



AL-AMEEN INSTITUTE OF MANAGEMENT STUDIES

Al-Ameen Educational Campus, Near Lalbagh Main Gate
Hosur Road, Bangalore-560 027

I Semester BBA - Course Outcome

Academic Year: 2022-2023

Subject	CO	Cognitive Abilities	Course Outcomes
Generic English	CO1	Remembering	The ability to understand the variety and diversity in terms of Language.
	CO2	Understanding	Enhances to understand Short stories and poetry reflects a classic literature.
	CO3	Applying	Providing messages to be conveyed to the youngsters. Facilitate interactive learning
	CO4	Analysing	Focuses on basic language skills in the competitive global job scenario.
	CO5	Evaluating	The learners to pay attention to the usage of language.

Subject	CO	Cognitive Abilities	Course Outcomes
Fundamentals of Accounting	CO1	Remembering	Understand the framework of accounting as well as accounting standards.
	CO2	Understanding	The Ability to pass journal entries and prepare ledger accounts.
	CO3	Applying	The Ability to prepare subsidiaries books.
	CO4	Analyzing	The Ability to prepare trial balance and final accounts of proprietary concern.
	CO5	Evaluating	Construct final accounts through application of tally.

Subject	CO	Cognitive Abilities	Course Outcomes
Management Principles & Practice	CO1	Remembering	The ability to understand concepts of business management, principles and functions of management
	CO2	Understanding	The ability to explain the process of planning and decision making.
	CO3	Applying	The ability to create organization structures based on authority, task and responsibilities.
	CO4	Analyzing	The ability to explain the principles of direction, importance of communication, barrier of communication, motivation theories and leadership styles.
	CO5	Evaluating	The ability to understand the requirement of good control system and control techniques.

Subject	CO	Cognitive Abilities	Course Outcomes
Digital fluency	CO1	Understanding	On successful completion of the chapter, the students will be able to Understand the concepts and functions of Operating System.
	CO2	Understanding And Remembering	Understand the concepts, and the applications of Computer networks and Malware. Threats and Prevention of Malware
	CO3	Understanding and Applying,	Learning the concepts of DBMS. Applying the concepts of E-Learning

Subject	CO	Cognitive Abilities	Course Outcomes
Marketing Management	CO1	Remembering	Understand the concepts and functions of marketing.
	CO2	Understanding	Analyze marketing environment impacting the business.
	CO3	Applying	Segment the market and understand the consumer behavior.
	CO4	Analyzing	Describe the 4 p's of marketing and also strategize marketing mix.
	CO5	Evaluating	Describe 7 p's of service marketing mix.

Subject	CO	Cognitive Abilities	Course Outcomes
Additional English	CO1	Remembering	Understanding the Indian regional writings.
	CO2	Understanding	Understanding the silent aspects of the study of various regional ethos.
	CO3	Applying	The ability to understand the need to observe the diversity of cultures.
	CO4	Analysing	The ability to implement foster and develop a greater holistic perspective of culture growing out of one's local cocoon.
	CO5	Evaluating	The ability to enhance the right usage of vocabulary and sharpens language skills.