



LADY DOAK COLLEGE

MADURAI 625002, TAMILNADU, INDIA
(An Autonomous Institution Affiliated to Madurai Kamaraj University)
Re-accredited with Grade 'A+' by NAAC (4th Cycle)



DEPARTMENT OF COMMERCE Programme Specific Outcome Attainment Report 2024-2025 - ODD Semester POSTGRADUATE

PSO No.	Programme Specific Outcome
Commerce (Batch:2023)	
PSOs	Upon completion of M.Com. Programme, the student will be able to
PSO-1	apply knowledge of Accounting, Finance, Law, Management and Information Technology for decision making.
PSO-2	function as competent professionals capable of taking up key positions in the corporate sector or become academicians and entrepreneurs.
PSO-3	appraise the challenges of the business environment with social and ethical values.
PSO-4	build the requisite competencies to solve business problems through research analysis and interpretation.
PSO-5	exhibit critical thinking, problem solving, team building and interpersonal skills.
Commerce (Batch:2024)	
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PSO-1	apply knowledge of Accounting, Finance, Law, Management and Information Technology for decision making.
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PSO-4	build the requisite competencies to solve business problems through research analysis and interpretation.
PSO-5	exhibit critical thinking, problem solving, team building and interpersonal skills.

Course Code : PGC1322EI
 Course Title : STRATEGIC HUMAN RESOURCE MANAGEMENT
 Faculty Name(s) : Ms. DEEPA R.

Batch : 2024

COs Consistency with PSOs

Course Outcome	CO	Programme Specific Outcome				
		1	2	3	4	5
CO-1: locate the importance of HRM as a field of study and as a central management function	CO-1	3	2	1	1	1
CO-2: describe the implication of HRM on Government regulations and corporate decisions	CO-2	3	2	1	2	1
CO-3: analyse the key elements of the HR functions	CO-3	2	2	1	1	2
CO-4: label the elements, key concepts and terminology of HRM	CO-4	2	2	2	1	1
CO-5: apply the principles and techniques of HRM to the discussion of major personnel issues in case studies	CO-5	2	2	1	1	2

3» Strongly correlated; 2» Moderately correlated; 1» Weakly correlated

CO Attainment

Formative Assessment				Summative Examination			Total
CO	%>=10 Marks	Attainment Level	Attainment of CO(0.6*)	%>=6 Marks	Attainment Level	Attainment of CO(0.4*)	
CO1	92	3	1.8	100	3	1.2	3
CO2	100	3	1.8	100	3	1.2	3
CO3	24	0	0	94	3	1.2	1.2
CO4	100	3	1.8	100	3	1.2	3
CO5	97	3	1.8	100	3	1.2	3

PSO Attainment

Course Code	PSO Attainment	PSO1	PSO2	PSO3	PSO4	PSO5	Analysis Report
PGC1322EI	Actual	2.7	2.64	2.7	2.7	2.49	Attained the CO- PSO Attainment Level
	Expected	2.4	2	1.2	1.2	1.4	

sd./ Dr. VANITHA MALARVIZHI P.

**Signature of Head of the Department/
Co-ordinator**

sd./ Ms. DEEPA R.

Signature of the Course Teacher

Course Code : PGC1323EI
 Course Title : OPERATIONS RESEARCH
 Faculty Name(s) : CTO SULTHAN AMMAL A.

Batch : 2024

COs Consistency with PSOs

Course Outcome	CO	Programme Specific Outcome				
		1	2	3	4	5
CO-1: demonstrate knowledge of OR fundamentals	CO-1	1	2	2	3	3
CO-2: identify models for problem solving	CO-2	1	2	2	3	3
CO-3: apply sequencing and game theory	CO-3	1	2	2	3	3
CO-4: apply network analysis to enhance effectiveness	CO-4	1	2	2	3	3
CO-5: examine the models for decision making	CO-5	1	2	2	3	3

