



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

Subject	CO	Cognitive Abilities	Course Outcomes
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	Analysing	Draft A Sample Circular, Memo & Press Release.
	CO5	Evaluating	Analyze A Case Study Relating To Communication In Crisis Management.

Subject	CO	Cognitive Abilities	Course Outcomes
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	Analysing	Select A Research Paper Of Your Choice & Execute A Plagiarism Check Using Zotero And Mendeley

Subject	CO	Cognitive Abilities	Course Outcomes
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

Subject	CO	Cognitive Abilities	Course Outcomes
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

Subject	CO	Cognitive Abilities	Course Outcomes
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)

Subject	CO	Cognitive Abilities	Course Outcomes
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	Analysing	Develop An Imaginary Customer Database For Any Product Of Student's Choice