



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: 2021-2022

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
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.

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	CO2	Understanding	Analyze marketing environment impacting the business.
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	CO4	Analyzing	Describe the 4 p's of marketing and also strategize marketing mix.
	CO5	Evaluating	Describe 7 p's of service marketing mix.

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