3» Strongly correlated; 2» Moderately correlated; 1» Weakly correlated

CO Attainment

Formative Assessment				Summative Examination			Total
CO	%>=10 Marks	Attainment Level	Attainment of CO(0.6*)	%>=6 Marks	Attainment Level	Attainment of CO(0.4*)	
CO1	92	3	1.8	91	3	1.2	3
CO2	95	3	1.8	97	3	1.2	3
CO3	89	3	1.8	91	3	1.2	3
CO4	75	3	1.8	91	3	1.2	3
CO5	100	3	1.8	71	3	1.2	3

PSO Attainment

Course Code	PSO Attainment	PSO1	PSO2	PSO3	PSO4	PSO5	Analysis Report
PGC1323EI	Actual	3	3	3	3	3	PSOs - COs attainment report attained as expected
	Expected	1	2	2	3	3	

sd./ Dr. VANITHA MALARVIZHI P.

**Signature of Head of the Department/
Co-ordinator**

sd./ CTO SULTHAN AMMAL A.

Signature of the Course Teacher

Course Code : PGC1421CM

Batch : 2024

Course Title : BUSINESS FINANCE

Faculty Name(s) : Mrs. SATYAVANI S. & Mrs. YOGALAKSHMI A.

COs Consistency with PSOs

Course Outcome	CO	Programme Specific Outcome				
		1	2	3	4	5
CO-1: explain important finance concepts	CO-1	2	2	2	2	3
CO-2: calculate the risk and determine its impact on return	CO-2	2	2	2	2	3
CO-3: exhibit leasing and other sources of finance for startups	CO-3	2	2	2	2	3
CO-4: analyse cash receivable and inventory management techniques	CO-4	2	2	2	2	3
CO-5: examine the techniques of long term investment decision incorporating risk factor	CO-5	2	2	2	2	3

3» Strongly correlated; 2» Moderately correlated; 1» Weakly correlated

CO Attainment

Formative Assessment				Summative Examination			Total
CO	%>=10 Marks	Attainment Level	Attainment of CO(0.6*)	%>=6 Marks	Attainment Level	Attainment of CO(0.4*)	
CO1	76	3	1.8	61	2	0.8	2.6
CO2	92	3	1.8	67	2	0.8	2.6
CO3	92	3	1.8	92	3	1.2	3
CO4	100	3	1.8	33	0	0	1.8
CO5	100	3	1.8	22	0	0	1.8

PSO Attainment

Course Code	PSO Attainment	PSO1	PSO2	PSO3	PSO4	PSO5	Analysis Report
PGC1421CM	Actual	2.36	2.36	2.36	2.36	2.36	will reexamine the assessment method for Unit IV and Unit V. Also the external examiner's valuation of summative examination was not satisfactory
	Expected	2	2	2	2	3	

sd./ Dr. VANITHA MALARVIZHI P.

**Signature of Head of the Department/
Co-ordinator**

sd./ Mrs. SATYAVANI S. & Mrs. YOGALAKSHMI A.

Signature of the Course Teacher

Course Code : PGC1422CM
 Course Title : DIGITAL MARKETING
 Faculty Name(s) : Dr. KAYALVIZHI T. & Dr. SHANKARI S.

Batch : 2024

COs Consistency with PSOs

Course Outcome	CO	Programme Specific Outcome				
		1	2	3	4	5
CO-1: explain the dynamics of digital marketing	CO-1	1	2	3	2	2
CO-2: examine online marketing mix	CO-2	1	2	3	2	2
CO-3: compare digital media channels	CO-3	1	2	3	2	2
CO-4: interpret online consumer behavior	CO-4	1	2	3	2	2
CO-5: analyse social media data	CO-5	1	2	3	2	2

3» Strongly correlated; 2» Moderately correlated; 1» Weakly correlated

CO Attainment

Formative Assessment				Summative Examination			Total
CO	%>=10 Marks	Attainment Level	Attainment of CO(0.6*)	%>=6 Marks	Attainment Level	Attainment of CO(0.4*)	
CO1	89	3	1.8	97	3	1.2	3
CO2	100	3	1.8	97	3	1.2	3
CO3	100	3	1.8	94	3	1.2	3
CO4	100	3	1.8	94	3	1.2	3
CO5	97	3	1.8	78	3	1.2	3

PSO Attainment

Course Code	PSO Attainment	PSO1	PSO2	PSO3	PSO4	PSO5	Analysis Report
PGC1422CM	Actual	3	3	3	3	3	PSOs-COs attainment attained as expected
	Expected	1	2	3	2	2	

sd./ Dr. VANITHA MALARVIZHI P.

