



G.VENKATASWAMY NAIDU COLLEGE (Autonomous), KOVILPATTI.

Affiliated to Manonmaniam Sundaranar University – Tirunelveli.

(Re-Accredited with 'A' Grade by NAAC)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli).

(Under the Management of The Kuppasamy Naidu Charity Trust for Education and Medical Relief, Coimbatore-37)

Programme Outcomes - Department of Commerce (M.Phil.)

GPO No.	Programme Outcomes
PO1	Augmenting the capability of analyzing the research problem in different dimensions.
PO2	Developing the intellectual skills towards exploring all the research aspects.
PO3	Enhancing in-depth knowledge in exploring the research problem and providing solutions for the research problem.
PO4	Inculcate the skills and abilities in writing the research proposals in the minds of the researchers.
PO5	Provoking the researchers' interests in executing their research tasks.
PO6	Expertise in recognizing the systematic research approach towards the attainment of research objectives.
PO7	Enhancing the art of writing and publishing research articles in the UGC Refereed and SCOPUS journals.

Programme Specific Outcomes - Department of Commerce (M.Phil.)

PSO No.	Intended Programme Specific Outcomes
PSO1	Be hands-on with advanced analytical applications and hone in sufficiently good understanding of the role of business analytics in management decision-making.
PSO2	Facilitate the process of becoming confident entrepreneurs equipped with the right knowledge, skills and attitudes.



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Course Outcome - Department of Commerce (M.Phil.)

First Semester

Core – 1: Research Methodology (R20CO101)

CO No.	Course Outcome
CO1	Explain the basic concepts in research and various stages in research process
CO2	Describe the Significance of processing the data, drafting reports, and intellectual property rights in research
CO3	Determine the steps in identification and development of research problems
CO4	Compare and contrast the various sampling techniques, scaling methods, research tools and data collection methods
CO5	Construct hypotheses, data collection tools and scales

Core – 2: Advanced Financial Management (R20CO101)

CO No.	Course Outcome
CO1	Examine the concept of financial planning.
CO2	Acquire the knowledge on theories of capital structure and leverage.
CO3	Discuss the methods of capital budgeting and cost of capital.
CO4	Determine the theories of dividend.
CO5	Calculate the amount of working capital required.



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Core Elective: Professional Competencies (R20CO1E1)

CO No.	Course Outcome
CO1	Understand the concepts in teaching aptitude.
CO2	Describe the process of communication and ICT.
CO3	Illustrate the problems and solutions in reasoning aptitude and data interpretation.
CO4	Explain the issues and challenges in people and environment.
CO5	Explain the overview of higher education system.

Core Elective – 1: Marketing Management (R20CO1E2)

CO No.	Course Outcome
CO1	Describe the basic concepts and principles of Marketing management
CO2	Identify with the Buyer behavior decisions that organizations make and have an ability to engage in marketing planning.
CO3	Examine and evaluate critically real-life product decisions and develop creative solutions, using a marketing management perspective.
CO4	Analyze the competitive situation and marketing dilemma in dealing with dynamic global business environment in terms of rapidly changing market trends and technological advancement
CO5	Assess the promotion decisions of marketing management in global perspective



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Second Semester

Dissertation: Dissertation (R20CO2DN)

CO No.	Course Outcome
CO1	Identify the problem area in which the research is to be conducted.
CO2	Review the research articles already published.
CO3	Analyze the primary and secondary data by using the appropriate statistical tools.
CO4	Interpret the inferences based on the results of the data analysis.
CO5	Draw the suggestions and conclusions based on the findings.