

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI**

**Course Schedule: November 2023 - April 2024**

**Department : COMMERCE –SHIFT 1**  
**Name/s of the Faculty : DR.AGNES ROZARIO**  
**Course Title : ADVERTISING AND MEDIA MANAGEMENT**  
**Course Code : 19CM/ME/AM45**  
**Shift : DAY/ 1**

<b>Week &amp; No. of hours</b>	<b>Units &amp; Topics</b>	<b>Teaching Methodology</b>	<b>Text &amp; References</b>	<b>Method of Evaluation</b>
Nov 22 – 23, 2023 (Day Order 1 & 2)	1.1 Meaning, Definition and Evolution of Advertising.	LECTURE & PRESENTATION	Advertising and Promotion. New Delhi, Tata McGraw Hill, 2017 Kenneth, E. Clow & Donald E. Baack. Integrated Advertising Promotion & Marketing Communication. New Delhi: Prentice Hall, 2015.	Discussion of Question and Answers
Nov 24-30, 2023 (Day Order 1 to 6)	1.2 Role of Advertising.  1.3 Advertising as a Promotional tool.	CLASS DISCUSSIONS	Advertising Principles and Practice, New Delhi, Prentice Hall of India, 2016 Christina Spurgeon.	Discussion on real life examples
Dec 1-7, 2023 (Day Order 1 to 6)	1.4 Economic, Social and Ethical Aspects of Advertising  1.5 Advertising as a Communication Process	LECTURE & PRESENTATION	Advertising Principles and Practice, New Delhi, Prentice Hall of India, 2016 Christina Spurgeon.	Discussion of Question and Answers
Dec 8-9, 2023 (Day Order 1, 3)	Unit 2(15 Hours) Creative Strategy Management  2.1 Advertisement Copy and	LECTURE & PRESENTATION	Bovee, John.Courtland. L.George, Dovel.P and Wood, Marian Burk. Advertising	Discussion on real life examples

	Advertisement Designing 2.1.1 Meaning- Preparation and process 2		Excellence, New Delhi, Tata McGraw Hill. 1994 Wells.	
Dec 11-15, 2023 (Day Order 2 to 6)	2.1.2 Types of Advertisement Copy 2.1.3 Elements of Advertisement Copy and Advertisement Design	LECTURE & PRESENTATION	Bovee, John.Courtland. L.George, Dovel.P and Wood, Marian Burk. Advertising Excellence, New Delhi, Tata McGraw Hill. 1994 Wells.	Discussion on real life examples
Dec 16 – 22, 2023 (Day Order 1 to 6)	2.2 Advertisement Layout 2.2.1 Structure of an Advertisement Layout 2.2.2 Principles of Advertisement Layout	LECTURE & PRESENTATION	Advertising Principles and Practice, New Delhi, Prentice Hall of India, 2016 Christina Spurgeon.	Discussion of Question and Answers
Jan 3 – 6, 2024 (Day Order 1 to 4)	Unit 3 Advertising and Campaign Planning -Meaning -Stages-Process	LECTURE & PRESENTATION	Advertising Principles and Practice, New Delhi, Prentice Hall of India, 2016 Christina Spurgeon.	Discussion on real life examples
Jan 8 – 12, 2024	<b>C.A. Test – I</b>			
Jan 13, 2024 (Day Order 1)	3.1 Marketing Strategy and Situational Analysis 3.2 Advertising Plan and Objectives	LECTURE & PRESENTATION	Advertising and Promotion. New Delhi, Tata McGraw Hill, 2017 Kenneth, E. Clow & Donald E. Baack. Integrated Advertising Promotion & Marketing Communication. New Delhi: Prentice Hall, 2015.	<b>Other Component – Assignment (25 marks) – Successful Ad.Campaign – promotional efforts to market a product or service</b>
Jan 18 -20, 2024	3.3 DAGMAR Approach 3.4 Preparation of Campaign-	LECTURE BY	Bovee, John.Courtland.	Discussion on real

(Day Order 4 to 6)	Stages in Campaign Process	GUEST SPEAKERS	L.George, Dovel.P and Wood, Marian Burk. Advertising Excellence, New Delhi, Tata McGraw Hill. 1994 Wells.	life examples
Jan 22-29, 2024 (Day Order 1 to 6)	Unit 4 Advertising Media Strategy (15 Hours)  4.1 Role of Media, Types of Media- Indoor, Outdoor, Electronic and Online Advantages and Disadvantages	CLASS DISCUSSIONS	Advertising Principles and Practice, New Delhi, Prentice Hall of India, 2016 Christina Spurgeon.	Discussion of Question and Answers
Jan 30 – Feb 2, 2024 (Day Order 1 to 4)	4.2 Media Planning-Selection and Scheduling	Guest lecture	Advertising and Promotion. New Delhi, Tata McGraw Hill, 2017 Kenneth, E. Clow & Donald E. Baack. Integrated Advertising Promotion & Marketing Communication. New Delhi: Prentice Hall, 2015.	<b>Other Component – Assignment (25 marks)</b> – Case study of a Successful Brand – Media choices and efforts to market a product or service / Creation of an ad copy (Group Assignment) - 25 marks
Feb 3, 2024	Unit 5 Media Management strategies (10 Hours) 5.1	TED TALKS	Advertising and Promotion. New	<b>Other Component – Assignment (25</b>

