

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

Course Schedule: November 2023 - April 2024

Department : Commerce General

Name/s of the Faculty : Sec A – Dr. Vinu

Sec B – Ms. Shifaya Fathima Z

Sec C – Ms. S. Jothilakshmi

Course Title : Financial Management

Course Code : 19CM/MC/FM44

Shift : II

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 decision 1.1.2 Finance decision 1.1.3 Dividend decision	Lecture	Financial Management – S.N.Maheshwari Basic Financial Management – M.Y.Khan and P.K. Jain Financial management – A.Murthy	Continuous Assessment Test-I & Other Component
Nov 24-30, 2023 (Day Order 1 to 6)	1.2 Objectives of the firm 1.2.1 Profit maximization 1.2.2 Wealth maximization 1.3 Objectives of Long term and Short term Capital Management	Lecture	Financial Management – S.N.Maheshwari Basic Financial Management – M.Y.Khan and P.K. Jain Financial management – A.Murthy	Continuous Assessment Test-I & Other 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 Compounding Techniques	Lecture & Problem Solving	Financial Management – S.N.Maheshwari Basic Financial Management – M.Y.Khan and P.K. Jain Financial management – A.Murthy	Continuous Assessment Test-I & Other Component

Dec 8-9, 2023 (Day Order 1, 3)	1.4.2. Present Value Techniques	Lecture & Problem Solving	Financial Management – S.N.Maheshwari Basic Financial Management – M.Y.Khan	Continuous Assessment Test-I
Dec 11-15, 2023 (Day Order 2 to 6)	UNIT – 2 Capital Structure 2.1 Meaning and Significance of Capital Structure 2.2. EPS – EBIT Analysis	Lecture & Problem Solving	Financial Management – S.N.Maheshwari Basic Financial Management – M.Y.Khan and P.K. Jain Financial management – A.Murthy	Continuous Assessment Test-I
Dec 16 – 22, 2023 (Day Order 1 to 6)	2.3 Leverages – Meaning and Importance 2.3.1. Types of Leverages	Lecture & Problem Solving	Financial Management – S.N.Maheshwari Basic Financial Management – M.Y.Khan and P.K. Jain Financial management – A.Murthy	Continuous Assessment Test-I
Jan 3 – 6, 2024 (Day Order 1 to 4)	UNIT - 3 Cost Of Capital 3.1 Meaning and Significance 3.2 Cost of Equity and Retained Earnings	Lecture & Problem Solving	Financial Management – S.N.Maheshwari Basic Financial Management – M.Y.Khan and P.K. Jain Financial management – A.Murthy	Continuous Assessment Test-I
Jan 8 – 12, 2024	C.A. Test – I			
Jan 13, 2024 (Day Order 1)	3.3. Cost of Debt- Redeemable	Lecture & Problem Solving	Financial Management – S.N.Maheshwari Basic Financial Management – M.Y.Khan and P.K. Jain	Continuous Assessment Test- II
Jan 18 -20, 2024 (Day Order 4 to 6)	3.3 Cost of Debt- Redeemable 3.4 Cost of Preference Redeemable 3.5 Computation of Overall Cost of Capital – Book Value and Market Value	Lecture & Problem Solving	Financial Management – S.N.Maheshwari Basic Financial Management – M.Y.Khan and P.K. Jain Financial management – A.Murthy	Continuous Assessment Test- II

Jan 22-29, 2024 (Day Order 1 to 6)	3.5 Computation of Overall Cost of Capital – Book Value and Market Value	Lecture & Problem Solving	Financial Management – S.N.Maheshwari Basic Financial Management – M.Y.Khan and P.K. Jain Financial management – A.Murthy	Continuous Assessment Test- II
Jan 30 – Feb 2, 2024 (Day Order 1 to 4)	UNIT -4 Capital Budgeting 4.1 Nature of Capital Budgeting	Lecture & Problem Solving	Financial Management – S.N.Maheshwari Basic Financial Management – M.Y.Khan and P.K. Jain Financial management – A.Murthy	Continuous Assessment Test- II
Feb 3, 2024 (Day Order 2)	4.2. Evaluating Techniques –Net Present Value, Profitability Index	Lecture & Problem Solving	Financial Management – S.N.Maheshwari Basic Financial Management – M.Y.Khan and P.K. Jain Financial management – A.Murthy	Continuous Assessment Test- II
Feb 5- 6, 2024 (Day Order 5 to 6)	4.2. Evaluating Techniques –Net Present Value, Profitability Index	Lecture & Problem Solving	Financial Management – S.N.Maheshwari Basic Financial Management – M.Y.Khan and P.K. Jain Financial management – A.Murthy	Continuous Assessment Test- II
Feb 7 – 14, 2024 (Day Order 1 to 6)	4.2. Evaluating Techniques –Internal Rate of Return	Lecture & Problem Solving	Financial Management – S.N.Maheshwari Basic Financial Management – M.Y.Khan and P.K. Jain Financial management – A.Murthy	Continuous Assessment Test- II
Feb 15 – 22, 2024 (Day Order 1 to 6)	UNIT 5 – Working Capital Management And Dividend Decisions 5.1 Need for Working Capital Management	Lecture & Problem Solving	Financial Management – S.N.Maheshwari Basic Financial Management – M.Y.Khan and P.K. Jain Financial management – A.Murthy	Continuous Assessment Test- II & Other Component