**Signature of Head of the Department/
Co-ordinator**

sd./ Dr. KAYALVIZHI T. & Dr. SHANKARI S.

Signature of the Course Teacher

Course Code : PGC1423CM
 Course Title : BANKING AND INSURANCE
 Faculty Name(s) : Mrs. BETSY M. & Ms. DEVA SANGEETHA D.

Batch : 2024

COs Consistency with PSOs

Course Outcome	CO	Programme Specific Outcome				
		1	2	3	4	5
CO-1: relate the transformation in banking from traditional to new age	CO-1	1	3	3	3	3
CO-2: apply modern techniques of digital banking	CO-2	1	3	3	3	3
CO-3: evaluate the role of insurance sector	CO-3	1	3	3	3	3
CO-4: examine the regulatory mechanism	CO-4	1	3	3	3	3
CO-5: assess risk mitigation strategies	CO-5	1	3	3	3	3

3» Strongly correlated; 2» Moderately correlated; 1» Weakly correlated

CO Attainment

Formative Assessment				Summative Examination			Total
CO	%>=10 Marks	Attainment Level	Attainment of CO(0.6*)	%>=6 Marks	Attainment Level	Attainment of CO(0.4*)	
CO1	97	3	1.8	100	3	1.2	3
CO2	100	3	1.8	100	3	1.2	3
CO3	100	3	1.8	100	3	1.2	3
CO4	100	3	1.8	100	3	1.2	3
CO5	100	3	1.8	100	3	1.2	3

PSO Attainment

Course Code	PSO Attainment	PSO1	PSO2	PSO3	PSO4	PSO5	Analysis Report
PGC1423CM	Actual	3	3	3	3	3	CO ATTAINMENT FOR FORMATIVE AND SUMMATIVE EXAMINATION IS ATTAINED
	Expected	1	3	3	3	3	

sd./ Dr. VANITHA MALARVIZHI P.

**Signature of Head of the Department/
Co-ordinator**

sd./ Mrs. BETSY M. & Ms. DEVA SANGEETHA D.

Signature of the Course Teacher

Course Code : PGC3402MO
 Course Title : STRATEGIC MANAGEMENT
 Faculty Name(s) : Ms. PRIYADHARSHNI M. & Dr. SRII LATHA S.

Batch : 2023

COs Consistency with PSOs

Course Outcome	CO	Programme Specific Outcome				
		1	2	3	4	5
CO-1: explain the importance of strategic leadership and decision making	CO-1	2	3	2	2	3
CO-2: construct SWOT analysis	CO-2	2	3	2	2	3
CO-3: interpret BCG Matrix of companies	CO-3	2	3	2	2	3
CO-4: examine the different strategies adopted by businesses	CO-4	2	3	2	2	3
CO-5: explain the different types of strategic control	CO-5	2	3	2	2	3

3» Strongly correlated; 2» Moderately correlated; 1» Weakly correlated

CO Attainment

Formative Assessment				Summative Examination			Total
CO	%>=10 Marks	Attainment Level	Attainment of CO(0.6*)	%>=6 Marks	Attainment Level	Attainment of CO(0.4*)	
CO1	74	3	1.8	91	3	1.2	3
CO2	76	3	1.8	97	3	1.2	3
CO3	55	1	0.6	97	3	1.2	1.8
CO4	74	3	1.8	91	3	1.2	3
CO5	100	3	1.8	91	3	1.2	3

PSO Attainment

Course Code	PSO Attainment	PSO1	PSO2	PSO3	PSO4	PSO5	Analysis Report
PGC3402MO	Actual	2.76	2.76	2.76	2.76	2.76	Will reexamine the assessment method for Unit III.
	Expected	2	3	2	2	3	

sd./ Dr. VANITHA MALARVIZHI P.