(Day Order 2)	Media Choice Criteria- Factors affecting Choice of Media	LECTURE BY GUEST SPEAKERS	Delhi, Tata McGraw Hill, 2017 Kenneth, E. Clow & Donald E. Baack. Integrated Advertising Promotion & Marketing Communication. New Delhi: Prentice Hall, 2015.  Advertising and New Media. USA Taylor & Francis, latest edition Appannaiah.H.R and Ramnath, Advertising and Media Management, Himalaya Publisher, 2016	<b>marks)</b> – Case study of a Successful Brand – Media choices and efforts to market a product or service / Creation of an ad copy (Group Assignment) - 25 marks
Feb 5- 6, 2024 (Day Order 5 to 6)	5.2 Choosing the right Agency-Role, Types and Functions of Advertisement Agencies	LECTURE & PRESENTATION	Advertising Principles and Practice, New Delhi, Prentice Hall of India, 2016 Christina Spurgeon.	Case study Analysis
Feb 7 – 14, 2024 (Day Order 1 to 6)	5.2 Selection and Co- ordination of Advertising Agency and Task	LECTURE & PRESENTATION	Advertising Principles and Practice, New Delhi, Prentice Hall of India, 2016 Christina Spurgeon.	Case study Analysis
Feb 15 – 22, 2024 (Day Order 1 to 6)	5.3 Advertisement Budgeting- Types	LECTURE & PRESENTATION	Advertising Principles and Practice, New Delhi, Prentice Hall of India, 2016 Christina Spurgeon.	Case study Analysis
Feb 23 – 24, 2024 (Day Order 1 &	Affordable Rate Method,	LECTURE & PRESENTATION		

5)	Percentage of Sales Method,			
Feb 26 – Mar 1, 2024 (Day Order 2 to 6)	Percentage of Sales Method	LECTURE & PRESENTATION	Advertising Principles and Practice, New Delhi, Prentice Hall of India, 2016 Christina Spurgeon.	Case study Analysis
Mar 2, 2024 (Day Order 1)	Competitive Parity Method and Objective	LECTURE & PRESENTATION	Advertising Principles and Practice, New Delhi, Prentice Hall of India, 2016 Christina Spurgeon.	Case study Analysis
Mar 4 –8, 2024	<b>C.A. Test – II</b>			
Mar 9 – 16, 2024 (Day 6 & Day Order 1 to 6)	Objectives and challenges of using each ad.budget	Class Discussion	YOUTUBE VIDEOS	Discussion on real life examples
Mar 18 - 19, 2024 (Day Order 2 to 3)	TRENDS IN RECENT TIMES-self study	Class Discussion		
Mar 20-22, 2024 (Day Order 4 to 6)	<b>REVISION</b>			

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI**

**Course Schedule: November 2023 - April 2024**

**Department** : **COMMERCE**  
**Name of the Faculty** : **DR S SHANTHI**  
**Course Title** : **COMPUTER APPLICATION IN FINANCE**  
**Course Code** : **19CM/AC/CF45**  
**Shift** : **I**

<b>Week &amp; No. of hours</b>	<b>Units &amp; Topics</b>	<b>Teaching Methodology</b>	<b>Text &amp; References</b>	<b>Method of Evaluation</b>
Nov 22 – 23, 2023 (Day Order 1 & 2)	<b>Unit 2</b> <b>MS Excel for Financial Statement and Business Forecasting</b> 2.1 Techniques of Financial Statement Analysis – 2.1.1 Comparative Statement 2.1.2 Common Size Statement	Excel Work sheet	Management Accounts - Reddy and Murthy	Assignment  CA TEST I
Nov 24-30, 2023 (Day Order 1 to 6)	<b>MS Excel for Financial Statement and Business Forecasting</b> 2.1 Techniques of Financial Statement Analysis – 2.1.1 Comparative Statement 2.1.2 Common Size Statement	Excel Work sheet	Management Accounts - Reddy and Murthy	Assignment  CA TEST I
Dec 1-7, 2023 (Day Order 1 to 6)	2.1.3 Trend Percentage 2.2 Preparation of Master Budget - Production Budget Sales Budget Flexible Budget Cash Budget	Excel Work sheet	Management Accounts - Reddy and Murthy	Assignment  CA TEST I
Dec 8-9, 2023 (Day Order 1, 3)	<b>Unit 3 Business Evaluation Technique using Excel</b> 3.1.1 Future Value 3.1.2 Present Value	Excel Work sheet	Management Accounts - Reddy and Murthy	Assignment  CA TEST I
Dec 11-15, 2023 (Day Order 2 to 6)	3.2 Evaluation Techniques – Pay Back Period Net Present Value IRR	Excel Work sheet	Financial Management Accounts - Reddy and Murthy	Assignment  CA TEST I

