Graduate Characteristics – Program vs. Learning Outcomes – Program

Axis	Graduate Characteristics – Program (Final)	Learning Outcomes – Program (Final)
Knowledge and Understanding	- Possessing a deep understanding of advanced managerial concepts and theories, enabling them to address business environment issues at both local and international levels. - Mastering precise knowledge of research methodology and modern data analysis techniques to tackle professional challenges.	- Explains modern managerial concepts and theories and their role in contemporary managerial decision-making. - Discusses modern analysis methods and research methodologies to address managerial issues.
Skills	- Ability to apply modern concepts and managerial theories to address challenges and developments in the workplace. - Ability to think critically and creatively to confront market challenges and solve complex managerial problems. - Ability to use analytical tools and modern techniques to address managerial issues and provide innovative solutions. - Ability to develop entrepreneurial ideas and design and implement innovative managerial and marketing strategies.	- Applies advanced concepts and managerial theories to address challenges and developments in the workplace. - Evaluates entrepreneurial ideas that enhance marketing strategies and entrepreneurship within complex business environments. - Analyzes contemporary trends, phenomena, and managerial challenges using critical and creative thinking tools. - Effectively utilizes modern tools and techniques in data analysis and presentation.

| Values | - Commitment to the principles of social responsibility, citizenship, and professional ethics.
- Ability to engage in self-learning and continuous development.
- Ability to participate and communicate effectively within a team. | - Adheres to the principles of social responsibility, citizenship, and professional ethics in all tasks.
- Demonstrates the ability for self-learning and continuous development.
- Contributes to enhancing teamwork skills. |