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

Week & No. of hours	Units & Topics	Teaching Methodology	Text & References	Method of Evaluation
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

Dec 11-15, 2023 (Day Order 2 to 6)	Advertisement Designing 2.1.1 Meaning- Preparation and process 2 2.1.2 Types of Advertisement Copy 2.1.3 Elements of Advertisement Copy and Advertisement Design	LECTURE & PRESENTATION	Excellence, New Delhi, Tata McGraw Hill. 1994 Wells. 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		C.A. Tes	t – I	
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 AdvertisingPromotion & Marketing Communication. New Delhi: Prentice Hall, 2015.	Other Component - Assignment (25 marks) - Successful Ad.Campaign - promotional efforts to market a product or service
Jan 18 -20, 2024	3.3 DAGMAR Approach 3.4 Preparation of Campaign-	LECTURE BY	Bovee, John.Courtland.	Discussion on real

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

(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	marks) – 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) Feb 23 – 24, 2024 (Day Order 1 &	5.3 Advertisement Budgeting- Types Affordable Rate Method,	LECTURE & PRESENTATION LECTURE & PRESENTATION	Advertising Principles and Practice, New Delhi, Prentice Hall of India, 2016 Christina Spurgeon.	Case study Analysis

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

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

Week & No. of hours	Units & Topics	Teaching Methodology	Text & References	Method of Evaluation
Nov 22 – 23, 2023 (Day Order 1 & 2)	Unit 2 MS Excel for Financial Statement and Business Forecasting 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)	MS Excel for Financial Statement and Business Forecasting 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)	Unit 3 Business Evaluation Technique using Excel 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	3.3 Financial Functions - Pivot table	Excel Work	Step by Step	Assignment
(Day Order 1 to 6)		sheet	Microsoft Excel 2010,	III COMPONENT
Jan 3 – 6, 2024	4.1 Creation of Spread sheet	Excel Work	Management	Assignment
(Day Order 1 to 4)	4.1.1 Ratio Analysis	sheet	Accounts - Reddy and Murthy Cost Accounting- Jain and Narang	III COMPONENT
Jan 8 – 12, 2024		C.A. Test – I		
Jan 13, 2024	4.1.2 Payroll Analysis			
(Day Order 1)				
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	4.1.4 Depreciation – Written Down	Excel Work	Step by Step	Assignment
(Day Order 1 to 6)	Value	sheet	Microsoft Excel 2010,	CA TEST II
Jan 30 – Feb 2,	4.2 Cash Flow Analysis	Excel Work	Step by Step	Assignment
2024		sheet	Microsoft Excel 2010,	CA TEST II
(Day Order 1 to 4)			,	
Feb 3, 2024	4.2 Cash Flow Analysis	Excel Work	Management	Assignment
(Day Order 2)		sheet	Accounts - Reddy and Murthy	CA TEST II
Feb 5- 6, 2024	4.2 Cash Flow Analysis	Excel Work	Management	Assignment
(Day Order 5 to 6)		sheet	Accounts - Reddy and Murthy	CA TEST II
Feb 7 – 14, 2024	Unit 5 CAAT Tools	Lecturing	Management	Assignment
(Day Order 1 to 6)	5.1 An Introduction – Analytical Report, Duplicates Gaps, Sorting and Charting 5.2 Stratification, Summarization, Statistics and Aging	Method	Information System. PHI Eliason, A.L.,	CA TEST II
Feb 15 – 22, 2024	Unit 1 Accounting Package –	Tally	Nadhani, A.K.	Assignment
(Day Order 1 to 6)	Tally 1.1 Introduction to Tally - Creation, Alteration and Deletion of a Company		Implementing Tally. ERP.	

