



AL-AMEEN INSTITUTE OF MANAGEMENT STUDIES

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

I Semester MBA - Course Outcome

Course Code	Subject	CO Code	Course Outcome
1.1	Management and Behavioral Process	CO1	To familiarize the students about the concept of organizational behavior and its applications
		CO2	Analyze the behavior of Individuals and groups in organisations in terms of the key factors that influence organizational behavior
		CO3	Students will be able to apply different motivational theories and methods to increase the productivity and job satisfaction of employees.
		CO4	To get an insight about group behavior
		CO5	To accept and embrace in working with different people from different cultural and diverse background in the workplace
		CO6	To examine the determinants of Personality and its influence in understanding the personality of Employees

Course Code	Subject	CO Code	Course Outcome
1.2	Managerial Accounting	CO1	To familiarize the students with financial statements, principles of accounting and develop their skills in reading annual reports.
		CO2	To provide foundations for developing the skills in interpreting financial statements for managerial decisions.
		CO3	To acquaint the students with the intricacies of Financial Accounting and Management Accounting
		CO4	To study about Financial Statement Analysis
		CO5	Analyze cost, volume and profit to understand the relationship of costs and revenues to output and make managerial decisions.

Course Code	Subject	CO Code	Course Outcome
1.3	Business Planning and Regulations	CO1	To create premise and clear understanding for legal aspects of contracts.
		CO2	To equip the students about the knowledge of legitimate rights and obligations under The Right to Information Act.
		CO3	To provide comprehensive knowledge about the establishment and functioning of trust and societies form of business.
		CO4	To initiate start-ups and entrepreneurial ventures independently.
		CO5	To provide insights into company proceedings under Companies Act, 2013 and their inferences thereof.

Course Code	Subject	CO Code	Course Outcome
1.4	Economics for Business Decisions	CO1	To describe the nature and scope of managerial economics, demand analysis and firm and its organization
		CO2	To learn the techniques of production function, cost analysis and forms of market
		CO3	To apply the pricing techniques to determine the price of factors of production
		CO4	To apply the knowledge of national income accounting, inflation and monetary and fiscal policies in real world situations
		CO5	To describe the trade cycles in the open economy and exchange rate determination.

Course Code	Subject	CO Code	Course Outcome
1.5	Business Statistics	CO1	The student will gain knowledge about various concepts and functions of statistics.
		CO2	The students will acquire detailed understanding of the statistical process.

		CO2	The student will learn the importance and process of classification and tabulation of data to make the data ready for further statistical process.
		CO3	The student gets to know the relevance of measures of central tendencies in statistical analysis and learns to compute the various measures of central tendencies.
		CO4	The student will be able to identify and establish the strength of the relationship between two variables and interpret the results thereto.
		CO5	The student will be able to connect to the construction of consumer price index and understand the impact of prices on the consumer spending.

Course Code	Subject	CO Code	Course Outcome
1.6	Marketing Management	CO1	Student learns to analyze the impact of changing micro and macro environment on marketing strategies.
		CO2	Able to understand the need for market segmentation and factors to be considered for sound market segmentation.
		CO3	To understand the impact of various factors on buyer behavior.
		CO4	To understand the role of product strategies in marketing mix.
		CO5	Able to design an ideal promotional mix to place the product in the market.
		CO5	Student should be able to construct an effective advertisement copy.
		CO5	To be able to design an appropriate marketing channel for effective distribution of the product in the market place.

Course Code	Subject	CO Code	Course Outcome
1.7	Employability Skill Development I	CO1	Explain Principles of effective Communication and Barriers of Communication
		CO2	Explain Cross Cultural Dimensions of Business Communication Technology and Communication, Ethical & Legal Issues in Business Communication.
		CO3	Elaborate Principles of Effective Presentations, Principles governing the use of audiovisual media.
		CO4	Master the art of giving interviews in - selection or placement interviews, discipline interviews, appraisal interviews and exit interviews.
		CO5	Give managerial speeches such as speech of introduction, speech of thanks, occasional speech, and theme speech and can give presentations.
		CO6	Explain Principles of Nonverbal Communication.