

SOM-MBA(Dual_Specialization)

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

Title of the Course	Management Concept and Organization Behavior		
Course Code	MBA101[T]		
Course Outcomes & Bloom's Level	<p>CO1- Student will be able to Define key management concepts and organizational behavior theories.(BL1-Remember)</p> <p>CO2- Student will be able to Explain the role of management in organizations and the impact of individual and group behavior on organizational performance.(BL2-Understand)</p> <p>CO3- Student will be able to Apply management theories and principles to real-world organizational scenarios to solve basic management problems.(BL3-Apply)</p> <p>CO4- Student will be able to Analyze organizational case studies to identify issues related to management practices and employee behavior.(BL4-Analyze)</p> <p>CO5- Student will be able to Evaluate different management approaches and organizational behavior strategies to determine their effectiveness in various contexts.(BL5-Evaluate)</p> <p>CO6- Student will be able to Design a comprehensive management plan that incorporates organizational behavior principles to enhance productivity and employee satisfaction.(BL6-Create)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✗ Professional Ethics ✗ Gender ✓ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG5(Gender equality) SDG8(Decent work and economic growth)

Course Articulation Matrix

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

SOM-MBA(Dual_Specialization)

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

Title of the Course	Quantitative Technique		
Course Code	MBA104[T]		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to define and differentiate between common statistical measures used in business.(BL1-Remember)</p> <p>CO2- Students will be able to interpret statistical results presented in business reports, financial statements, and market research data.(BL2-Understand)</p> <p>CO3- Students will be able to Select and apply appropriate statistical tests to analyze business data and draw data-driven conclusions for decision-making.(BL3-Apply)</p> <p>CO4- Students will be able to Evaluate the strengths and limitations of different statistical methods used in business contexts.(BL4-Analyze)</p> <p>CO5- Students will be able to critically appraise the validity and reliability of statistical inferences drawn from business research studies.(BL5-Evaluate)</p> <p>CO6- Students will be able to develop a statistical model to forecast future trends or assess business risks based on historical data.(BL6-Create)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education)

Course Articulation Matrix

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

SOM-MBA(Dual_Specialization)

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

Title of the Course	Accounting for Managers		
Course Code	MBA105[T]		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to identify and define key financial statements and their components.(BL1-Remember)</p> <p>CO2- Students will be able to explain the fundamental accounting principles and concepts underlying financial reporting.(BL2-Understand)</p> <p>CO3- Students will be able to apply accounting principles to interpret financial data and assess the financial health of an organization.(BL3-Apply)</p> <p>CO4- Students will be able to analyze the impact of different accounting methods on financial statements.(BL4-Analyze)</p> <p>CO5- Students will be able to critically assess the ethical implications of accounting practices and propose strategies for ensuring financial reporting transparency.(BL5-Evaluate)</p> <p>CO6- Students will be able to develop financial forecasts and budgets to support business planning and decision-making.(BL6-Create)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education)

Course Articulation Matrix

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

SOM-MBA(Dual_Specialization)

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

Title of the Course	Computer Concept and Managerial Application		
Course Code	MBA108[T]		
Course Outcomes & Bloom's Level	<p>CO1- Student will be able to identify common types of business software used in management tasks(BL1-Remember)</p> <p>CO2- Student will be able to explain the basic functionalities of a specific business software application (BL2-Understand)</p> <p>CO3- Student will be able to apply appropriate software tools to analyze data for management decisions(BL3-Apply)</p> <p>CO4- Student will be able to analyze the strengths and weaknesses of different software solutions for a specific management need(BL4-Analyze)</p> <p>CO5- Student will be able to evaluate the impact of technology adoption on organizational efficiency and decision-making processes(BL5-Evaluate)</p> <p>CO6- Student will be able to develop a plan to implement a new software application in a department, considering training needs and potential challenges(BL6-Create)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG12(Responsible consumption and production)

Course Articulation Matrix

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

SOM-MBA(Dual_Specialization)

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

Title of the Course	Business Simulation Workshop		
Course Code	MBA109[P]		
Course Outcomes & Bloom's Level	<p>CO1- Student will be able to apply theoretical business concepts to simulated business scenarios for decision-making. (BL3-Apply)</p> <p>CO2- Student will be able to analyze and interpret simulated business data to assess performance and formulate strategies. (BL4-Analyze)</p> <p>CO3- Student will be able to collaborate effectively in teams to simulate real-world business operations and challenges. (BL3-Apply)</p> <p>CO4- Student will be able to evaluate the impact of different strategies on business outcomes in a risk-free environment. (BL5-Evaluate)</p> <p>CO5- Student will be able to communicate effectively, both orally and in writing, to present and justify simulated business decisions. (BL3-Apply)</p> <p>CO6- Student will be able to demonstrate ethical and responsible decision-making in the context of business simulations. (BL6-Create)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG5(Gender equality) SDG12(Responsible consumption and production) 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	1
CO2	1	2	-	1	-	3	-	1	-	-	-	-	-	1	-
CO3	2	-	1	-	1	2	1	-	-	-	-	-	1	-	1
CO4	1	2	1	1	-	1	-	-	-	-	-	-	-	1	-
CO5	1	2	1	-	-	1	-	1	-	-	-	-	1	1	-
CO6	1	-	1	-	1	-	-	1	-	-	-	-	-	-	1