Dec 16 – 22, 2023 (Day Order 1 to 6)	3.3 Financial Functions - Pivot table	Excel Work sheet	Step by Step Microsoft Excel 2010,	Assignment III COMPONENT
Jan 3 – 6, 2024 (Day Order 1 to 4)	4.1 Creation of Spread sheet 4.1.1 Ratio Analysis	Excel Work sheet	Management Accounts - Reddy and Murthy Cost Accounting- Jain and Narang	Assignment III COMPONENT
Jan 8 – 12, 2024	<b>C.A. Test – I</b>			
Jan 13, 2024 (Day Order 1)	4.1.2 Payroll Analysis			
Jan 18 -20, 2024 (Day Order 4 to 6)	4.1.3 Capital Budget	Excel Work sheet	Management Accounts - Reddy and Murthy Cost Accounting- Jain and Narang	Assignment III COMPONENT
Jan 22-29, 2024 (Day Order 1 to 6)	4.1.4 Depreciation – Written Down Value	Excel Work sheet	Step by Step Microsoft Excel 2010,	Assignment CA TEST II
Jan 30 – Feb 2, 2024 (Day Order 1 to 4)	4.2 Cash Flow Analysis	Excel Work sheet	Step by Step Microsoft Excel 2010,	Assignment CA TEST II
Feb 3, 2024 (Day Order 2)	4.2 Cash Flow Analysis	Excel Work sheet	Management Accounts - Reddy and Murthy	Assignment CA TEST II
Feb 5- 6, 2024 (Day Order 5 to 6)	4.2 Cash Flow Analysis	Excel Work sheet	Management Accounts - Reddy and Murthy	Assignment CA TEST II
Feb 7 – 14, 2024 (Day Order 1 to 6)	<b>Unit 5 CAAT Tools</b> 5.1 An Introduction – Analytical Report, Duplicates Gaps, Sorting and Charting 5.2 Stratification, Summarization, Statistics and Aging	Lecturing Method	Management Information System. PHI Eliason, A.L.,	Assignment CA TEST II
Feb 15 – 22, 2024 (Day Order 1 to 6)	<b>Unit 1 Accounting Package –</b> Tally 1.1 Introduction to Tally - Creation, Alteration and Deletion of a Company	Tally	Nadhani, A.K. Implementing Tally. ERP.	Assignment

Feb 23 – 24, 2024 (Day Order 1 & 5)	<b>Unit 1 Accounting Package</b> – Tally 1.1 Introduction to Tally – 1.2 Creation, Alteration and Deletion of a Company	Tally	Nadhani, A.K. Implementing Tally. ERP.	Assignment
Feb 26 – Mar 1, 2024 (Day Order 2 to 6)	1.3 Accounting Vouchers – Types, Voucher Entry	Tally	Nadhani, A.K. Implementing Tally. ERP.	Assignment CA TEST II
Mar 2, 2024 (Day Order 1)	1.4 Preparation of Financial Statement – Day Book, Trial Balance, Profit and Loss and Balance Sheet	Tally	Nadhani, A.K. Implementing Tally. ERP.	Assignment III COMPONENT
Mar 4 –8, 2024	<b>C.A. Test – II</b>			
Mar 9 – 16, 2024 (Day 6 & Day Order 1 to 6)	1.4 Preparation of Financial Statement – Day Book, Trial Balance, Profit and Loss and Balance Sheet (Contd.)  1.5 Importing Data from Accounting and Other Application System	Tally	Rizwan P. Ahmed, Computer Application in Business with Tally ERP 9	Assignment
Mar 18 - 19, 2024 (Day Order 2 to 3)	1.6 Data Validation	Tally	Rizwan P. Ahmed, Computer Application in Business with Tally ERP 9	Assignment
Mar 20-22, 2024 (Day Order 4 to 6)	<b>REVISION</b>			



**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI**

**Course Schedule: November 2023 - April 2024**

**Department** : Commerce  
**Name/s of the Faculty** : Ms.Evangel Aazhima XT  
**Course Title** : Company Law  
**Course Code** : 19CM/MC/CL44  
**Shift** : I

