of their tools and techniques for local and global business practices.
2. To equip the students with techno-managerial skills and entrepreneurial skills to progress as business leaders and entrepreneurs.
3. To instill students on socially acceptable values and business ethics for developing responsible citizens

Programme Outcomes

PO1: Apply knowledge of management theories and practices to solve business problems.

PO2: Foster Analytical and critical thinking abilities for data-based decision making.

PO3: Ability to develop Value-based Leadership ability in a specific domain.

PO4: Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of the business.

PO5: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

PO6: Develop professional competencies to function effectively as managers and entrepreneurs.

PO7: Assimilation of Business Knowledge and Management techniques in solving Finance problems.

MBA in Marketing Management (Old Nomenclature - MMM)

The programme covers all the related areas of marketing including public sector marketing. It seeks to develop an integrated top management perspective which is necessary for marketing executives to move into top-level general management positions. Candidates seeking admission to this programme must have practical experience in any of the following related areas: Marketing Planning, Sales Management, Marketing Research, Distribution, Public Relations, Advertising, Export Marketing, and Applied Economics.

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3. To instill students on socially acceptable values and business ethics for developing responsible citizens

Programme Outcomes

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PO5: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

PO6: Develop professional competencies to function effectively as managers and entrepreneurs.

PO7: Assimilation of Business Knowledge and Management techniques in solving Marketing problems.