

SOM-BBA_Hons

Course mapping with relevance to the local, regional, national, and global developmental needs

| | | | |
|--|---|--------------------|---|
| Title of the Course | Internship | | |
| Course Code | ITR- 101 | | |
| Course Outcomes & Bloom's Level | <p>CO1- Students will be able to reflect on their summer training experience and articulate the knowledge and skills gained. (BL1-Remember)</p> <p>CO2- Students will be able to demonstrate critical thinking and problem-solving abilities in discussing real-world business scenarios encountered during the internship. (BL2-Understand)</p> <p>CO3- Students will be able to communicate effectively about their internship projects, tasks, and responsibilities. (BL3-Apply)</p> <p>CO4- Students will be able to apply theoretical concepts learned in the MBA program to practical situations encountered during the internship. (BL4-Analyze)</p> <p>CO5- Students will be able to receive constructive feedback on their performance and areas for improvement from faculty evaluators. (BL5-Evaluate)</p> <p>CO6- Students will be able to gain insights into professional conduct, ethical behavior, and workplace dynamics through reflective discussions. (BL5-Evaluate)</p> | | |
| Course Elements | Skill Development ✓ Entrepreneurship ✗ Employability ✗ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗ | SDG (Goals) | SDG4(Quality education) SDG8(Decent work and economic growth) SDG17(Partnerships for the goals) |

Course Articulation Matrix

| COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|
| CO1 | 1 | - | - | 1 | 1 | - | 1 | - | - | - | - | - | 1 | - | 2 |
| CO2 | 2 | - | 3 | - | 1 | 1 | 2 | - | - | - | - | - | 1 | 1 | - |
| CO3 | 1 | - | 2 | - | 1 | - | - | 1 | - | - | - | - | - | - | 1 |
| CO4 | 1 | 2 | - | 1 | - | 1 | 2 | 1 | - | - | - | - | 1 | 1 | - |
| CO5 | - | 1 | 2 | 1 | 2 | 1 | 1 | - | - | - | - | - | - | 1 | - |
| CO6 | 1 | - | 1 | 2 | 1 | 1 | - | 1 | - | - | - | - | - | - | 1 |

SOM-BBA_Hons

Course mapping with relevance to the local, regional, national, and global developmental needs

| | | | |
|--|---|--------------------|--|
| Title of the Course | Social Media Marketing | | |
| Course Code | BMEC-801 MM[T] | | |
| Course Outcomes & Bloom's Level | CO1- Defining the appropriate format for each content pillar, such as carousels, text posts, reels, images, short videos, long videos, etc.(BL1-Remember) CO2- Employ the important concepts of social media marketing(BL2-Understand) CO3- Practice the various theoretical aspects in Facebook marketing(BL3-Apply) CO4- Discuss the different ways of marketing using Twitter and LinkedIn(BL4-Analyze) CO5- Illustrate YouTube marketing and optimization(BL5-Evaluate) CO6- Create Instagram business profile and promote business() | | |
| Course Elements | Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗ | SDG (Goals) | SDG4(Quality education) SDG17(Partnerships for the goals) |

Course Articulation Matrix

| COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|
| CO1 | 1 | - | 2 | - | - | - | - | - | - | - | - | - | 1 | - | 1 |
| CO2 | 1 | 2 | 1 | 1 | - | - | - | - | - | - | - | - | 2 | 1 | - |
| CO3 | 1 | 1 | - | 2 | - | - | - | - | - | - | - | - | 1 | 1 | 1 |
| CO4 | 2 | 1 | - | 1 | - | - | - | - | - | - | - | - | 1 | - | - |
| CO5 | 1 | - | 1 | - | - | - | - | - | - | - | - | - | - | - | 1 |
| CO6 | 1 | - | 2 | 1 | - | - | - | - | - | - | - | - | 1 | 1 | - |