SOM-MBA(Dual_Specialization)

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

Title of the Course	Marketing Management		
Course Code	MBA-201[T]		
Course Outcomes & Bloom's Level	<p>CO1- . Student will be able to define the four Ps of the marketing mix(BL1-Remember)</p> <p>CO2- Student will be able to explain the concept of market segmentation and its benefits for marketing strategies.(BL2-Understand)</p> <p>CO3- Student will be able apply the marketing mix framework to develop a marketing plan for a specific product or service.(BL3-Apply)</p> <p>CO4- Student will be able Analyze the strengths and weaknesses of different marketing channels(BL4-Analyze)</p> <p>CO5- Student will be able evaluate the effectiveness of a marketing campaign based on key performance indicators (KPIs)(BL5-Evaluate)</p> <p>CO6- Student will be able to Develop a new product concept considering market needs, competition, and branding strategies.(BL6-Create)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education)

Course Articulation Matrix

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

SOM-MBA(Dual_Specialization)

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

Title of the Course	Strategic Human Resource Management		
Course Code	MBA-202[T]		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to recall key concepts and terminologies related to strategic human resource management. (BL1-Remember)</p> <p>CO2- Students will be able to explain the role of SHRM in achieving organizational goals. (BL2-Understand)</p> <p>CO3- Students will be able to apply strategic HR practices to enhance organizational performance. (BL3-Apply)</p> <p>CO4- Students will be able to analyze HR issues and align them with organizational strategy. (BL4-Analyze)</p> <p>CO5- Students will be able to evaluate the effectiveness of different HR strategies. (BL5-Evaluate)</p> <p>CO6- Students will be able to design innovative HR strategies that contribute to long-term organizational success. (BL6-Create)</p>		
Course Elements	Skill Development ✗ Entrepreneurship ✗ Employability ✗ Professional Ethics ✗ Gender ✓ Human Values ✓ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG5(Gender equality) SDG8(Decent work and economic growth) SDG10(Reduced inequalities)

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	-	-	-	-	1	-	-
CO2	1	2	-	-	1	-	-	-	-	-	-	-	-	2	1
CO3	-	1	-	2	-	1	-	1	-	-	-	-	1	-	-
CO4	1	-	1	-	2	-	1	-	-	-	-	-	-	-	3
CO5	-	2	-	-	1	-	-	1	-	-	-	-	-	1	-
CO6	2	-	-	1	-	2	-	-	-	-	-	-	1	2	-

SOM-MBA(Dual_Specialization)

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

Title of the Course	Research Methodology Using SPSS		
Course Code	MBA-206[T]		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to identify and differentiate between quantitative and qualitative research methods relevant to business problems. (BL1-Remember)</p> <p>CO2- Students will be able to explain the key characteristics of different research designs and their appropriate applications. (BL2-Understand)</p> <p>CO3- Students will be able to formulate a research question and develop a research plan aligned with a specific business decision-making scenario. (BL3-Apply)</p> <p>CO4- Students will be able to critically evaluate the strengths and weaknesses of various data collection methods considering different factors. (BL4-Analyze)</p> <p>CO5- Students will be able to analyze and interpret research findings, drawing meaningful conclusions and identifying their business implications. (BL5-Evaluate)</p> <p>CO6- Students will be able to develop and present a research proposal for a business research project, outlining a clear methodology, data analysis plan, and expected outcomes. (BL6-Create)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education)

Course Articulation Matrix

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

SOM-MBA(Dual_Specialization)