Feb 23 – 24, 2024 (Day Order 1 & 5)	5.2. Determinants of Working Capital Management	Lecture & Problem Solving	Financial Management – S.N.Maheshwari Basic Financial Management – M.Y.Khan and P.K. Jain Financial management – A.Murthy	Continuous Assessment Test- II
Feb 26 – Mar 1, 2024 (Day Order 2 to 6)	5.2. Determinants of Working Capital Management	Lecture & Problem Solving	Financial Management – S.N.Maheshwari Basic Financial Management – M.Y.Khan and P.K. Jain Financial management – A.Murthy	Continuous Assessment Test- II
Mar 2, 2024 (Day Order 1)	5.2. Determinants of Working Capital Management	Lecture & Problem Solving	Financial Management – S.N.Maheshwari Basic Financial Management – M.Y.Khan and P.K. Jain Financial management – A.Murthy	Continuous Assessment Test- II
Mar 4 –8, 2024	C.A. Test – II			
Mar 9 – 16, 2024 (Day 6 & Day Order 1 to 6)	5.3. Computation of Management of Working Capital Contd.	Lecture & Problem Solving	Financial Management – S.N.Maheshwari Basic Financial Management – M.Y.Khan and P.K. Jain Financial management – A.Murthy	Class discussion and other component
Mar 18 - 19, 2024 (Day Order 2 to 3)	5.4 Dividend Policies – Factors determining Dividend Payments	Lecture	Financial Management – S.N.Maheshwari Basic Financial Management – M.Y.Khan and P.K. Jain	Class discussion and other component
Mar 20-22, 2024 (Day Order 4 to 6)	REVISION			

OTHER COMPONENT

1. Objective test on part of Unit 5 and Unit 1, 26th February,2024 – 25 marks
2. A report on analysis of capital structure of a company (group assignment submission)- 30th January,2024 – 25 marks

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

Course Schedule: November 2023 - April 2024

Department : Commerce

Name/s of the Faculty : Sec A – Ms. Shifaya Fathima Z

Sec B – Ms. Sobana

Sec C – Ms. E. Theresa Priyadarshini

Course Title : Marketing

Course Code : 19CM/MC/MG44

Shift : II

Week & No. of hours	Units & Topics	Teaching Methodology	Text & References	Method of Evaluation
Nov 22 – 23, 2023 (Day Order 1 & 2)	Unit 1 Introduction 1.1 Meaning, Nature, Significance and Marketing Concept Model.	Lecture	Rajan Nair and Sanjith Nair, Marketing: Sultan Chand	Continuous Assessment Test -I
Nov 24-30, 2023 (Day Order 1 to 6)	Contd. 1.1 Meaning, Nature, Significance and Marketing Concept Model. (contd.)	Lecture	Rajan Nair and Sanjith Nair, Marketing: Sultan Chand	Continuous Assessment Test -I
Dec 1-7, 2023 (Day Order 1 to 6)	1.2 Functions of Marketing – Classification of Marketing	Lecture	Rajan Nair and Sanjith Nair, Marketing: Sultan Chand	Continuous Assessment Test -I
Dec 8-9, 2023 (Day Order 1, 3)	UNIT 2 Product Planning And Promotion 2.1 Product Planning 2.1.1Product concept, Policy and Product Mix	Lecture	Rajan Nair and Sanjith Nair, Marketing: Sultan Chand	Continuous Assessment Test -I
Dec 11-15, 2023 (Day Order 2 to 6)	2.1.2Product Life Cycle – Stages 2.1.3New Product	Lecture	Rajan Nair and Sanjith Nair, Marketing: Sultan	Continuous Assessment Test -I and