<b>Week &amp; No. of hours</b>	<b>Units &amp; Topics</b>	<b>Teaching Methodology</b>	<b>Text &amp; References</b>	<b>Method of Evaluation</b>
Nov 22 – 23, 2023 (Day Order 1 & 2)	<b>UNIT 1</b> <b>Formation of Company</b> 1.1 Characteristics of a Company, Lifting of Corporate Veil 1.2 Types of Company – Private and Public 1.3 Legal Requirement for Formation of Company – Public, Private and One Person Company – Commencement of Business	Lecture and Case Study Analysis	Company Law, Kapoor, N.D	Continuous Assessment- I
Nov 24-30, 2023 (Day Order 1 to 6)	1.4 Process of Incorporation of Company 1.5 Important Definitions- Member, Promoter, Financial Year, Free Reserves, Associate Company	Lecture and Case Study Analysis	Company Law, Kapoor, N.D	Continuous Assessment- I
Dec 1-7, 2023 (Day Order 1 to 6)	<b>UNIT 2</b> <b>Documents</b> 1.1 Memorandum of Association and its Alteration – Entrenchment Provision 2.2 Articles of Association and its Alteration 2.3 Prospectus and Letter of offer	Lecture and Case Study Analysis	Company Law, Kapoor, N.D	Continuous Assessment- I
Dec 8-9, 2023 (Day Order 1, 3)	2.4 Share Certificate - Demat system 2.5 Recent Developments relating to Unlisted Company	Lecture and Case Study Analysis	Company Law, Kapoor, N.D	Continuous Assessment- I

Dec 11-15, 2023 (Day Order 2 to 6)	<b>UNIT 3</b> <b>Raising Of Finance</b> 3.1 Concept of Capital –Kinds of Share Capital and Nature of Shares	Lecture and Case Study Analysis	Company Law, Kapoor, N.D	Continuous Assessment- I
Dec 16 – 22, 2023 (Day Order 1 to 6)	3.2 Financing of Companies- Issue, Allotment and Forfeiture of Share, Calls on Shares, Issue of Sweat Equity Capital, ESOP, ESPP, RSU and Bonus Shares	Lecture and Case Study Analysis	Company Law, Kapoor, N.D	Continuous Assessment- I
Jan 3 – 6, 2024 (Day Order 1 to 4)	Application, Allotment, Transfer and Transmission of Shares 3.3 Debenture –Nature and Classes of Debenture	Lecture and Case Study Analysis	Company Law, Kapoor, N.D	Continuous Assessment- I
Jan 8 – 12, 2024	<b>C.A. Test – I</b>			
Jan 13, 2024 (Day Order 1)	3.4 Deposits- Meaning, Exempted Deposit.	Lecture and Case Study Analysis	Company Law, Kapoor, N.D	Continuous Assessment- I
Jan 18 -20, 2024 (Day Order 4 to 6)	Return of Deposit and Allied Regulatory Deposit	Lecture and Case Study Analysis	Company Law, Kapoor, N.D	Continuous Assessment- I
Jan 22-29, 2024 (Day Order 1 to 6)	<b>UNIT 4</b> <b>Management</b> 4.1 Directors–Appointment and Removal, Roles Responsibility	Lecture and Case Study Analysis	Company Law, Kapoor, N.D	Continuous Assessment- II
Jan 30 – Feb 2, 2024 (Day Order 1 to 4)	Classification of Directors - Women Director, Independent Director, Additional Director,	Lecture & Presentation	Company Law, Kapoor, N.D	Continuous Assessment- II
Feb 3, 2024 (Day Order 2)	Number of Directorship	Lecture & Presentation	Company Law, Kapoor, N.D	Continuous Assessment- II
Feb 5- 6, 2024 (Day Order 5 to 6)	DIN (Director Identity Number), KYC	Lecture & Presentation	Company Law, Kapoor, N.D	Continuous Assessment- II
Feb 7 – 14, 2024 (Day Order 1 to 6)	4.2 Key Managerial Personnel – Appointment, Removal	Lecture & Presentation	Company Law, Kapoor, N.D	Continuous Assessment- II
Feb 15 – 22, 2024 (Day Order 1 to 6)	Roles and Responsibility – Director 4.3 Secretarial Standard - Sec 118	Lecture and Case Study Analysis	Company Law, Kapoor, N.D	Continuous Assessment- II

Feb 23 – 24, 2024 (Day Order 1 & 5)	<b>UNIT 5 Meetings And Resolution</b> 5.1 Types and Requisites - Importance of Secretarial Standards	Lecture & Presentation	Company Law, Kapoor, N.D	Continuous Assessment- II
Feb 26 – Mar 1, 2024 (Day Order 2 to 6)	5.2 Board meeting	Lecture and Case Study Analysis	Company Law, Kapoor, N.D	Continuous Assessment- II
Mar 2, 2024 (Day Order 1)	(Contd)5.2 Committee meeting	Lecture and Case Study Analysis	Company Law, Kapoor, N.D & Company Law, Avatar Singh	Seminar
Mar 4 –8, 2024	<b>C.A. Test – II</b>			
Mar 9 – 16, 2024 (Day 6 & Day Order 1 to 6)	5.3 Shareholders Meeting	Lecture and Case Study Analysis	Company Law, Kapoor, N.D & Company Law, Avatar Singh	Classroom Discussion
Mar 18 - 19, 2024 (Day Order 2 to 3)	5.4 Registers and Returns	Lecture and Case Study Analysis	Company Law, Kapoor, N.D & Company Law, Avatar Singh	Classroom Discussion
Mar 20-22, 2024 (Day Order 4 to 6)	<b>REVISION</b>			