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

Title of the Course	International Business		
Course Code	MBA-207[T]		
Course Outcomes & Bloom's Level	<p>CO1- Student will be able to Identify key concepts, terminologies, and frameworks related to international business operations. (BL1-Remember)</p> <p>CO2- Student will be able to Explain the impact of cultural, economic, and political factors on international business activities. (BL2-Understand)</p> <p>CO3- Student will be able to Apply international business theories and strategies to real-world business scenarios. (BL3-Apply)</p> <p>CO4- Student will be able to Analyze the risks and opportunities associated with international trade and investment. (BL4-Analyze)</p> <p>CO5- Student will be able to Assess the effectiveness of different international business strategies and policies. (BL5-Evaluate)</p> <p>CO6- Student will be able to Design a comprehensive international business plan that addresses key strategic, operational, and regulatory considerations. (BL6-Create)</p>		
Course Elements	Skill Development ✕ Entrepreneurship ✕ Employability ✕ Professional Ethics ✕ Gender ✕ Human Values ✕ Environment ✕	SDG (Goals)	SDG8(Decent work and economic growth) SDG10(Reduced inequalities) SDG12(Responsible consumption and production) 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	2	-	-	2	1	1	-	-	-	-	1	-	1
CO2	2	1	1	3	1	-	2	1	-	-	-	-	3	2	1
CO3	1	-	-	2	1	-	1	2	-	-	-	-	1	1	1
CO4	1	3	2	-	1	-	1	1	-	-	-	-	1	3	1
CO5	2	3	1	2	-	1	1	1	-	-	-	-	1	-	-
CO6	1	-	1	1	-	-	-	1	-	-	-	-	-	1	-

SOM-MBA(Dual_Specialization)

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

Title of the Course	E-Commerce		
Course Code	MBA-208[T]		
Course Outcomes & Bloom's Level	<p>CO1- Student will be able to Recall key terms, concepts, and technologies relevant to e-commerce. (BL1-Remember)</p> <p>CO2- Student will be able to Explain the principles and models of e-commerce and their applications. (BL2-Understand)</p> <p>CO3- Student will be able to Apply e-commerce tools and platforms to create and manage online businesses. (BL3-Apply)</p> <p>CO4- Student will be able to Analyze the impact of e-commerce on businesses, consumers, and society. (BL4-Analyze)</p> <p>CO5- Student will be able to Assess the effectiveness of e-commerce strategies and techniques in achieving business objectives. (BL5-Evaluate)</p> <p>CO6- Student will be able to Design innovative e-commerce solutions and strategies to address emerging challenges and opportunities. (BL6-Create)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG8(Decent work and economic growth) SDG12(Responsible consumption and production)

Course Articulation Matrix

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

SOM-MBA(Dual_Specialization)

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

Title of the Course	Workshop on SPSS		
Course Code	MBA-209[P]		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to recall key statistical concepts and terminology used in data analysis. (BL1-Remember)</p> <p>CO2- Students will be able to explain the functionalities and uses of SPSS software in business analytics. (BL2-Understand)</p> <p>CO3- Students will be able to apply SPSS tools to perform descriptive and inferential statistical analyses. (BL3-Apply)</p> <p>CO4- Students will be able to analyze and interpret data outputs generated by SPSS for business decision-making. (BL4-Analyze)</p> <p>CO5- Students will be able to evaluate statistical results and report findings effectively using SPSS. (BL5-Evaluate)</p> <p>CO6- Students will be able to create comprehensive data analysis reports and visualizations using SPSS tools. (BL6-Create)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education)

Course Articulation Matrix

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

SOM-MBA(Dual_Specialization)

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

Title of the Course	Managerial Decision Modeling Using Spreadsheet		
Course Code	MBA-301[T]		
Course Outcomes & Bloom's Level	<p>CO1- Student will be able to Identify key functions and tools available in spreadsheet software for decision modeling.(BL1-Remember)</p> <p>CO2- Student will be able to Explain the basic concepts of decision modeling and how they apply to managerial decision-making.(BL2-Understand)</p> <p>CO3- Student will be able to Utilize spreadsheet software to construct models for solving business problems.(BL3-Apply)</p> <p>CO4- Student will be able to Interpret the results of spreadsheet-based models to make informed business decisions.(BL4-Analyze)</p> <p>CO5- Student will be able to Assess the effectiveness and limitations of different decision models in various business scenarios.(BL5-Evaluate)</p> <p>CO6- Student will be able to Design complex decision models using advanced spreadsheet features to address real-world business challenges.(BL6-Create)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG8(Decent work and economic growth) SDG11(Sustainable cities and economies) SDG12(Responsible consumption and production) 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	-	-	-	-	1	-	-
CO2	1	2	-	1	2	-	2	1	-	-	-	-	1	-	1
CO3	1	1	-	-	1	1	-	1	-	-	-	-	-	2	1
CO4	1	1	-	1	-	-	-	1	-	-	-	-	2	1	-
CO5	1	-	2	1	1	2	-	1	-	-	-	-	-	-	1
CO6	1	-	-	-	1	-	-	1	-	-	-	-	1	-	-

SOM-MBA(Dual_Specialization)