)	Development – Process		Chand	Other Component
Dec 16 – 22, 2023 (Day Order 1 to 6)	2.2 Promotion 2.2.1 Elements of Promotion	Lecture	Rajan Nair and Sanjith Nair, Marketing: Sultan Chand	Continuous Assessment Test -I and Other Component
Jan 3 – 6, 2024 (Day Order 1 to 4)	UNIT 3 Pricing And Distribution 3.1 Pricing 3.1.1 Types of Pricing	Lecture	Rajan Nair and Sanjith Nair, Marketing: Sultan Chand	Continuous Assessment Test -I
Jan 8 – 12, 2024	C.A. Test – I			
Jan 13, 2024 (Day Order 1)	3.1.2 Factors affecting Pricing	Lecture	Rajan Nair and Sanjith Nair, Marketing: Sultan Chand	Continuous Assessment Test -II
Jan 18 -20, 2024 (Day Order 4 to 6)	3.2 Distribution	Lecture	Rajan Nair and Sanjith Nair, Marketing: Sultan Chand	Continuous Assessment Test -II
Jan 22-29, 2024 (Day Order 1 to 6)	3.2.1 Factors affecting Choice of Channel	Lecture	Rajan Nair and Sanjith Nair, Marketing: Sultan Chand	Continuous Assessment Test -II
Jan 30 – Feb 2, 2024 (Day Order 1 to 4)	3.2.2 Classification of Channel Members – Wholesaler and Retailer	Lecture	Rajan Nair and Sanjith Nair, Marketing: Sultan Chand	Continuous Assessment Test -II and Other Component
Feb 3, 2024 (Day Order 2)	Unit 4 Consumer Behaviour And Market Segmentation 4.1 Consumer Behaviour	Lecture	Kotler Philip. Marketing: Prentice Hall of India	Continuous Assessment Test -II
Feb 5- 6, 2024	4.1.1 Basic Model (Black Box Model)	Lecture	Kotler Philip. Marketing:	Continuous

(Day Order 5 to 6)			Prentice Hall of India	Assessment Test -II
Feb 7 – 14, 2024 (Day Order 1 to 6)	4.1.2 Factors Influencing Consumer Behaviour	Lecture	Kotler Philip. Marketing: Prentice Hall of India	Continuous Assessment Test -II
Feb 15 – 22, 2024 (Day Order 1 to 6)	4.2 Market Segmentation 4.2.1 Methods of Market Segmentation	Lecture	Kotler Philip. Marketing: Prentice Hall of India	Continuous Assessment Test –II
Feb 23 – 24, 2024 (Day Order 1 & 5)	4.2.1 Methods of Market Segmentation (contd.)	Lecture	Kotler Philip. Marketing: Prentice Hall of India	Continuous Assessment Test –II
Feb 26 – Mar 1, 2024 (Day Order 2 to 6)	Unit 5 5.1 Digital Marketing, Cloud Marketing	Lecture	Kotler Philip. Marketing: Prentice Hall of India	Continuous Assessment Test –II
Mar 2, 2024 (Day Order 1)	5.1 Cloud Marketing (contd.)	Lecture	Kotler Philip. Marketing: Prentice Hall of India	Continuous Assessment Test –II
Mar 4 –8, 2024	C.A. Test – II			
Mar 9 – 16, 2024 (Day 6 & Day Order 1 to 6)	5.2 Social Marketing, Green Marketing	Lecture	Kotler Philip. Marketing: Prentice Hall of India	Class discussion

Mar 18 - 19, 2024 (Day Order 2 to 3)	5.3 Rural Marketing, Viral Marketing	Lecture	Kotler Philip. Marketing	Class discussion
Mar 20-22, 2024 (Day Order 4 to 6)	REVISION			

OTHER COMPONENT

1. Group project on designing a new product – 30 marks (24/02/24)
2. Presentation on the various types of promotion – 10 marks (18/01/2024 – 28/01/2024)
3. Objective test on Classification of Channel members – 10 marks (07/02/2024)

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

Course Schedule: November 2023 - April 2024

Department : Commerce

Names of the Faculty : Sec A: Ms. Sobana

Sec B: Ms. Arokia Timple Manisha. J

Sec C: Ms. Sathyabhama .R

Course Title : Company Law

Course Code : 19CM/MC/CL44

Shift : II

Week & No. of hours	Units & Topics	Teaching Methodology	Text & References	Method of Evaluation
Nov 22 – 23, 2023 (Day Order 1 & 2)	UNIT 1 Formation Of Company 1.1 Characteristics of a Company, Lifting of Corporate Veil	Lecture and Case Study Analysis	Company Law, Kapoor, N.D	Continuous Assessment Test-I & Other component
Nov 24-30, 2023 (Day Order 1 to 6)	1.2 Types of Company – Private and Public	Lecture and Case Study Analysis	Company Law, Kapoor, N.D	Continuous Assessment Test-I & Other component
Dec 1-7, 2023 (Day Order 1 to 6)	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 Test-I & Other component
Dec 8-9, 2023 (Day Order 1, 3)	1.4 Process of Incorporation of Company	Lecture and Case Study Analysis	Company Law, Kapoor, N.D	Continuous Assessment Test-I & Other component
Dec 11-15, 2023 (Day Order 2 to 6)	1.5 Important Definitions- Member, Promoter, Financial Year,	Lecture and Case Study Analysis	Company Law, Kapoor, N.D	Continuous Assessment Test-I & Other component