Feb 23 – 24, 2024 (Day Order 1 & 5) Feb 26 – Mar 1, 2024 (Day Order 2 to 6)	Unit 1 Accounting Package – Tally 1.1 Introduction to Tally – 1.2 Creation, Alteration and Deletion of a Company 1.3 Accounting Vouchers – Types, Voucher Entry	Tally Tally	Nadhani, A.K. Implementing Tally. ERP. Nadhani, A.K. Implementing Tally. ERP.	Assignment 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		C.A. Test – II		
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)		REVISION		

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

Week & No. of hours	Units & Topics	Teaching Methodology	Text & References	Method of Evaluation
Nov 22 – 23, 2023	UNIT 1	Lecture and Case	Company Law,	Continuous
(Day Order 1 & 2)	Formation of Company 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	Study Analysis	Kapoor, N.D	Assessment- I
Nov 24-30, 2023	1.4 Process of Incorporation of	Lecture and Case	Company Law,	Continuous
(Day Order 1 to 6)	Company 1.5 Important Definitions- Member, Promoter, Financial Year, Free Reserves, Associate Company	Study Analysis	Kapoor, N.D	Assessment- I
Dec 1-7, 2023	UNIT 2	Lecture and Case	Company Law,	Continuous
(Day Order 1 to 6)	Documents 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	Study Analysis	Kapoor, N.D	Assessment- I
Dec 8-9, 2023	2.4 Share Certificate - Demat	Lecture and Case	Company Law,	Continuous
(Day Order 1, 3)	system 2.5 Recent Developments relating to Unlisted Company	Study Analysis	Kapoor, N.D	Assessment- I

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

Feb 23 – 24, 2024		Lecture &	Company Law,	Continuous
(Day Order 1 & 5)	UNIT 5	Presentation	Kapoor, N.D	Assessment- II
	Meetings And Resolution			
	5.1 Types and Requisites - Importance of Secretarial Standards			
Feb 26 – Mar 1,	5.2 Board meeting	Lecture and Case	Company Law,	Continuous
2024		Study Analysis	Kapoor, N.D	Assessment- II
(Day Order 2 to 6)				
Mar 2, 2024	(Contd)5.2 Committee meeting	Lecture and Case	Company Law,	Seminar
(Day Order 1)		Study Analysis	Kapoor, N.D &	
			Company Law,	
			Avatar Singh	
Mar 4 –8, 2024		C.A. Test – II		
Mar 9 – 16, 2024	5.3 Shareholders Meeting	Lecture and Case	Company Law,	Classroom
(Day 6 & Day		Study Analysis	Kapoor, N.D &	Discussion
Order 1 to 6)			Company Law, Avatar Singh	
,	5.4. 2	1.0		CI.
Mar 18 - 19, 2024	5.4 Registers and Returns	Lecture and Case	Company Law, Kapoor, N.D &	Classroom Discussion
(Day Order 2 to 3)		Study Analysis	Company Law,	Discussion
			Avatar Singh	
Mar 20-22, 2024		DEMISION		
(Day Order 4 to 6)		REVISION		
	1			

THIRD COMPONENT

- 1. Assignment on framing the Memorandum of Association on Starting a new company of their own. – 1st March 2024. (15 Marks)

 2. Multiple Choice Questions in Unit 1,2,3&4 – 13th February 2024. (25 marks)
- 3. Group presentation of Cases in real world where Corporate Veil has been lifted -. 6^{th} Feb 2024. (10 Marks)

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

Week & No. of hours	Units & Topics	Teaching Methodology	Text & References	Method of Evaluation
Nov 22 – 23, 2023 (Day Order 1 & 2)	Unit 1 Introduction to Financial Management 1.1 Core Concepts 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)	1.2 Objectives of the Firm 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)	1.4 Time Value of Money-Concepts and Applications 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	Unit 2 Capital Structure	Lecture and	Khan, M.Y. and	CA I and
(Day Order 1, 3)	2.1 Meaning and Significance of	Problem	P.K. Jain. Basic	Component
	Capital Structure	Solving	Financial	
			Management	
			Dr. A. Murthy	
			Financial	
			Management	
Dec 11-15, 2023	2.2 EPS-EBIT Analysis	Lecture and	Khan, M.Y. and	CA I and
(Day Order 2 to 6)		Problem	P.K. Jain. Basic	Component
		Solving	Financial	
			Management	
			Dr. A. Murthy	
			Financial	
			Management	
Dec 16 – 22, 2023	2.2 EPS-EBIT Analysis (Contd.)	Lecture and	Khan, M.Y. and	CA I and
(Day Order 1 to 6)		Problem	P.K. Jain. Basic	Component
		Solving	Financial	
			Management	
			Dr. A. Murthy	
			Financial	
			Management	
Jan 3 – 6, 2024	2.3 Leverages - Meaning and	Lecture and	Khan, M.Y. and	CA I and
(Day Order 1 to 4)	Importance	Problem	P.K. Jain. Basic	Component
	2.3.1 Types of Leverages	Solving	Financial	
			Management	
			Dr. A. Murthy	
			Financial	
			Management	
Jan 8 – 12, 2024			1	ı
	C	.A. Test – I		
Jan 13, 2024	Unit 4 Capital Budgeting	Lecture	Khan, M.Y. and	CA II
(Day Order 1)	4.1 Nature of Capital Budgeting		P.K. Jain. Basic	
	Transit of Capital Budgoting		Financial	
			Management	