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

Title of the Course	Strategic Management		
Course Code	MBA-302[T]		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to identify and define key strategic management frameworks .(BL1-Remember)</p> <p>CO2- Students will be able to explain the relationships between a company's internal and external environments and their impact on strategic decision-making.(BL2-Understand)</p> <p>CO3- Students will be able to conduct an industry analysis, identifying key competitors, threats, and opportunities.(BL3-Apply)</p> <p>CO4- Students will be able to evaluate the strategic fit between a company's chosen competitive advantage and its overall business model.(BL4-Analyze)</p> <p>CO5- Students will be able to develop and recommend a strategic plan for a specific business situation, considering various influencing factors .(BL5-Evaluate)</p> <p>CO6- Students will be able to critically assess the ethical implications of various strategic decisions and propose solutions for responsible business practices.(BL6-Create)</p>		
Course Elements	Skill Development ✕ Entrepreneurship ✕ Employability ✕ Professional Ethics ✕ Gender ✕ Human Values ✕ Environment ✕	SDG (Goals)	SDG1(No poverty) 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	3	2	-	1	-	1	-	1	-	-	-	-	1	1	1
CO2	2	1	-	1	-	1	1	-	-	-	-	-	-	-	1
CO3	1	-	1	2	1	-	1	1	-	-	-	-	2	1	1
CO4	2	1	1	1	3	1	-	1	-	-	-	-	1	2	1
CO5	1	-	-	1	-	1	1	-	-	-	-	-	1	1	1
CO6	3	2	1	-	-	1	-	1	-	-	-	-	1	-	1

SOM-MBA(Dual_Specialization)

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

Title of the Course	Viva-Voce on Summer Internship		
Course Code	MBA-306[P]		
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.(BL3-Apply)</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.(BL4-Analyze)</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.(BL3-Apply)</p> <p>CO5- Students will be able to receive constructive feedback on their performance and areas for improvement from faculty evaluators.(BL3-Apply)</p> <p>CO6- Students will be able to gain insights into professional conduct, ethical behavior, and workplace dynamics through reflective discussions.(BL6-Create)</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-MBA(Dual_Specialization)

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

Title of the Course	Workshop on Entrepreneurship Skill Development		
Course Code	MBA-307 [P]		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to recall key entrepreneurial concepts, theories, and terminologies.(BL1-Remember)</p> <p>CO2- Students will be able to explain the characteristics and traits of successful entrepreneurs.(BL2-Understand)</p> <p>CO3- Students will be able to apply entrepreneurial tools and techniques to identify business opportunities.(BL3-Apply)</p> <p>CO4- Students will be able to analyze market trends and customer needs to develop viable business models.(BL4-Analyze)</p> <p>CO5- Students will be able to evaluate the feasibility and scalability of entrepreneurial ventures.(BL5-Evaluate)</p> <p>CO6- Students will be able to create comprehensive business plans and pitches for potential investors.(BL6-Create)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✗ Professional Ethics ✗ Gender ✗ Human Values ✓ Environment ✗	SDG (Goals)	SDG1(No poverty) SDG4(Quality education) SDG8(Decent work and economic growth) SDG9(Industry Innovation and Infrastructure)

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	1	-
CO2	1	1	-	1	2	1	-	1	-	-	-	-	1	-	1
CO3	2	1	1	-	1	-	1	1	-	-	-	-	1	1	2
CO4	2	2	1	2	-	1	1	-	-	-	-	-	1	1	-
CO5	2	1	1	1	1	2	1	1	-	-	-	-	-	1	2
CO6	2	1	1	2	1	-	2	1	-	-	-	-	2	1	-

SOM-MBA(Dual_Specialization)

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

Title of the Course	Brand Management		
Course Code	MBA-305 MM[T]		
Course Outcomes & Bloom's Level	<p>CO1- Designing an Integrated Management Information System for a Healthcare Facility(BL1-Remember)</p> <p>CO2- Students will be able to explain the differences between brand strategy and brand tactics, and how they work together to achieve brand objectives.(BL2-Understand)</p> <p>CO3- Students will be able to develop a brand positioning statement for a specific product or service, considering target audience and competitor analysis.(BL3-Apply)</p> <p>CO4- Students will be able to evaluate the effectiveness of existing branding elements for a given brand, identifying strengths and weaknesses.brand equity and assess the financial and non-financial value of a brand.(BL4-Analyze)</p> <p>CO5- Students will be able to design a brand extension strategy for an existing brand, considering potential risks and opportunities for brand dilution.(BL5-Evaluate)</p> <p>CO6- Students will be able to develop a comprehensive brand management plan for a new product launch, including brand messaging, communication channels, and budget allocation.(BL6-Create)</p>		
Course Elements	Skill Development ✗ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG12(Responsible consumption and production)