### **THIRD COMPONENT**

1. Assignment on framing the Memorandum of Association on Starting a new company of their own. – 1<sup>st</sup> March 2024. (15 Marks )
2. Multiple Choice Questions in Unit 1,2,3&4 – 13<sup>th</sup> February 2024. (25 marks )
3. Group presentation of Cases in real world where Corporate Veil has been lifted -. 6<sup>th</sup> Feb 2024. (10 Marks)

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI**

**Course Schedule: November 2023 - April 2024**

**Department** : Commerce  
**Name of the Faculty** : Ms. Jesintha Preethi Francena. V  
**Course Title** : Financial Management  
**Course Code** : 19CM/MC/FM44  
**Shift** : 1

<b>Week &amp; No. of hours</b>	<b>Units &amp; Topics</b>	<b>Teaching Methodology</b>	<b>Text &amp; References</b>	<b>Method of Evaluation</b>
Nov 22 – 23, 2023 (Day Order 1 & 2)	<b>Unit 1 Introduction to Financial Management</b> <b>1.1 Core Concepts</b> 1.1.1 Investment Decisions 1.1.2 Finance Decisions 1.1.3 Dividend Decisions	Lecture	Khan, M.Y. and P.K. Jain. Basic Financial Management Dr. A. Murthy Financial Management	CA I and Component
Nov 24-30, 2023 (Day Order 1 to 6)	<b>1.2 Objectives of the Firm</b> 1.2.1 Profit Maximisation 1.2.2 Wealth Maximisation 1.3 Objectives of Long term and Short term Capital Management	Lecture	Khan, M.Y. and P.K. Jain. Basic Financial Management Dr. A. Murthy Financial Management	CA I and Component
Dec 1-7, 2023 (Day Order 1 to 6)	<b>1.4 Time Value of Money-Concepts and Applications</b> 1.4.1 Computation of Time value of Money 1.4.1.1 Compounding Techniques 1.4.1.2 Present Value Techniques	Lecture and Problem Solving	Khan, M.Y. and P.K. Jain. Basic Financial Management Dr. A. Murthy Financial Management	CA I and Component

Dec 8-9, 2023 (Day Order 1, 3)	<b>Unit 2 Capital Structure</b> 2.1 Meaning and Significance of Capital Structure	Lecture and Problem Solving	Khan, M.Y. and P.K. Jain. Basic Financial Management Dr. A. Murthy Financial Management	CA I and Component
Dec 11-15, 2023 (Day Order 2 to 6)	2.2 EPS-EBIT Analysis	Lecture and Problem Solving	Khan, M.Y. and P.K. Jain. Basic Financial Management Dr. A. Murthy Financial Management	CA I and Component
Dec 16 – 22, 2023 (Day Order 1 to 6)	2.2 EPS-EBIT Analysis (Contd.)	Lecture and Problem Solving	Khan, M.Y. and P.K. Jain. Basic Financial Management Dr. A. Murthy Financial Management	CA I and Component
Jan 3 – 6, 2024 (Day Order 1 to 4)	2.3 Leverages - Meaning and Importance 2.3.1 Types of Leverages	Lecture and Problem Solving	Khan, M.Y. and P.K. Jain. Basic Financial Management Dr. A. Murthy Financial Management	CA I and Component
Jan 8 – 12, 2024	<b>C.A. Test – I</b>			
Jan 13, 2024 (Day Order 1)	<b>Unit 4 Capital Budgeting</b> 4.1 Nature of Capital Budgeting	Lecture	Khan, M.Y. and P.K. Jain. Basic Financial Management	CA II

			Dr. A. Murthy Financial Management	
Jan 18 -20, 2024 (Day Order 4 to 6)	4.2 Evaluating Techniques - Pay Back Period, Average Rate of Return,	Lecture and problem solving	Khan, M.Y. and P.K. Jain. Basic Financial Management Dr. A. Murthy Financial Management	CA II
Jan 22-29, 2024 (Day Order 1 to 6)	4.2 Net Present Value, Internal Rate of Return and Profitability Index (Contd.)	Lecture and Problem Solving	Khan, M.Y. and P.K. Jain. Basic Financial Management Dr. A. Murthy Financial Management	CA II
Jan 30 – Feb 2, 2024 (Day Order 1 to 4)	4.2 Net Present Value, Internal Rate of Return and Profitability Index (Contd.)	Lecture and Problem Solving	Khan, M.Y. and P.K. Jain. Basic Financial Management Dr. A. Murthy Financial Management	CA II
Feb 3, 2024 (Day Order 2)	<b>Unit 5 Working Capital Management and Dividend Decisions</b> 5.1 Need for Working Capital Management  5.2 Determinants of Working Capital Management	Lecture and Problem Solving	Khan, M.Y. and P.K. Jain. Basic Financial Management Dr. A. Murthy Financial Management	CA II