	1		Dr. A. Murthy	
			Financial	
			Management	G 1 77
Jan 18 -20, 2024	4.2 Evaluating Techniques - Pay Back Period, Average Rate of Return,	Lecture and	Khan, M.Y. and	CA II
(Day Order 4 to 6)	remain, riverage rate of return,	problem	P.K. Jain. Basic	
		solving	Financial	
			Management	
			Dr. A. Murthy	
			Financial	
			Management	
Jan 22-29, 2024	4.2 Net Present Value, Internal Rate	Lecture and	Khan, M.Y. and	CA II
(Day Order 1 to 6)	of Return and Profitability Index	Problem	P.K. Jain. Basic	
	(Contd.)	Solving	Financial	
			Management	
			Dr. A. Murthy	
			Financial	
			Management	
Jan 30 – Feb 2,	4.2 Net Present Value, Internal Rate	Lecture and	Khan, M.Y. and	CA II
2024	of Return and Profitability Index	Problem	P.K. Jain. Basic	
(Day Order 1 to 4)	(Contd.)	Solving	Financial	
			Management	
			Dr. A. Murthy	
			Financial	
			Management	
Feb 3, 2024	Unit 5 Working Capital	Lecture and	Khan, M.Y. and	CA II
(Day Order 2)	Management and Dividend	Problem	P.K. Jain. Basic	
,	Decisions	Solving	Financial	
	5.1 Need for Working Capital		Management	
	Management		Dr. A. Murthy	
	5.2 Determinants of Working Capital		Financial	
	Management S.2 Determinants of Working Capital		Management	
			- Tranagomont	

Feb 5- 6, 2024	5.3 Computation and Management of	Lecture and	Khan, M.Y. and	CA II
(Day Order 5 to 6)	Working Capital	Problem	P.K. Jain. Basic	
		Solving	Financial	
			Management	
			Dr. A. Murthy	
			Financial	
			Management	
Feb 7 – 14, 2024	5.3 Computation and Management of	Lecture and	Khan, M.Y. and	CA II
(Day Order 1 to 6)	Working Capital	Problem	P.K. Jain. Basic	
		Solving	Financial	
			Management	
			Dr. A. Murthy	
			Financial	
			Management	
Feb 15 – 22, 2024	5.4 Dividend Policies-Factors	Lecture and	Khan, M.Y. and	CA II
(Day Order 1 to 6)	determining Dividend payments	Problem	P.K. Jain. Basic	
	5.4.1 Theories of Dividend Policies	Solving	Financial	
			Management	
			Dr. A. Murthy	
			Financial Management	
Feb 23 – 24, 2024	Unit 3 Cost of Capital	Lecture and	Khan, M.Y. and	component
(Day Order 1 & 5)	3.1 Meaning and Significance	Problem	P.K. Jain. Basic	
	3.3 Cost of Debt - Redeemable	Solving	Financial	
			Management	
			Dr. A. Murthy Financial	
			Management	
Feb 26 – Mar 1,		Lecture and	Khan, M.Y. and	Component
2024		Problem	P.K. Jain. Basic	Component
(Day Order 2 to 6)	3.2 Cost of Equity and Retained	Solving	Financial	
(24) 51401 2 10 0)	Earnings	Sorving	Management	
			Dr. A. Murthy	
			Financial	
			Management	