Course Articulation Matrix

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

SOM-MBA(Dual_Specialization)

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

Title of the Course	Financial Analytics		
Course Code	MBA-305 FM[T]		
Course Outcomes & Bloom's Level	<p>CO1- Students will recall key financial concepts, theories, and principles relevant to analytics, including financial statements, ratios, and valuation methods. (BL1-Remember)</p> <p>CO2- Students will comprehend the role and significance of financial analytics in decision-making processes within organizations, including risk management, performance evaluation, and strategic planning. (BL2-Understand)</p> <p>CO3- Students will demonstrate the ability to apply financial analytics techniques and tools to analyze financial data, interpret trends, and generate insights to support managerial decisions. (BL3-Apply)</p> <p>CO4- Students will evaluate the financial performance and health of organizations using advanced analytics techniques, such as regression analysis, time series forecasting, and scenario analysis. (BL4-Analyze)</p> <p>CO5- Students will assess the effectiveness and limitations of financial analytics models and methodologies in predicting financial outcomes, identifying potential biases, and recommending data-driven strategies. (BL5-Evaluate)</p> <p>CO6- Students will design and develop comprehensive financial analytics solutions tailored to organizational needs, integrating data from various sources, performing advanced analyses, and presenting actionable insights to stakeholders for informed decision-making. (BL6-Create)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education)

Course Articulation Matrix

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

SOM-MBA(Dual_Specialization)

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

Title of the Course	Talent Management		
Course Code	MBA-304 HR [T]		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to recall key concepts and terminologies related to talent management.(BL1-Remember)</p> <p>CO2- Students will be able to explain the importance and processes of talent management in organizations.(BL2-Understand)</p> <p>CO3- Students will be able to apply talent management strategies to attract and retain top talent.(BL3-Apply)</p> <p>CO4- Students will be able to analyze talent management practices to identify strengths and areas for improvement.(BL4-Analyze)</p> <p>CO5- Students will be able to evaluate the effectiveness of various talent management practices.(BL5-Evaluate)</p> <p>CO6- Students will be able to design comprehensive talent management plans that align with organizational goals.(BL6-Create)</p>		
Course Elements	Skill Development ✗ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities)

Course Articulation Matrix

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

SOM-MBA(Dual_Specialization)

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

Title of the Course	Service Marketing		
Course Code	MBA -304 MM [T]		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to define key concepts in service marketing. (BL1-Remember)</p> <p>CO2- Students will be able to explain the principles and theories of services marketing. (BL2-Understand)</p> <p>CO3- Students will be able to analyze the unique challenges faced in marketing intangible services compared to physical products. (BL3-Apply)</p> <p>CO4- Students will be able to evaluate the service blueprint of a chosen organization and identify potential areas for improvement. (BL4-Analyze)</p> <p>CO5- Students will be able to critically assess the effectiveness of different service marketing strategies, considering factors like target audience and service type. (BL5-Evaluate)</p> <p>CO6- Students will be able to develop a comprehensive service marketing plan for a new service concept. (BL6-Create)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG12(Responsible consumption and production)

Course Articulation Matrix

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

SOM-MBA(Dual_Specialization)

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

Title of the Course	Security Analysis and Portfolio Management		
Course Code	MBA-304 FM [T]		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to define the core concepts of investment management, including asset classes, risk-return tradeoff, and investment vehicles. (BL1-Remember)</p> <p>CO2- Students will be able to explain the different investment philosophies (value investing, growth investing, etc.) and their underlying principles. (BL2-Understand)</p> <p>CO3- Students will be able to apply portfolio theory concepts such as Modern Portfolio Theory (MPT) to construct diversified investment portfolios. (BL3-Apply)</p> <p>CO4- Students will be able to analyze financial statements and other data to evaluate the investment potential of companies and securities. (BL4-Analyze)</p> <p>CO5- Students will be able to evaluate the performance of investment portfolios using various metrics and recommend adjustments based on market conditions and risk tolerance. (BL5-Evaluate)</p> <p>CO6- Students will be able to develop an investment strategy aligned with an individual or institutional investor's financial goals and risk profile. (BL6-Create)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities) SDG12(Responsible consumption and production) 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	2	-
CO2	2	1	2	1	-	3	3	1	-	-	-	-	1	1	1
CO3	2	-	2	1	-	2	-	1	-	-	-	-	-	1	2
CO4	-	1	3	1	2	-	2	1	-	-	-	-	1	-	1
CO5	2	-	2	1	-	1	-	1	-	-	-	-	1	1	2
CO6	1	-	-	1	1	-	-	1	-	-	-	-	-	2	1