	Free Reserves, Associate Company			
Dec 16 – 22, 2023 (Day Order 1 to 6)	UNIT 2 Documents 2.1 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 Test-I & Other component
Jan 3 – 6, 2024 (Day Order 1 to 4)	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 Test-I & Other component
Jan 8 – 12, 2024	C.A. Test – I			
Jan 13, 2024 (Day Order 1)	UNIT 3 Raising Of Finance 3.1 Concept of Capital –Kinds of Share Capital	Lecture and Case Study Analysis	Company Law, Kapoor, N.D & Company Law, Avatar Singh	Continuous Assessment Test-II & Other component
Jan 18 -20, 2024 (Day Order 4 to 6)	Nature of Shares 3.2 Financing of Companies- Issue, Allotment and Forfeiture of Share, Calls on Shares	Lecture and Case Study Analysis	Company Law, Kapoor, N.D & Company Law, Avatar Singh	Continuous Assessment Test-II & Other component
Jan 22-29, 2024 (Day Order 1 to 6)	Issue of Sweat Equity Capital, ESOP, ESPP, RSU and Bonus Shares	Lecture and Case Study Analysis	Company Law, Kapoor, N.D & Company Law, Avatar Singh	Continuous Assessment Test-II & Other component
Jan 30 – Feb 2, 2024	3.2 Application, Allotment,	Lecture and Case Study	Company Law, Kapoor, N.D &	Continuous Assessment

(Day Order 1 to 4)	Transfer and Transmission of Shares	Analysis	Company Law, Avatar Singh	Test-II & Other component
Feb 3, 2024 (Day Order 2)	3.3 Debenture –Nature and Classes of Debenture	Lecture and Case Study Analysis	Company Law, Kapoor, N.D & Company Law, Avatar Singh	Continuous Assessment Test-II & Other component
Feb 5- 6, 2024 (Day Order 5 to 6)	3.4 Deposits- Meaning, Exempted Deposit, Return of Deposit and Allied Regulatory Deposit	Lecture and Case Study Analysis	Company Law, Kapoor, N.D	Continuous Assessment Test-II & Other component
Feb 7 – 14, 2024 (Day Order 1 to 6)	UNIT 4 Management 4.1 Directors– Appointment Removal, Roles Responsibility	Lecture & Presentation	Company Law, Kapoor, N.D	Continuous Assessment Test-II & Other component
Feb 15 – 22, 2024 (Day Order 1 to 6)	Classification of Directors - Women Director, Director, Independent Director, Number of Directorship Additional DIN (Director Identity Number), KYC	Lecture & Presentation	Company Law, Kapoor, N.D	Continuous Assessment Test-II & Other component
Feb 23 – 24, 2024 (Day Order 1 & 5)	4.2 Key Managerial Personnel – Appointment,	Lecture & Presentation	Company Law, Kapoor, N.D	Continuous Assessment Test-II & Other component
Feb 26 – Mar 1, 2024 (Day Order 2 to 6)	Key Managerial Personnel – Removal	Lecture & Presentation	Company Law, Kapoor, N.D	Continuous Assessment Test-II & Other component
Mar 2, 2024 (Day Order 1)	UNIT 5 Meetings And Resolution 5.1 Types and Requisites - Importance of Secretarial Standards	Lecture and Case Study Analysis	Company Law, Kapoor, N.D & Company Law, Avatar Singh	Other Component

Mar 4 –8, 2024	C.A. Test – II			
Mar 9 – 16, 2024 (Day 6 & Day Order 1 to 6)	5.2 Board and Committee meeting 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	Classroom Discussion
Mar 20-22, 2024 (Day Order 4 to 6)	REVISION			

Other Component

1. Objective test and case study analysis – Unit 2, 3 and 4 – 30 marks – 01.03.2024
2. Role Play Based on Case studies relating to lifting of corporate veil – 20 marks - 02.12.2023 Onwards

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

Course Schedule: November - April 2024

Department : B.Com - General

Name/s of the Faculty : Sec A - Ms.Valantina. I
Sec B - Dr. Christine Stanley
Sec C- Dr. Nisha

Course Title : **Human Resource Management**

Course Code : 19CM/MC/HR43

Shift : II

Week & No. of hours	Units & Topics	Teaching Methodology	Text & References	Method of Evaluation
Nov 22 – 23, 2023 (Day Order 1 to 2)	UNIT I Introduction 1.1 Scope and Objectives of Human Resource Management 1.2 Significance and Functions of Human Resource Management	Lecture and Group Discussion	Human Resource Management Aswathappa . K	Continuous Assessment Test –I
Nov 24 – 30, 2023 (Day Order 1 to 6)	Introduction 1.3 Emerging Challenges of Human Resource Management- Workforce Diversity,Downsizing, Work Life Balance	Lecture and Presentations	Human Resource Management C.B.Gupta	Continuous Assessment Test –I & Other Component