Feb 5- 6, 2024 (Day Order 5 to 6)	5.3 Computation and Management of Working Capital	Lecture and Problem Solving	Khan, M.Y. and P.K. Jain. Basic Financial Management Dr. A. Murthy Financial Management	CA II
Feb 7 – 14, 2024 (Day Order 1 to 6)	5.3 Computation and Management of Working Capital	Lecture and Problem Solving	Khan, M.Y. and P.K. Jain. Basic Financial Management Dr. A. Murthy Financial Management	CA II
Feb 15 – 22, 2024 (Day Order 1 to 6)	5.4 Dividend Policies-Factors determining Dividend payments 5.4.1 Theories of Dividend Policies	Lecture and Problem Solving	Khan, M.Y. and P.K. Jain. Basic Financial Management Dr. A. Murthy Financial Management	CA II
Feb 23 – 24, 2024 (Day Order 1 & 5)	<b>Unit 3 Cost of Capital</b> 3.1 Meaning and Significance 3.3 Cost of Debt - Redeemable	Lecture and Problem Solving	Khan, M.Y. and P.K. Jain. Basic Financial Management Dr. A. Murthy Financial Management	component
Feb 26 – Mar 1, 2024 (Day Order 2 to 6)	3.2 Cost of Equity and Retained Earnings	Lecture and Problem Solving	Khan, M.Y. and P.K. Jain. Basic Financial Management Dr. A. Murthy Financial Management	Component

Mar 2, 2024 (Day Order 1)	3.4 Cost of Preference - Redeemable	Lecture and Problem Solving	Khan, M.Y. and P.K. Jain. Basic Financial Management Dr. A. Murthy Financial Management	Component
Mar 4 –8, 2024	<b>C.A. Test – II</b>			
Mar 9 – 16, 2024 (Day 6 & Day Order 1 to 6)	3.5 Computation of Overall Cost of Capital - Book Value and Market Value	Lecture and Problem Solving	Khan, M.Y. and P.K. Jain. Basic Financial Management Dr. A. Murthy Financial Management	Component
Mar 18 - 19, 2024 (Day Order 2 to 3)	3.5 Computation of Overall Cost of Capital - Book Value and Market Value (Contd.)	Problem Solving	Khan, M.Y. and P.K. Jain. Basic Financial Management Dr. A. Murthy Financial Management	Component
Mar 20-22, 2024 (Day Order 4 to 6)	<b>REVISION</b>			

### **III Component**

- **Objective test – Unit 1- 30 marks – 9 December, 2023**
- **Group Assignment – Analysis of Capital Structure and Cost of Capital of a firm. 20 Marks. 18 March, 2024**



**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI**

**Course Schedule: November 2023 - April 2024**

- **Department** : **Commerce – B.Com General**
- **Name/s of the Faculty** : **Ms.Evangel Aazhima XT**
- **Course Title** : **Human Resource Management**
- **Course Code** : **19/CM/MC/HR43**
- **Shift** : **I**

<b>Week &amp; No. of hours</b>	<b>Units &amp; Topics</b>	<b>Teaching Methodology</b>	<b>Text &amp; References</b>	<b>Method of Evaluation</b>
Nov 22 – 23, 2023 (Day Order 1 & 2)	<b>UNIT I</b> <b>Introduction</b> 1.1 Scope and Objectives of Human Resource Management 1.2 Significance and Functions of Human Resource Management	Lecture and Presentation	Human Resource Management Aswathappa . K	Continuous Assessment Test – I
Nov 24-30, 2023 (Day Order 1 to 6)	1.3 Emerging Challenges of Human Resource Management- Workforce Diversity, Downsizing, Work Life Balance	Lecture and Presentation	Human Resource Management C.B.Gupta	Continuous Assessment Test – I & Third Component
Dec 1-7, 2023 (Day Order 1 to 6)	1.4 Recent Trends in Human Resource Management	Lecture and Presentation	Human Resource Management C.B.Gupta	Continuous Assessment Test – I
Dec 8-9, 2023 (Day Order 1, 3)	<b>UNIT II - Acquisition of Human Resources</b> 2.1 Objectives, Characteristics and Process of HR Planning 2.2 Job Analysis, Job Description, Job Specification	Lecture and Presentation	Human Resource Management Aswathappa . K	Continuous Assessment Test – I