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

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

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

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

Dec 11-15, 2023 (Day Order 2 to 6) Dec 16 – 22, 2023 (Day Order 1 to 6)	2.2 Job Analysis, Job Description, Job Specification 2.3 Recruitment – Concept, Sources 2.4 Selection Procedure, Testing, Placement and Induction	Lecture and Presentation Lecture and Presentation	Human Resource Management Aswathappa . K Human Resource Management C.B.Gupta	Continuous Assessment Test – I Continuous Assessment Test – I
Jan 3 – 6, 2024 (Day Order 1 to 4)	UNIT III - Training and Development 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 Jan 13, 2024 (Day Order 1)	3.2 Training and Development Methods	C.A. Test – I 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	Unit 4 Performance	Lecture and	Human	Continuous
(Day Order 1 to 4)	Appraisal	Presentation	Resource	Assessment
	4.1 Nature and Importance of		Management	Test – II &
	Performance Appraisal		C.B.Gupta	Third
				Component.
Feb 3, 2024	4.2 Process and Methods of	Lecture and	Human	Continuous
(Day Order 2)	Performance Appraisal	Presentation	Resource	Assessment
			Management	Test – II &
			C.B.Gupta	Third
				Component.
Feb 5- 6, 2024	(Contd)	Lecture and	Human	Continuous
(Day Order 5 to 6)	4.2 Process and Methods of	Presentation	Resource	Assessment
	Performance Appraisal		Management	Test – II &
			C.B.Gupta	Third
				Component.
Feb 7 – 14, 2024	UNIT V - Compensation and	Lecture and	Human	Continuous
(Day Order 1 to 6)	Maintenance	Presentation	Resource	Assessment
	5.1 Compensation – Factors,		Management	Test – II
	Types		C.B.Gupta	
Feb 15 – 22, 2024	– Monetary and Non-	Lecture and	Human	Continuous
(Day Order 1 to 6)	Monetary	Presentation	Resource	Assessment
	5.1.1 Wage and Salary		Management	Test – II
	Compensation		C.B.Gupta	
	5.1.2 Incentives and Benefits			
Feb 23 – 24, 2024	5.2 Employees Welfare-	Lecture and	Human	Continuous
(Day Order 1 & 5)	Health	Presentation	Resource	Assessment Test – II
			Management	1681 – 11
			C.B.Gupta	
Feb 26 – Mar 1, 2024	5.2 Employees Welfare—	Lecture and	Human	Continuous
(Day Order 2 to 6)	Safety	Presentation	Resource	Assessment
			Management	Test – II
			C.B.Gupta	

Mar 2, 2024	5.2 Employees Welfare–Social	Lecture and	Human	Continuous
(Day Order 1)	Security	Presentation	Resource Management C.B.Gupta	Assessment Test – II
Mar 4 –8, 2024		C.A. Test – I	Į Į	
Mar 9 – 16, 2024	5.3 Grievance Handling and	Lecture and	Human	Third
(Day 6 & Day Order 1 to	Redressal – Vigil Mechanism.	Presentation	Resource	Component
6)			Management	
			C.B.Gupta	
Mar 18 - 19, 2024	Prevention of Sexual	Lecture and	Human	Third
(Day Order 2 to 3)	Harrassement	Presentation	Resource	Component
			Management	
			C.B.Gupta	
Mar 20-22, 2024		REVISION		
(Day Order 4 to 6)		WE A 121OU		

Other Components:

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

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

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

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
2.1.3 New Product Development-	LECTURE &	William J.	Discussion of
Process	PRESENTATION	Stanton, Micheal J. Etzel, Bruce J. Walker. Fundamentals of Marketing, New Delhi: Mc Graw Hill, 2009	Question and Answers
2.2 Promotion	LECTURE &		Other
2.2.1 Elements of Promotion Mix Advertising, Personal Selling, Sales Promotion, Public Relations and Direct Marketing	PRESENTATION		Component – Assignment (25 marks) – Case study of a Successful Brand – promotional efforts to market a product or service
Unit 3	LECTURE &	2015 Kotler	Discussion of
Pricing and Distribution 3.1 Pricing 3.1.1 Types of Pricing 3.1.2 Factors affecting Pricing 3.2 Distribution	PRESENTATION	Philip. Marketing 15th edition.	Question and Answers
	2.1.3 New Product Development-Process 2.2 Promotion 2.2.1 Elements of Promotion Mix Advertising, Personal Selling, Sales Promotion, Public Relations and Direct Marketing Unit 3 Pricing and Distribution 3.1 Pricing 3.1.1 Types of Pricing 3.1.2 Factors affecting Pricing	2.1.3 New Product Development-Process 2.2 Promotion 2.2.1 Elements of Promotion Mix Advertising, Personal Selling, Sales Promotion, Public Relations and Direct Marketing Unit 3 Pricing and Distribution 3.1 Pricing 3.1.1 Types of Pricing 3.1.2 Factors affecting Pricing	PRESENTATION Stanton, Micheal J. Etzel, Bruce J. Walker. Fundamentals of Marketing, New Delhi: Mc Graw Hill, 2009 2.1.3 New Product Development-Process LECTURE & PRESENTATION PRESENTATION LECTURE & William J. Stanton, Micheal J. Etzel, Bruce J. Walker. Fundamentals of Marketing, New Delhi: Mc Graw Hill, 2009 2.2 Promotion 2.2.1 Elements of Promotion Mix Advertising, Personal Selling, Sales Promotion, Public Relations and Direct Marketing Unit 3 Pricing and Distribution 3.1 Pricing 3.1.1 Types of Pricing 3.1.2 Factors affecting Pricing

Jan 8 – 12, 2024	C.A. Test – I			
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	3.2.2 Classification of Channel	LECTURE &	Consumer	Discussion of
(Day Order 4 to 6)	Members- Wholesaler and	PRESENTATION	Behaviour –	Question and
	Retailer		Kanuk and	Answers
	Consumer Behaviour and Market		Schiffman	
	Segmentation		Prentice Hall	
	4.1 Consumer Behaviour		2017	
Jan 22-29, 2024	4.1.1 Basic Model (Black Box	LECTURE &	Consumer	Discussion of
(Day Order 1 to 6)	Model)	PRESENTATION	Behaviour –	Question and
			Kanuk and	Answers
			Schiffman	
			Prentice Hall	
			2017	
Jan 30 – Feb 2,	4.1.2 Factors Influencing Consumer Behaviour	LECTURE &		Other
2024	Consumer Benaviour	PRESENTATION		Component
(Day Order 1 to 4)				Assignment
				CASE STUDY
				ANALYSIS
				-25 MARKS
Feb 3, 2024	4.2 Market Segmentation		2015 Kotler	Discussion of
(Day Order 2)			Philip. Marketing	Question and
, ,			15th edition.	Answers

Feb 5- 6, 2024	4.2.1 Methods of Market		2015 Kotler	Discussion of
(Day Order 5 to 6)	Segmentation		Philip. Marketing	Question and
			15th edition.	Answers
Feb 7 – 14, 2024	Trends in Marketing	GUEST	You tube videos	
(Day Order 1 to 6)	5.1 Digital Marketing, Cloud Marketing	LECTURE		
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,	5.3 Rural Marketing, Viral	SELF STUDY	2015 Kotler	
2024	Marketing		Philip. Marketing	
(Day Order 2 to 6)			15th edition.	
Mar 2, 2024	5.3 Rural Marketing, Viral	SELF STUDY	2015 Kotler	
(Day Order 1)	Marketing		Philip. Marketing	
ı			15th edition.	
Mar 4 –8, 2024		C.A. Test – II		1
Mar 9 – 16, 2024	Marketing Trends -2020	TED TALKS	T	
(Day 6 & Day				
Order 1 to 6)				
Mar 18 - 19, 2024	Consequences of PRE and POST	+	 	+
(Day Order 2 to 3)	Pandemic Marketing scenario			
(Day Grace 2 to 1)	Tundenne manering ottom:			
Mar 20-22, 2024				
(Day Order 4 to 6)		REVISION		