Dec 1 – 7 , 2023 (Day Order 1 to 6)	1.4 Recent Trends in Human Resource Management	Lecture and Group Discussion	Human Resource Management C.B.Gupta	Continuous Assessment Test –I & Other Component
Dec 08 – 09, 2023 (Day Order 1,3)	UNIT II Acquisition of Human Resources 2.1 Objectives, Characteristics and Process of HR Planning	Lecture and Group Discussion	Human Resource Management Prasad. L.M.	Continuous Assessment Test –I
Dec 11 – 15, 2023 (Day Order 2 to 6)	2.2 Job Analysis, Job Description, Job Specification	Lecture and Group Presentation	Personnel Management Mamoria C.B	Continuous Assessment Test –I & Other Component
Dec 16 – 22, 2023 (Day Order 1 to 6)	2.3 Recruitment – Concept, Sources	Lecture and Group Presentation	Personnel Management Flippo V. Edwin	Continuous Assessment Test –I & Other Component
Jan 03 – 06, 2024 (Day Order 1 to 4)	2.4 Selection Procedure, Testing, Placement and Induction	Lecture and Group Presentation	Personnel Management Flippo V. Edwin	Continuous Assessment Test –I
Jan 08 – 12 , 2024	C.A. Test – I			
Jan 13, 2024 (Day Order 1)	UNIT III Training and Development 3.1 Concept and Importance,	Lecture and Group Discussion	Human Resource Management Aswathappa . K	Continuous Assessment Test –II & Other Component
Jan 18 – 20, 2024	Identifying Training and	Lecture and	Human Resource	Continuous

(Day Order 4 to 6)	Development Needs	Group Discussion	Management C.B.Gupta	Assessment Test –II & Other Component
Jan 22 – 29, 2024 (Day Order 1 to 6)	Designing Training Programme	Lecture and Presentation	Human Resource Management Aswathappa . K	Continuous Assessment Test –II & Other Component
Jan30 –Feb 2, 2024 (Day Order 1 to 4)	3.2 Training and Development Methods	Lecture and Group Presentation	Human Resource Management Aswathappa . K	Continuous Assessment Test –II
Feb 3, 2024 (Day Order 2)	3.3 Evaluating Training Effectiveness	Lecture and Group Presentation	Human Resource Management C.B.Gupta	Continuous Assessment Test –II
Feb 5 – 6, 2024 (Day Order 5 to 6)	UNIT IV Performance Appraisal 4.1 Nature and Importance of Performance Appraisal	Lecture and Group Presentation	Human Resource Management C.B.Gupta	Continuous Assessment Test –II
Feb 7 – 14 , 2024 (Day Order 1 to 6)	4.2 Process and Methods of Performance Appraisal	Lecture and Group Presentation	Human Resource Management C.B.Gupta	Continuous Assessment Test –II
Feb 15 – 22 , 2024 (Day Order 1 to 6)	4.3 Performance Management, Performance Counseling	Lecture and Group Discussion	Human Resource Management C.B.Gupta	Continuous Assessment Test –II
Feb 23 – 24 , 2024 (Day Order 1 , 5)	UNIT V Compensation and Maintenance 5.1 Compensation – Factors Types – Monetary and Non-Monetary	Lecture and Group Discussion	Human Resource Management C.B.Gupta	Continuous Assessment Test –II

Feb26 –Mar1,2024 (Day Order 2 to 6)	5.1.1 Wage and Salary Compensation 5.1.2 Incentives and Benefits	Lecture	Human Resource Management Aswathappa . K	Continuous Assessment Test –II
Mar 02, 2024 (Day Order 1)	5.2 Employees Welfare– Health, Safety and Social Security	Lecture	Human Resource Management Aswathappa . K	Continuous Assessment Test –II
Mar 04 –08, 2024	C.A. Test – II			
Mar 09 – 16, 2024 (Day 6, Day order 1 to 6)	5.3 Grievance Handling and Redressal	Lecture	Human Resource Management Aswathappa . K	Classroom discussion
Mar 18 -19, 2024 (Day Order 2 to 3)	5.3 Vigil Mechanism and Prevention of Sexual Harassment	Lecture	Human Resource Management Aswathappa . K	Classroom discussion
Mar 20 -22, 2024 (Day Order 4 to 6)	REVISION			

Other component:

1. Exhibit on HR model - 15 marks - January 5th, 2024.
2. Group presentation on the concept of diversity, agile, transformational leadership, grievance handling- Recent trends in HR - 20 marks - February 15th, 2024.
3. Case study on the training/recruitment methods adopted in companies - 15 marks - March 15th, 2024.