SOM-MBA(Dual_Specialization)

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

Title of the Course	Human Resource Analytics		
Course Code	MBA-303 HR [T]		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to recall the various metrics used to measure HR effectiveness within an organization. (BL1-Remember)</p> <p>CO2- Students will be able to explain the relationship between HR practices and key business outcomes (BL2-Understand)</p> <p>CO3- Students will be able to analyze a case study and recommend appropriate HR metrics to evaluate the effectiveness of a specific HR program. (BL3-Apply)</p> <p>CO4- Students will be able to compare and contrast different approaches to measuring HRM across various industries. (BL4-Analyze)</p> <p>CO5- Students will be able to critically assess the strengths and weaknesses of a proposed HR measurement system considering its purpose and context. (BL5-Evaluate)</p> <p>CO6- Students will be able to design a balanced HR scorecard that incorporates both financial and HR-specific metrics to track the effectiveness of the HR department. (BL6-Create)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education)

Course Articulation Matrix

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

SOM-MBA(Dual_Specialization)

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

Title of the Course	Consumer Behavior		
Course Code	MBA-303 MM[T]		
Course Outcomes & Bloom's Level	<p>CO1- students will be able to define key concepts in consumer behaviour, such as perception, motivation, and decision-making processes.(BL1-Remember)</p> <p>CO2- Students will be able to explain the factors influencing consumer behaviour(BL2-Understand)</p> <p>CO3- Students will be able to apply consumer behaviour principles to analyze real-world marketing scenarios and develop effective marketing strategies.(BL3-Apply)</p> <p>CO4- Students will be able to critically evaluate the effectiveness of different marketing messages and strategies targeted towards specific consumer segments.(BL4-Analyze)</p> <p>CO5- Students will be able to propose and justify marketing recommendations based on an integrated understanding of consumer needs, wants, and decision-making processes.(BL5-Evaluate)</p> <p>CO6- Students will be able to design a research plan to investigate a specific consumer behaviour issue and develop data-driven insights to inform marketing strategies.(BL6-Create)</p>		
Course Elements	Skill Development ✗ Entrepreneurship ✗ Employability ✗ Professional Ethics ✗ Gender ✓ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG5(Gender equality) SDG12(Responsible consumption and production)

Course Articulation Matrix

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

SOM-MBA(Dual_Specialization)

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

Title of the Course	Digital Banking System	
Course Code	MBA-303 FM[T]	
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to recall key concepts and terminologies related to digital banking. (BL1-Remember)</p> <p>CO2- Students will be able to explain the evolution and components of digital banking systems. (BL2-Understand)</p> <p>CO3- Students will be able to apply digital banking tools and techniques to financial operations. (BL3-Apply)</p> <p>CO4- Students will be able to analyze the impact of digital banking on financial services and customer experience. (BL4-Analyze)</p> <p>CO5- Students will be able to evaluate the security and regulatory implications of digital banking systems. (BL5-Evaluate)</p> <p>CO6- Students will be able to design innovative digital banking solutions for enhanced financial services. (BL6-Create)</p>	
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)

Course Articulation Matrix

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

SOM-MBA(Dual_Specialization)

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

Title of the Course	Supply Chain Analytics		
Course Code	MBA-401 [T]		
Course Outcomes & Bloom's Level	<p>CO1- Student will be able to Identify key concepts and terminologies in supply chain analytics.(BL1-Remember)</p> <p>CO2- Student will be able to Explain the role of analytics in optimizing supply chain operations.(BL2-Understand)</p> <p>CO3- Student will be able to Utilize analytical tools and techniques to solve supply chain problems.(BL3-Apply)</p> <p>CO4- Student will be able to Interpret supply chain data to diagnose issues and assess performance.(BL4-Analyze)</p> <p>CO5- Student will be able to Assess the effectiveness of different supply chain strategies using analytical methods.(BL5-Evaluate)</p> <p>CO6- Student will be able to Design data-driven solutions to enhance supply chain efficiency and resilience.(BL6-Create)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG3(Good health and well-being) SDG8(Decent work and economic growth) SDG12(Responsible consumption and production) SDG13(Climate action) 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	1	-	-	-	-	1	-	1
CO2	1	2	1	-	1	-	1	1	-	-	-	-	-	2	-
CO3	1	-	-	2	-	1	-	1	-	-	-	-	1	-	2
CO4	-	1	-	1	-	1	-	-	-	-	-	-	1	-	-
CO5	1	1	-	-	1	1	-	1	-	-	-	-	-	1	1
CO6	1	1	-	1	-	-	1	1	-	-	-	-	-	-	1

