Programme Educational Objectives (PEOs) and Programme Outcomes (POs)

The postgraduate programme on Product Design and Commerce equips the students with knowledge and skills to meet the needs of the industry with the present market conditions wherein time compression and mass customization are the priorities. The advent of internet technologies and information technology created an impact on business in general. Keeping this trend in focus, the objectives of this postgraduate programme are articulated and are listed below:

1. To prepare students for leveraging the power of information technology and internet technologies to practice collaborative product design as needed by several OEMs and documenting the learning experiences systematically.
2. To impart skills to use the principles of ergonomics, computer aided design/computer aided engineering software and hardware to develop innovative products that are socially relevant and prepare comprehensive reports.
3. To foster research orientation and develop capabilities to pursue independent research among the students in the field of product design.

Programme Outcomes are:

The postgraduates will have the ability to

a. Independently carry out research / investigation and development work to solve practical problems.

b. Write and present a substantial technical report / document.

c. Demonstrate a degree of mastery over the area as per the specialization of the programme.

d. Assess the feasibility of developing an innovative product from technical, financial and social perspective and provide various cost / benefit trade off through different phases of product development with the help of case studies.

e. Use modern software used by OEMs and develop work flow to work in concurrent engineering environment to expedite product development process as a team.

f. Pursue higher studies / pursue their careers with OEMs / become entrepreneurs.
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Correlation between PEOs and POs:

<table>
<thead>
<tr>
<th>PEOs</th>
<th>PO (a)</th>
<th>PO (b)</th>
<th>PO (c)</th>
<th>PO (d)</th>
<th>PO (e)</th>
<th>PO (f)</th>
</tr>
</thead>
<tbody>
<tr>
<td>PEO (1)</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
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</tr>
<tr>
<td>PEO (2)</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
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<td>x</td>
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<tr>
<td>PEO (3)</td>
<td>x</td>
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<td>x</td>
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</tbody>
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Note:

x - Strong Correlation (3)

# - Moderate Correlation (2)