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

Course Schedule: November 2023 - April 2024

Department : **B. Com General**

Name/s of the Faculty : **Sec A – Ms. Violet Glady P**
Sec B - Dr. Vanitha
Sec C – Ms. Martina Jennifer N

Course Title : **Computer Application in Finance**

Course Code : **19CM/AC/CF45**

Shift : **II**

Week & No. of hours	Units & Topics	Teaching Methodology	Text & References	Method of Evaluation
Nov 22 – 23, 2023 (Day Order 1 & 2)	Unit 1 1.1 Introduction to Tally 1.2 Creation, Alteration and Deletion of Group and Ledger.	Lecture and Practical	Tally Accounting Software, ERP, Palanivel.	Continuous Assessment I and Other Component
Nov 24-30, 2023 (Day Order 1 to 6)	1.3 Accounting Vouchers 1.4 Preparation of Financial Statement.	Lecture and Practical	Tally Accounting Software, ERP, Palanivel.	Continuous Assessment I
Dec 1-7, 2023 (Day Order 1 to 6)	1.5 Importing Data 1.6. Data Validation	Lecture and Practical	Tally Accounting Software, ERP, Palanivel.	Continuous Assessment I
Dec 8-9, 2023 (Day Order 1, 3)	Unit-2 2.1.1 Comparative statement 2.1.2 Common Size Statement	Lecture and Practical	Management Accounting, T.S Reddy & Dr. Y. Hariprasad Reddy.	Continuous Assessment I and Other Component
Dec 11-15, 2023 (Day Order 2 to 6)	2.1.3 Trend Percentage	Lecture and Practical	Management Accounting, T.S Reddy & Dr. Y. Hariprasad Reddy.	Continuous Assessment I and Other Component
Dec 16 – 22, 2023 (Day Order 1 to 6)	2.2 Preparation of production budget,	Lecture and Practical	Management Accounting, T.S	Continuous Assessment I and

	Sales Budget		Reddy & Dr. Y. Hariprasad Reddy.	Other Component
Jan 3 – 6, 2024 (Day Order 1 to 4)	2.2 Preparation of Flexible budget and Cash budget.	Lecture and Practical	Management Accounting, T.S Reddy & Dr. Y. Hariprasad Reddy.	Continuous Assessment I and Other component
Jan 8 – 12, 2024	C.A – I			
Jan 13, 2024 (Day Order 1)	Unit 3 3.1 Time value of Money	Lecture and Practical	Financial Management A. Murthy.	Continuous Assessment II
Jan 18 -20, 2024 (Day Order 4 to 6)	3.2 – Pay Back Period.	Lecture and Practical	Financial Management A. Murthy.	Continuous Assessment II
Jan 22-29, 2024 (Day Order 1 to 6)	3.2 – Net Present Value	Lecture and Practical	Financial Management A. Murthy.	Continuous Assessment II
Jan 30 – Feb 2, 2024 (Day Order 1 to 4)	3.2 – IRR	Lecture and Practical	Financial Management A. Murthy.	Continuous Assessment II
Feb 3, 2024 (Day Order 2)	Financial Functions - Pivot table	Lecture and Practical	Financial Management A. Murthy.	Continuous Assessment II
Feb 5- 6, 2024 (Day Order 5 to 6)	Unit 4 4.1.1 Ratio analysis	Lecture and Practical	Management Accounting, T.S Reddy & Dr. Y. Hariprasad Reddy.	Continuous Assessment II
Feb 7 – 14, 2024 (Day Order 1 to 6)	4.1.1 Ratio analysis	Lecture and Practical	Management Accounting, T.S Reddy & Dr. Y. Hariprasad Reddy.	Continuous Assessment II
Feb 15 – 22, 2024	4.1.2 Payroll analysis	Lecture and	E - Resource	Continuous

(Day Order 1 to 6)		Practical		Assessment II
Feb 23 – 24, 2024 (Day Order 1 & 5)	4.1.3 Capital Budget 4.1.4 Witten Down Value	Lecture and Practical	Financial Management, A. Murthy.	Continuous Assessment II
Feb 26 – Mar 1, 2024 (Day Order 2 to 6)	4.2 Cash flow analysis	Lecture and Practical	Management Accounting, T.S Reddy & Dr. Y. Hariprasad Reddy.	Continuous Assessment II
Mar 2, 2024 (Day Order 1)	4.2 Cash flow analysis	Lecture and Practical	Management Accounting, T.S Reddy & Dr. Y. Hariprasad Reddy.	Continuous Assessment II
Mar 4 –8, 2024	C.A. Test – II			
Mar 9 – 16, 2024 (Day 6 & Day Order 1 to 6)	Unit 5 5.1 CAAT – Introduction	Lecture	E- resources.	Classroom Discussion
Mar 18 - 19, 2024 (Day Order 2 to 3)	5.2 Stratification, Summarization, Statistics, Aging	Lecture	E- resources.	Classroom Discussion
Mar 20-22, 2024 (Day Order 4 to 6)	REVISION			

