



AL-AMEEN INSTITUTE OF MANAGEMENT STUDIES

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

V Semester BBA - **Course Outcome**

Academic Year: 2022-2023

Subject	CO	Cognitive Abilities	Course Outcomes
Information Technology for Business	CO1	Remembering	The students need to remember nature and purpose of database Systems and how they work
	CO2	Understanding	The students need to understand Information Systems using MS EXCEL.
	CO3	Applying	The students need to apply Data Validation in Excel, Sort and Filter, Conditional Formatting in Excel
	CO4	Analyzing	The students need to analyses design and implement simple Computer based business
	CO5	Evaluating	The students need to evaluate in latest aspects of Information Technology used in business context

	CO6	Creating	The students need to create the following : ➤ Database Tables in MS Access and Entering Data ➤ Creating Forms in MS Access ➤ Reports in MS Access ➤ Charts in Excel ➤ What if analysis in Excel ➤ Summarizing data using Pivot Table ➤ V Lookup and H Lookup Functions
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Subject	CO	Cognitive Abilities	Course Outcomes
Integrated Marketing Communication	CO1	Remembering	The students need to remember essential concepts and techniques for the development and designing of an effective Integrated Marketing Communication program.
	CO2	Understanding	The students need to understand and provide the learning about various communication tools and its effectiveness
	CO3	Applying	The students need to apply and Demonstrate process of launching a new product by giving special emphasis to sustainable packaging
	CO4	Analyzing	The students need to analyses Digital marketing by illustrating it in a case study
	CO5	Evaluating	The students need to evaluate Marketing and sales are different and to Demonstrate through a role play
	CO6	Creating	The students need to create that Foster creative ideas among learners for development of effective marketing communication program

Subject	CO	Cognitive Abilities	Course Outcomes
Indirect Taxes	CO1	Remembering	The students need to remember the knowledge on GST and Customs Duty
	CO2	Understanding	The students need to understand and identify the 'time of supply' for at least five transactions under forward charge and reverse charge
	CO3	Applying	The students need to apply and Show the calculation of 'value of supply' and 'GST Liability' with imaginary figures and applicable rates.
	CO4	Analysing	The students need to analyses and Show the calculation of GST payable after adjusting 'Input-Tax Credit' with imaginary figures
	CO5	Evaluating	The students need to evaluate and Give any 5 examples each for mixed supply and composite supply.
	CO6	Creating	The students need to create a List on types of customs duties applicable after GST.

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Income Tax	CO1	Remembering	The students need to remember and expose to various provision of Income Tax Act relating to the computation of Income of Individual Assessee.
	CO2	Understanding	The students need to understand the Filling of Income Tax Returns.
	CO3	Applying	The student need to apply the List of enclosures to be made along with IT returns (with reference to salary & H.P).
	CO4	Analysing	The student need to analyse Form No. 49A (PAN) and 49B.
	CO5	Evaluating	The students need to evaluate the Preparation of Form 16.
	CO6	Creating	The students need to create Chart on perquisites.

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Consumer Behavior	CO1	Remembering	The student need to remember to develop an understanding about the consumer decision-making process and its applications in marketing function of firms
	CO2	Understanding	The students need to understand the conduct formal interview to the managers of three retail-clothing stores. Determine the degree to which they believe consumer's personality and self-image are important to the marketing activities of the stores.
	CO3	Applying	The students need to apply each of the following Products & services, indicate who you would go to for information and advice and for each situation; indicate the person's relationship to you and your reasons for selecting him/her as the source of information and advice. o The latest fashion in clothes
	CO4	Analyzing	The students need to analyze Visit three local restaurants and assess how each attracts clientele in different stages of the family life cycle

	CO5	Evaluating	The students need to evaluate and Conduct an informal interview of a local retail store owner and determine what demographic and socio economic segments the store appears to satisfy.
	CO6	Creating	The students need to create that two furniture stores, one catering to upper-middle class consumers and the other to lower-middle class consumers. How do social class differences influence each store's o Product lines & styles - o Advertising media selection - o The copy & communication styles used in the advertisements - o Payment policies

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Security Analysis And Portfolio Management	CO1	Remembering	The students need to remember To provide knowledge and skill in identifying various investment alternatives and choosing the suitable alternatives.
	CO2	Understanding	Evaluate the characteristics if various Avenues of Investment.
	CO3	Applying	The student need to apply Porter's Five Forces Model for an industry of your choice and present the prospects of the industry.
	CO4	Analyzing	The students need to Analyze a company in respect of various financial and non-financial parameters and suggest investment decision in the company.
	CO5	Evaluating	The students need to evaluate Identify the best 5 mutual fund schemes on the basis of different selection criterion.
	CO6	Creating	The student need to create an orient on the procedures and formalities involved in investing.

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Business Regulations	CO1	Remembering	The Students need to Remember the various Legislations affecting Business and to familiarize them with such Regulations
	CO2	Understanding	The Students need to Understand Case Law On Minor's Capacity To Contract
	CO3	Applying	The Students need to Apply And Understand The Law Against Misleading Advertisement
	CO4	Analysing	The Students need to analyze Cybercrimes cases and conduct group discussion
	CO5	Evaluating	The Student need to Evaluate a Complaint To District Consumer Forum And How to lodge a Complaint Online
	CO6	Creating	The Student need to Create Innovation Suggestion To Reduce Global Warming And Ozone Depletion

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Industrial Relations	CO1	Remembering	The Students need to Remember to familiarize students with the Industrial Relations and Legislations relating to Regulatory and Social Security of Employees in India.
	CO2	Understanding	The Students need to Understand List the changing characteristics of Industry and Workforce in India
	CO3	Applying	The Students need to Apply List the problems of trade unions in India.
	CO4	Analyzing	The Students need to analyses List the major indicators of the state of Industrial relations in a manufacturing industry.
	CO5	Evaluating	The Student need to Evaluate & Study the Impact of Liberalization, Privatization and Globalization on Indian Industrial Relations.
	CO6	Creating	The Student need to Create Present a Live Case study of Successful trade unions that have resolved lockouts, strikes and closures in automobile industry

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Compensation and Performance Management	CO1	Remembering	The Students need to Remember To enable the students to understand the various methods and practices of Compensation and Performance Management
	CO2	Understanding	The Students need to Understand List the various components of total compensation in Multinational Companies.
	CO3	Applying	The Students need to Apply And Design a performance appraisal plan using any Modern Performance Appraisal Tool for an IT company.
	CO4	Analyzing	The Students need to analyses Study any one contemporary practice of Performance Management System (Balance scorecard, Lean Management, BPRE, Six Sigma and so on)
	CO5	Evaluating	The Student need to Evaluate Construct a questionnaire for a salary survey on nurses
	CO6	Creating	The Student need to Create Present a Live Case study of successful trade unions that have resolved lockouts, strikes and closures in automobile industry.

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Cultural Diversity and Society	CO1	Remembering	The Students need to remember to a healthy respect for the rich diversity in Indian society and culture
	CO2	Understanding	The Students need to problems of rural society
	CO3	Applying	The Students need to apply to help them address contemporary discriminations.
	CO4	Analyzing	The Students need to analyze to remind the youth that they have a key role to play in the promotion of national integration and in promoting the unity and integrity of the country.
	CO5	Evaluating	The Student need to Evaluate better understanding and compression of Indian culture, a diversity and society.
	CO6	Creating	The Student need to create and develop in them secular values of tolerance communal amity and peaceful Co-existence.