**Signature of Head of the Department/
Co-ordinator**

sd./ Ms. PRIYADHARSHNI M. & Dr. SRII LATHA S.

Signature of the Course Teacher

Course Code : PGC3408CM
 Course Title : ADVANCED FINANCIAL MANAGEMENT
 Faculty Name(s) : CS Dr. AMUTHA S.

Batch : 2023

COs Consistency with PSOs

Course Outcome	CO	Programme Specific Outcome				
		1	2	3	4	5
CO-1: list the functions of financial management and calculate the time value of money	CO-1	3	2	1	1	3
CO-2: identify the factors determining the capital structure and compute the cost of capital	CO-2	2	2	1	1	2
CO-3: illustrate working capital requirements and apply techniques of inventory management	CO-3	1	1	1	1	1
CO-4: analyse the different investment proposals and importance of investment decision	CO-4	2	2	2	2	2
CO-5: classify the importance of dividend decision in company	CO-5	1	1	1	1	1

3» Strongly correlated; 2» Moderately correlated; 1» Weakly correlated

CO Attainment

CO	Formative Assessment			Summative Examination			Total
	%>=10 Marks	Attainment Level	Attainment of CO(0.6*)	%>=6 Marks	Attainment Level	Attainment of CO(0.4*)	
CO1	89	3	1.8	100	3	1.2	3
CO2	85	3	1.8	77	3	1.2	3
CO3	84	3	1.8	100	3	1.2	3
CO4	94	3	1.8	91	3	1.2	3
CO5	100	3	1.8	100	3	1.2	3

PSO Attainment

Course Code	PSO Attainment	PSO1	PSO2	PSO3	PSO4	PSO5	Analysis Report
PGC3408CM	Actual	3	3	3	3	3	Cos are attained more than the expected.
	Expected	1.8	1.6	1.2	1.2	1.8	

sd./ Dr. VANITHA MALARVIZHI P.

**Signature of Head of the Department/
Co-ordinator**

sd./ CS Dr. AMUTHA S.

Signature of the Course Teacher

Course Code : PGC3409CM
 Course Title : AUDITING AND ASSURANCE
 Faculty Name(s) : Mrs. PARIMALA M.

Batch : 2023

COs Consistency with PSOs

Course Outcome	CO	Programme Specific Outcome				
		1	2	3	4	5
CO-1: discuss the principles and processes involved in auditing and assurance services	CO-1	2	3	2	1	3
CO-2: identify the level of materiality and audit risks	CO-2	2	3	2	1	3
CO-3: make use of the Computer Assisted Audit Techniques to perform the audits effectively	CO-3	3	3	2	1	3
CO-4: determine the appropriate audit report for a given audit situation	CO-4	1	3	2	1	3
CO-5: elaborate the procedure of auditing for different types of entities	CO-5	2	3	2	1	3

3» Strongly correlated; 2» Moderately correlated; 1» Weakly correlated

CO Attainment

CO	Formative Assessment			Summative Examination			Total
	%>=10 Marks	Attainment Level	Attainment of CO(0.6*)	%>=6 Marks	Attainment Level	Attainment of CO(0.4*)	
CO1	49	0	0	97	3	1.2	1.2
CO2	53	1	0.6	86	3	1.2	1.8
CO3	85	3	1.8	97	3	1.2	3
CO4	56	1	0.6	91	3	1.2	1.8
CO5	94	3	1.8	86	3	1.2	3

PSO Attainment

Course Code	PSO Attainment	PSO1	PSO2	PSO3	PSO4	PSO5	Analysis Report
PGC3409CM	Actual	2.28	2.16	2.16	2.16	2.16	Will reexamine the assessment method for Unit III and IV assessment.
	Expected	2	3	2	1	3	

sd./ Dr. VANITHA MALARVIZHI P.