Other Component

1. Generation of P&L and BS using Tally – 20Marks – 03.01.2024
2. A report on the performance of a company using Excel -15Marks - 01.02.2024
3. Submission of Record -15Marks – 01.03.2024

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

Course Schedule: November 2023 - April 2024

Department : B. Com General
Name/s of the Faculty : A, B & C - Ms. Martina Jennifer, Ms. Adline Stella Sheron
Course Title : Advertising and Media Management
Course Code : 19CM/ME/AM45
Shift : II

Week & No. of hours	Units & Topics	Teaching Methodology	Text & References	Method of Evaluation
Nov 22 – 23, 2023 (Day Order 1 & 2)	Unit1: 1.1 Meaning, Definition and Evolution of advertising. Role of advertising	Lecture & Presentation	Advertising & Promotion. Tata McGraw hill 2017.	Continuous Assessment Test – I
Nov 24-30, 2023 (Day Order 1 to 6)	1.3 Advertising as a promotional tool. 1.4 Economic, Social and Ethical aspects of advertising.	Lecture & Presentation	Advertising & Promotion. Tata McGraw hill 2017.	Continuous Assessment Test – I
Dec 1-7, 2023 (Day Order 1 to 6)	1.5 Advertising as a communication process.	Lecture & Presentation	Advertising & Promotion. Belch, Tata McGraw hill 2017.	Continuous Assessment Test – I
Dec 8-9, 2023 (Day Order 1, 3)	Unit 2 2.1 Advertisement copy Meaning – preparation and process.	Lecture & Presentation	Advertising & Promotion. Belch, Tata McGraw hill 2017.	Continuous Assessment Test – I & Other component
Dec 11-15, 2023 (Day Order 2 to 6)	2.1.2 Types of advertisement copy.	Lecture & Presentation	Advertising Tata Mc Graw Hill 2017	Continuous Assessment Test – I & Other component
Dec 16 – 22, 2023	2.1.3 Elements of	Lecture &	Advertising Tata	Continuous

(Day Order 1 to 6)	advertisement copy. 2.2 Advertisement Layout	Presentation	Mc Graw Hill 2017	Assessment Test – I & Other component
Jan 3 – 6, 2024 (Day Order 1 to 4)	2.2.1 Structure of an Advertisement layout. 2.2.2 Principles of Advertisement Layout.	Lecture & Presentation	Advertising & Promotion. Belch, Tata McGraw hill 2017.	Continuous Assessment Test – I & Other component
Jan 8 – 12, 2024	C.A. Test – I			
Jan 13, 2024 (Day Order 1)	Unit 3 3.1 Marketing Strategy and Situational Analysis.	Lecture & Presentation	Integrated Advertising promotion & Kenneth, E. Clow & Donald E. Baack 2015.	Continuous Assessment Test – II & Other Component
Jan 18 -20, 2024 (Day Order 4 to 6)	3.2 Advertisement Plan and objectives	Lecture & Presentation	Integrated Advertising promotion E. Clow & Donald E. Baack 2015.	Continuous Assessment Test – II
Jan 22-29, 2024 (Day Order 1 to 6)	3.3 DAGMAR Approach.	Lecture & Presentation	Integrated Advertising promotion E. Clow & Donald E. Baack 2015.	Continuous Assessment Test – II
Jan 30 – Feb 2, 2024 (Day Order 1 to 4)	3.4 Preparation of campaign – Stages in campaign process.	Lecture & Presentation	Integrated Advertising promotion E. Clow & Donald E. Baack 2015.	Continuous Assessment Test – II
Feb 3, 2024 (Day Order 2)	Unit 4 4.1 Role of media, types of media – Indoor, Outdoor, electronic and online advantages and Disadvantages	Lecture & Presentation	Integrated Advertising promotion E. Clow & Donald E. Baack 2015.	Continuous Assessment Test – II
Feb 5- 6, 2024	4.1 Role of media,	Lecture &	Integrated	Continuous