Dec 11-15, 2023 (Day Order 2 to 6 )	2.2 Job Analysis, Job Description, Job Specification	Lecture and Presentation	Human Resource Management Aswathappa . K	Continuous Assessment Test – I
Dec 16 – 22, 2023 (Day Order 1 to 6)	2.3 Recruitment – Concept, Sources 2.4 Selection Procedure, Testing, Placement and Induction	Lecture and Presentation	Human Resource Management C.B.Gupta	Continuous Assessment Test – I
Jan 3 – 6, 2024 (Day Order 1 to 4)	<b>UNIT III - Training and Development</b> 3.1 Concept and Importance, Identifying Training and Development Needs, Designing Training Programme.	Lecture and Presentation	Human Resource Management Aswathappa . K	Continuous Assessment Test – I
Jan 8 – 12, 2024	<b>C.A. Test – I</b>			
Jan 13, 2024 (Day Order 1)	3.2 Training and Development Methods	Lecture and Presentation	Human Resource Management Aswathappa . K	Continuous Assessment Test – II & Third Component.
Jan 18 -20, 2024 (Day Order 4 to 6)	(Contd.) 3.2 Training and Development Methods	Lecture and Presentation	Human Resource Management Aswathappa . K	Continuous Assessment Test – II & Third Component.
Jan 22-29, 2024 (Day Order 1 to 6)	3.3 Evaluating Training Effectiveness	Lecture and Presentation	Human Resource Management C.B.Gupta	Continuous Assessment Test – II & Third Component.

Jan 30 – Feb 2, 2024 (Day Order 1 to 4)	<b>Unit 4 Performance Appraisal</b> 4.1 Nature and Importance of Performance Appraisal	Lecture and Presentation	Human Resource Management C.B.Gupta	Continuous Assessment Test – II & Third Component.
Feb 3, 2024 (Day Order 2)	4.2 Process and Methods of Performance Appraisal	Lecture and Presentation	Human Resource Management C.B.Gupta	Continuous Assessment Test – II & Third Component.
Feb 5- 6, 2024 (Day Order 5 to 6)	(Contd..) 4.2 Process and Methods of Performance Appraisal	Lecture and Presentation	Human Resource Management C.B.Gupta	Continuous Assessment Test – II & Third Component.
Feb 7 – 14, 2024 (Day Order 1 to 6)	<b>UNIT V - Compensation and Maintenance</b> 5.1 Compensation – Factors, Types	Lecture and Presentation	Human Resource Management C.B.Gupta	Continuous Assessment Test – II
Feb 15 – 22, 2024 (Day Order 1 to 6)	– Monetary and Non-Monetary 5.1.1 Wage and Salary Compensation 5.1.2 Incentives and Benefits	Lecture and Presentation	Human Resource Management C.B.Gupta	Continuous Assessment Test – II
Feb 23 – 24, 2024 (Day Order 1 & 5)	5.2 Employees Welfare– Health	Lecture and Presentation	Human Resource Management C.B.Gupta	Continuous Assessment Test – II
Feb 26 – Mar 1, 2024 (Day Order 2 to 6)	5.2 Employees Welfare– Safety	Lecture and Presentation	Human Resource Management C.B.Gupta	Continuous Assessment Test – II

Mar 2, 2024 (Day Order 1)	5.2 Employees Welfare–Social Security	Lecture and Presentation	Human Resource Management C.B.Gupta	Continuous Assessment Test – II
Mar 4 –8, 2024	<b>C.A. Test – II</b>			
Mar 9 – 16, 2024 (Day 6 & Day Order 1 to 6)	5.3 Grievance Handling and Redressal – Vigil Mechanism.	Lecture and Presentation	Human Resource Management C.B.Gupta	Third Component
Mar 18 - 19, 2024 (Day Order 2 to 3)	Prevention of Sexual Harrassment	Lecture and Presentation	Human Resource Management C.B.Gupta	Third Component
Mar 20-22, 2024 (Day Order 4 to 6)	<b>REVISION</b>			

**Other Components:**

1. Assignment on Employee satisfaction in various sectors - 20 marks (2<sup>nd</sup> March 2024)
2. Group presentation on the concept of Diversity and Inclusion in companies- 15marks (24<sup>th</sup> January 2024)
3. Role play on the following topics – 15 marks (22<sup>nd</sup> January – February 26<sup>th</sup> 2024)
  - a. Grievance handling
  - b. One on one interview
  - c. Induction
  - d. Performance appraisal
  - e. Downsizing

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI**

**Course Schedule: November 2023 - April 2024**

**Department** : Commerce  
**Name of the Faculty** : Dr. Agnes Rozario  
**Course Title** : MARKETING  
**Course Code** : 19CM/MC/MG44  
**Shift** : 1