**Signature of Head of the Department/
Co-ordinator**

sd./ Mrs. PARIMALA M.

Signature of the Course Teacher

Course Code : PGC3410CM
 Course Title : ADVANCED BUSINESS AND ALLIED LAWS
 Faculty Name(s) : Ms. FLORENCE BECKY CATHRINE L.

Batch : 2023

COs Consistency with PSOs

Course Outcome	CO	Programme Specific Outcome				
		1	2	3	4	5
CO-1: describe the process of arbitration	CO-1	3	3	2	1	2
CO-2: discuss the rights of a consumer	CO-2	3	3	2	1	2
CO-3: exhibit the Transfer of Property Act	CO-3	3	3	2	1	2
CO-4: interpret the laws relating to insolvency and bankruptcy	CO-4	3	3	2	1	2
CO-5: examine the Right to Information Act and Cyber Laws	CO-5	3	3	2	1	2

3» Strongly correlated; 2» Moderately correlated; 1» Weakly correlated

CO Attainment

Formative Assessment				Summative Examination			Total
CO	%>=10 Marks	Attainment Level	Attainment of CO(0.6*)	%>=6 Marks	Attainment Level	Attainment of CO(0.4*)	
CO1	91	3	1.8	100	3	1.2	3
CO2	94	3	1.8	100	3	1.2	3
CO3	87	3	1.8	94	3	1.2	3
CO4	100	3	1.8	100	3	1.2	3
CO5	91	3	1.8	94	3	1.2	3

PSO Attainment

Course Code	PSO Attainment	PSO1	PSO2	PSO3	PSO4	PSO5	Analysis Report
PGC3410CM	Actual	3	3	3	3	3	PSOs-COs attainment attained as expected
	Expected	3	3	2	1	2	

sd./ Dr. VANITHA MALARVIZHI P.

**Signature of Head of the Department/
Co-ordinator**

sd./ Ms. FLORENCE BECKY CATHRINE L.

Signature of the Course Teacher

Course Code : PGC3411CM

Batch : 2023

Course Title : APPLIED DIRECT TAXES

Faculty Name(s) : Dr. BARANIRANI B. & Mrs. YOGALAKSHMI A.

COs Consistency with PSOs

Course Outcome	CO	Programme Specific Outcome				
		1	2	3	4	5
CO-1: explain the procedure for computation of salary income	CO-1	1	3	1	1	2
CO-2: summarise the provisions of computation of Income from house property, Business and Profession	CO-2	1	3	1	1	2
CO-3: solve problems related to computation of capital gains and Income from other sources	CO-3	1	3	1	1	2
CO-4: apply the provisions of clubbing of incomes and set off and carry forward of losses	CO-4	1	3	1	1	2
CO-5: examine the procedure for computation of taxable incomes and tax liability for different assesses	CO-5	1	3	1	1	2

3» Strongly correlated; 2» Moderately correlated; 1» Weakly correlated

CO Attainment

CO	Formative Assessment			Summative Examination			Total
	%>=10 Marks	Attainment Level	Attainment of CO(0.6*)	%>=6 Marks	Attainment Level	Attainment of CO(0.4*)	
CO1	66	2	1.2	100	3	1.2	2.4
CO2	94	3	1.8	89	3	1.2	3
CO3	69	2	1.2	83	3	1.2	2.4
CO4	100	3	1.8	89	3	1.2	3
CO5	100	3	1.8	40	0	0	1.8

PSO Attainment

Course Code	PSO Attainment	PSO1	PSO2	PSO3	PSO4	PSO5	Analysis Report
PGC3411CM	Actual	2.52	2.52	2.52	2.52	2.52	will re examine the assessment method for unit V
	Expected	1	3	1	1	2	

sd./ Dr. VANITHA MALARVIZHI P.

sd./ Dr. BARANIRANI B. & Mrs. YOGALAKSHMI A.

**Signature of Head of the Department/
Co-ordinator**

Signature of the Course Teacher