



## **AL-AMEEN INSTITUTE OF MANAGEMENT STUDIES**

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

### **IV Semester BBA - Course Outcome**

Academic Year: 2021-2022

| <b>Subject</b>                  | <b>CO</b> | <b>Cognitive Abilities</b> | <b>Course Outcomes</b>                                               |
|---------------------------------|-----------|----------------------------|----------------------------------------------------------------------|
| Corporate Communications Skills | CO1       | Remembering                | Preparation Of Notice & Agenda Of A Corporate Meeting                |
|                                 | CO2       | Understanding              | Draft The Minutes Of Any One Student's Event Meeting.                |
|                                 | CO3       | Applying                   | Design An Advertisement Copy For The Product Of Your Choice.         |
|                                 | CO4       | Analyzing                  | Draft A Sample Circular, Memo & Press Release.                       |
|                                 | CO5       | Evaluating                 | Analyze A Case Study Relating To Communication In Crisis Management. |

| <b>Subject</b>            | <b>CO</b> | <b>Cognitive Abilities</b> | <b>Course Outcomes</b>                                                                                                 |
|---------------------------|-----------|----------------------------|------------------------------------------------------------------------------------------------------------------------|
| Business Research Methods | CO1       | Remembering                | Prepare A Sample Research Proposal.                                                                                    |
|                           | CO2       | Understanding              | Design A Questionnaire Using Google Form For Collection Of Primary Data Keeping In Mind The Topic Chosen For Research. |
|                           | CO3       | Applying                   | Use Imaginary Data And Prepare Diagrams Using MS Excel.                                                                |
|                           | CO4       | Analyzing                  | Select A Research Paper Of Your Choice & Execute A Plagiarism Check Using Zoster And Mendeley                          |

| <b>Subject</b>          | <b>CO</b> | <b>Cognitive Abilities</b> | <b>Course Outcomes</b>                             |
|-------------------------|-----------|----------------------------|----------------------------------------------------|
| Banking Law & Operation | CO1       | Remembering                | Application For Opening A Bank Account.            |
|                         | CO2       | Understanding              | Application For Bank Loan                          |
|                         | CO3       | Applying                   | Form Of A Cheque And Types Of Crossing Of Cheque   |
|                         | CO4       | Analysing                  | Debit And Credit Cards                             |
|                         | CO5       | Evaluating                 | Form Of RTGS                                       |
|                         | CO6       | Creating                   | Draw Specimen Of Traveler's Cheques / Gift Cheques |

| <b>Subject</b>               | <b>CO</b> | <b>Cognitive Abilities</b> | <b>Course Outcomes</b>                                                           |
|------------------------------|-----------|----------------------------|----------------------------------------------------------------------------------|
| Entrepreneurship Development | CO1       | Remembering                | Preparation Of A Project Report To Start A SSI Unit                              |
|                              | CO2       | Understanding              | Preparing A Letter To The Concerned Authority-Seeking Format Of A Business Plan  |
|                              | CO3       | Applying                   | Format Of A Business Plan                                                        |
|                              | CO4       | Analysing                  | Chart Showing Financial Assistance Available To SSI Along With Rates Of Interest |
|                              | CO5       | Evaluating                 | Chart Showing Tax Concessions To SSI Both Direct And Indirect                    |

| <b>Subject</b>        | <b>CO</b> | <b>Cognitive Abilities</b> | <b>Course Outcomes</b>                                                                                 |
|-----------------------|-----------|----------------------------|--------------------------------------------------------------------------------------------------------|
| Management Accounting | CO1       | Remembering                | Collect Statements Of An Organization And Calculate Important Accounting Ratio's                       |
|                       | CO2       | Understanding              | Draft A Report On Any Financial/Operational Crisis In An Organization                                  |
|                       | CO3       | Applying                   | Prepare A Break-Even-Chart Of A Product-Based Organization Using Hypothetical Data (Imaginary Figures) |
|                       | CO4       | Analysing                  | Prepare A Flexible Budget/Cash Budget Based On Hypothetical Data (Imaginary Figures)                   |

| <b>Subject</b>                   | <b>CO</b> | <b>Cognitive Abilities</b> | <b>Course Outcomes</b>                                                     |
|----------------------------------|-----------|----------------------------|----------------------------------------------------------------------------|
| Customer Relationship Management | CO1       | Remembering                | Present Any Two CRM Models In A Diagrammatic Form.                         |
|                                  | CO2       | Understanding              | Present Any Case Study Of Effective Customer Relationship Management       |
|                                  | CO3       | Applying                   | Present The Flow-Chart Of CRM Implementation.                              |
|                                  | CO4       | Analyzing                  | Develop An Imaginary Customer Database For Any Product Of Student's Choice |