<b>Week &amp; No. of hours</b>	<b>Units &amp; Topics</b>	<b>Teaching Methodology</b>	<b>Text &amp; References</b>	<b>Method of Evaluation</b>
Nov 22 – 23, 2023 (Day Order 1 & 2)	Meaning, Nature, Significance and Marketing Concept Model	LECTURE & PRESENTATION	Nair, Rajan and Sanjith Nair. Marketing. 11TH edition, New Delhi: Sultan Chand,	Discussion of Question and Answers
Nov 24-30, 2023 (Day Order 1 to 6)	1.2 Functions of Marketing- Classification of Marketing	LECTURE & PRESENTATION	Nair, Rajan and Sanjith Nair. Marketing. 11TH edition, New Delhi: Sultan Chand,	Discussion of Question and Answers
Dec 1-7, 2023 (Day Order 1 to 6)	Product Planning and Promotion 2.1 Product Planning 2.1.1 Product concept, Policy and Product Mix	GUEST LECTURE	2015 Kotler Philip. Marketing 15th edition.	Discussion on real life examples

Dec 8-9, 2023 (Day Order 1, 3)	2.1.2 Product Life Cycle- Stages	LECTURE & PRESENTATION	William J. Stanton, Micheal J. Etzel, Bruce J. Walker. Fundamentals of Marketing, New Delhi: Mc Graw Hill, 2009	Discussion of Question and Answers
Dec 11-15, 2023 (Day Order 2 to 6 )	2.1.3 New Product Development- Process	LECTURE & PRESENTATION	William J. Stanton, Micheal J. Etzel, Bruce J. Walker. Fundamentals of Marketing, New Delhi: Mc Graw Hill, 2009	Discussion of Question and Answers
Dec 16 – 22, 2023 (Day Order 1 to 6)	2.2 Promotion  2.2.1 Elements of Promotion Mix- - Advertising, Personal Selling, Sales Promotion, Public Relations and Direct Marketing	LECTURE & PRESENTATION		<b>Other Component – Assignment (25 marks) –</b> Case study of a Successful Brand – promotional efforts to market a product or service
Jan 3 – 6, 2024 (Day Order 1 to 4)	Unit 3  Pricing and Distribution  3.1 Pricing 3.1.1 Types of Pricing  3.1.2 Factors affecting Pricing 3.2 Distribution	LECTURE & PRESENTATION	2015 Kotler Philip. Marketing 15th edition.	Discussion of Question and Answers

Jan 8 – 12, 2024	<b>C.A. Test – I</b>			
Jan 13, 2024 (Day Order 1)	3.2.1 Factors affecting Choice of Channel	GUEST LECTURE	William J. Stanton, Micheal J. Etzel, Bruce J. Walker. Fundamentals of Marketing, New Delhi: Mc Graw Hill, 2009	
Jan 18 -20, 2024 (Day Order 4 to 6)	3.2.2 Classification of Channel Members- Wholesaler and Retailer  Consumer Behaviour and Market Segmentation  4.1 Consumer Behaviour	LECTURE & PRESENTATION	Consumer Behaviour – Kanuk and Schiffman Prentice Hall 2017	Discussion of Question and Answers
Jan 22-29, 2024 (Day Order 1 to 6)	4.1.1 Basic Model ( Black Box Model)	LECTURE & PRESENTATION	Consumer Behaviour – Kanuk and Schiffman Prentice Hall 2017	Discussion of Question and Answers
Jan 30 – Feb 2, 2024 (Day Order 1 to 4)	4.1.2 Factors Influencing Consumer Behaviour	LECTURE & PRESENTATION		<b>Other Component Assignment</b> CASE STUDY ANALYSIS -25 MARKS
Feb 3, 2024 (Day Order 2)	4.2 Market Segmentation		2015 Kotler Philip. Marketing 15th edition.	Discussion of Question and Answers

Feb 5- 6, 2024 (Day Order 5 to 6)	4.2.1 Methods of Market Segmentation		2015 Kotler Philip. Marketing 15th edition.	Discussion of Question and Answers
Feb 7 – 14, 2024 (Day Order 1 to 6)	Trends in Marketing 5.1 Digital Marketing, Cloud Marketing	GUEST LECTURE	You tube videos	
Feb 15 – 22, 2024 (Day Order 1 to 6)	5.2 Social Marketing, Green Marketing	TED TALKS	William J. Stanton, Micheal J. Etzel, Bruce J. Walker. Fundamentals of Marketing, New Delhi: Mc Graw Hill, 2009	Discussion on real life examples
Feb 23 – 24, 2024 (Day Order 1 & 5)				
Feb 26 – Mar 1, 2024 (Day Order 2 to 6)	5.3 Rural Marketing, Viral Marketing	SELF STUDY	2015 Kotler Philip. Marketing 15th edition.	
Mar 2, 2024 (Day Order 1)	5.3 Rural Marketing, Viral Marketing	SELF STUDY	2015 Kotler Philip. Marketing 15th edition.	
Mar 4 –8, 2024	<b>C.A. Test – II</b>			
Mar 9 – 16, 2024 (Day 6 & Day Order 1 to 6)	Marketing Trends -2020	TED TALKS		
Mar 18 - 19, 2024 (Day Order 2 to 3)	Consequences of PRE and POST Pandemic Marketing scenario			
Mar 20-22, 2024 (Day Order 4 to 6)	<b>REVISION</b>			