SOM-MBA(Dual_Specialization)

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

Title of the Course	Business Ethics and Corporate Governance		
Course Code	MBA-402[T]		
Course Outcomes & Bloom's Level	<p>CO1- Student will be able to Recall key emerging technologies and their applications in the global business context.(BL1-Remember)</p> <p>CO2- Student will be able to Explain the principles and underlying concepts of emerging technologies and their relevance to the global business environment.(BL2-Understand)</p> <p>CO3- Student will be able to Apply emerging technologies to solve real-world business problems in the global context.(BL3-Apply)</p> <p>CO4- Student will be able to Analyze the implications of emerging technologies on global business strategies and competitive dynamics.(BL4-Analyze)</p> <p>CO5- Student will be able to Assess the risks and opportunities associated with adopting emerging technologies in the global business environment.(BL5-Evaluate)</p> <p>CO6- Student will be able to Design innovative strategies leveraging emerging technologies to gain a competitive advantage in the global marketplace.(BL6-Create)</p>		
Course Elements	Skill Development ✗ Entrepreneurship ✗ Employability ✗ Professional Ethics ✓ Gender ✗ Human Values ✓ Environment ✓	SDG (Goals)	SDG3(Good health and well-being) SDG8(Decent work and economic growth) SDG12(Responsible consumption and production)

Course Articulation Matrix

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

SOM-MBA(Dual_Specialization)

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

Title of the Course	Dissertation		
Course Code	MBA-405 [P]		
Course Outcomes & Bloom's Level	<p>CO1- Student will be able to apply research methodologies to investigate a specific business problem or phenomenon in depth.(BL3-Apply)</p> <p>CO2- Student will be able to synthesize and analyze relevant literature to inform the research topic and support findings.(BL4-Analyze)</p> <p>CO3- Student will be able to design and execute a structured research plan, including data collection and analysis.(BL4-Analyze)</p> <p>CO4- Student will be able to interpret research findings and draw meaningful conclusions based on empirical evidence.(BL4-Analyze)</p> <p>CO5- Student will be able to communicate research findings effectively through a written dissertation and oral defense.(BL5-Evaluate)</p> <p>CO6- Student will be able to demonstrate ethical conduct in all aspects of the research process.(BL5-Evaluate)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG1(No poverty) 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	2	1	-	-	-	-	1	2	1
CO2	2	1	3	-	1	-	-	1	-	-	-	-	-	1	-
CO3	2	-	-	1	-	2	-	-	-	-	-	-	1	2	1
CO4	2	1	-	3	3	-	1	-	-	-	-	-	-	1	1
CO5	2	1	3	1	-	2	1	1	-	-	-	-	1	-	1
CO6	2	-	1	-	1	-	1	-	-	-	-	-	1	1	-

SOM-MBA(Dual_Specialization)

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

Title of the Course	Organizational Development and Change Management		
Course Code	MBA-404 HR [T]		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to define the concepts of organizational development (OD) and change management. (BL1-Remember)</p> <p>CO2- Students will be able to compare different change models and their applicability in specific situations (BL2-Understand)</p> <p>CO3- Students will be able to apply various OD assessment tools. (BL3-Apply)</p> <p>CO4- Students will be able to analyze organizational situations to identify areas for improvement and change. (BL4-Analyze)</p> <p>CO5- Students will be able to evaluate the effectiveness of OD/ change management plans (BL5-Evaluate)</p> <p>CO6- Students will be able to create an intervention plan that incorporates change management principles. (BL6-Create)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG3(Good health and well-being) SDG4(Quality education) SDG5(Gender equality) SDG8(Decent work and economic growth) SDG10(Reduced inequalities)

Course Articulation Matrix

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

SOM-MBA(Dual_Specialization)

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

Title of the Course	Customer Relationship Management		
Course Code	MBA-404 MM [T]		
Course Outcomes & Bloom's Level	<p>CO1- Cultivate the effective and efficient customer relationship ability.(BL1-Remember)</p> <p>CO2- Able to manage CRM marketing in order to leverage CRM technology.(BL2-Understand)</p> <p>CO3- Understand the needs in adoption of CRM in the tourism industry(BL3-Apply)</p> <p>CO4- Students are able to analyse how to develop customer relationship based on the customer expectations.(BL4-Analyze)</p> <p>CO5- Students are trained in of communication in the successful handling of customers.(BL5-Evaluate)</p> <p>CO6- Get to know about the various types of customers and their preferences and accordingly able to plan for the quality services.(BL6-Create)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✓ Gender ✗ Human Values ✓ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth)

Course Articulation Matrix

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

SOM-MBA(Dual_Specialization)

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

Title of the Course	Goods and Service Tax		
Course Code	MBA-404 FM [T]		
Course Outcomes & Bloom's Level	<p>CO1- Student will be able to : Remember the basic concepts and principles of GST, define key terms and vocabulary related to GST and Identify the components of the GST framework.(BL1-Remember)</p> <p>CO2- Student will be able to Understand the taxable event and the scope of GST and key provisions of GST laws and regulations.(BL2-Understand)</p> <p>CO3- Student will be able to : Apply the ability to calculate GST liabilities for different scenariosand the rules of input tax credit to calculate the net GST liability.(BL3-Apply)</p> <p>CO4- Student will be able to Analyze the impact of GST on various sectors of the economy and compare and contrast GST provisions with the previous tax regime.(BL4-Analyze)</p> <p>CO5- Student will be able to Evaluate the implications of timing and value rules on tax planning and compliance.(BL5-Evaluate)</p> <p>CO6- Student will be able to Develop strategies for maximizing ITC utilization within the regulatory framework.(BL6-Create)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG8(Decent work and economic growth) SDG10(Reduced inequalities) SDG12(Responsible consumption and production) 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	-	2	1	1	-	-	-	-	1	1	-
CO2	1	2	2	1	-	1	2	1	-	-	-	-	-	2	1
CO3	1	2	3	-	1	1	1	1	-	-	-	-	1	2	-
CO4	1	1	2	-	-	1	1	1	-	-	-	-	1	3	1
CO5	1	1	1	3	2	1	1	1	-	-	-	-	1	1	-
CO6	1	-	-	1	-	1	1	1	-	-	-	-	1	1	-

SOM-MBA(Dual_Specialization)

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

Title of the Course	International Human Resource Management		
Course Code	MBA-403 HR[T]		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to remember key concepts and terminology related to International Human Resource Management (IHRM)(BL1-Remember)</p> <p>CO2- Students will be able to understand the cultural contexts of IHRM using Hofstede's approach and cross-cultural theory(BL2-Understand)</p> <p>CO3- Students will be able to apply the processes involved in recruiting and selecting international managers(BL3-Apply)</p> <p>CO4- Students will be able to analyze standardized versus customized performance appraisal systems(BL4-Analyze)</p> <p>CO5- Students will be able to evaluate the effectiveness of HR process in different international contexts(BL5-Evaluate)</p> <p>CO6- Students will be able to create comprehensive international training programs(BL6-Create)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✓ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth)

Course Articulation Matrix

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

SOM-MBA(Dual_Specialization)

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

Title of the Course	Social Media Marketing		
Course Code	MBA-403 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(BL6-Create)		
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	-	3	2	2	1	-	-	-	-	1	2	1
CO2	1	2	1	1	1	3	1	2	-	-	-	-	2	1	-
CO3	1	1	-	2	3	2	1	3	-	-	-	-	1	3	1
CO4	2	1	2	1	3	1	-	1	-	-	-	-	1	2	-
CO5	1	-	1	2	1	-	1	2	-	-	-	-	2	1	1
CO6	1	-	2	1	1	3	2	1	-	-	-	-	1	2	-

SOM-MBA(Dual_Specialization)

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

Title of the Course	Foreign Exchange Management		
Course Code	MBA-403 FM [T]		
Course Outcomes & Bloom's Level	<p>CO1- Student will be able to Remember key terms and concepts related to foreign exchange markets (e.g., Inter-Bank Forex Markets, OTC markets). (BL1-Remember)</p> <p>CO2- Student will be able to Understand the exchange rate mechanism and its components. (BL2-Understand)</p> <p>CO3- Student will be able to Apply how to calculate spot, cross, and forward rates. (BL3-Apply)</p> <p>CO4- Student will be able to Analyze the portfolio management strategies involving global securities. (BL4-Analyze)</p> <p>CO5- Student will be able to Evaluate the effectiveness of current regulations in managing external commercial borrowings. (BL5-Evaluate)</p> <p>CO6- Student will be able to Create a comprehensive plan for dealing room operations, including the management of Nostro/Vostro/Loro. (BL6-Create)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG8(Decent work and economic growth) SDG10(Reduced inequalities) SDG12(Responsible consumption and production) 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	1	-	-	-	-	1	1	1
CO2	1	2	-	1	-	1	-	1	-	-	-	-	-	1	2
CO3	1	-	2	2	1	3	-	1	-	-	-	-	1	3	-
CO4	-	1	3	-	1	-	2	1	-	-	-	-	-	1	1
CO5	2	1	1	-	1	1	1	1	-	-	-	-	1	2	-
CO6	1	-	1	-	1	-	-	1	-	-	-	-	1	1	1