(Day Order 5 to 6)	types of media	Presentation	Advertising 2015	Assessment Test – II
Feb 7 – 14, 2024 (Day Order 1 to 6)	4.2 Media Planning – Selection and Scheduling	Lecture & Presentation	E-Resource	Continuous Assessment Test – II
Feb 15 – 22, 2024 (Day Order 1 to 6)	Unit 5 5.1 Media choice criteria – Factors affecting choice of media.	Lecture & Presentation	E-Resource	Continuous Assessment Test – II
Feb 23 – 24, 2024 (Day Order 1 & 5)	5.2 Choosing the right agency – Role, Types.	Lecture & Presentation	Advertising principles & Practice. Wells, 2016.	Continuous Assessment Test – II
Feb 26 – Mar 1, 2024 (Day Order 2 to 6)	5.2 Functions of Advertisement agencies	Lecture & Presentation	Advertising principles & Practice. Wells, 2016.	Continuous Assessment Test – II
Mar 2, 2024 (Day Order 1)	5.2 Selection and coordination of agency.	Lecture & Presentation	Advertising principles & Practice. Wells, 2016.	Continuous Assessment Test – II
Mar 4 –8, 2024	C.A. Test – II			
Mar 9 – 16, 2024 (Day 6 & Day Order 1 to 6)	5.3 Advertising Budgeting.	Lecture & Presentation	Advertising principles & Practice. Wells, 2016.	Continuous Assessment Test – II
Mar 18 - 19, 2024 (Day Order 2 to 3)	5.3 Comparative parity Method and Objective task method	Lecture & Presentation	Advertising principles & Practice. Wells, 2016.	Continuous Assessment Test – II

Mar 20-22, 2024
(Day Order 4 to 6)

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Other Component

1. Choose a product, create Advertisement poster and promote the product using various promotional tools (Group presentation) – 25 Marks – 19.01.2024
2. Objective test on Unit 4 & 5 – (25Marks) – 20.02.2024

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

Course Schedule: November 2023 - April 2024

Department : Commerce (General)
Name/s of the faculty : Dr. Vinu
Course Title : Business Environment
Course Code : 19CM/ME/BE45
Shift : II

Week & No. of hours	Units & Topics	Teaching Methodology	Text & References	Method of Evaluation
Nov 22 – 23, 2023 (Day Order 1 & 2)	UNIT 1: Business Environment - An Overview 1.1 Meaning and Nature of business environment	Lecture, Power point Presentation	International Business Environment – Francis Cherunilam	Continuous Assessment Test - I
Nov 24-30, 2023 (Day Order 1 to 6)	1.2 Types of Environments- Internal, External – Micro and Macro Environment 1.3 Competitive Structure of Industry, Environment Analysis	Lecture, Power point Presentation	International Business Environment – Francis Cherunilam	Continuous Assessment Test - I
Dec 1-7, 2023 (Day Order 1 to 6)	1.4 Process and Limitations of Environmental Analysis	Lecture, Power point Presentation	International Business Environment – Francis Cherunilam	Continuous Assessment Test - I
Dec 8-9, 2023	UNIT 2: 2.1 Economic	Lecture, Power point Presentation	International Business Environment –	Continuous Assessment Test -

(Day Order 1, 3)	Environment of Business		Francis Cherunilam	I
Dec 11-15, 2023 (Day Order 2 to 6)	2.1.1 Nature of Economic System – Capitalist, Socialist and Mixed Economy 2.1.2 Process and Techniques of Economic Planning and Policies	Flipped Classroom	International Business Environment – Francis Cherunilam	Continuous Assessment Test - I
Dec 16 – 22, 2023 (Day Order 1 to 6)	2.2 Political Environment 2.2.1 Functions of State, Economic roles of Government: Regulatory, Promotional, Entrepreneurial and Planning.	Lecture, Power point Presentation	International Business Environment – Francis Cherunilam	Continuous Assessment Test - I
Jan 3 – 6, 2024 (Day Order 1 to 4)	2.2.2 The constitutional Environment, Rationale and Extent of State Intervention	Lecture, Power point Presentation	International Business Environment – Francis Cherunilam	Continuous Assessment Test - I
Jan 8 – 12, 2024	C.A. Test – I			
Jan 13, 2024 (Day Order 1)	UNIT 3: Socio - Cultural Environment 3.1 Nature and Impact of Culture on Business Culture and Globalization	Lecture, Power point Presentation	International Business Environment – Francis Cherunilam	Continuous Assessment Test - II
Jan 18 -20, 2024 (Day Order 4 to 6)	3.2 Business and Culture with special reference	Lecture, Power point Presentation	International Business Environment –	Continuous Assessment Test - II

	to adaptation, transmission, conformity		Francis Cherunilam	
Jan 22-29, 2024 (Day Order 1 to 6)	3.3 Socio Cultural Environment - Challenges	Lecture, Power point Presentation	International Business Environment – Francis Cherunilam	Continuous Assessment Test - II
Jan 30 – Feb 2, 2024 (Day Order 1 to 4)	UNIT 4: Natural and Technological Environment 4.1 Nature of Technological Environment and Elements	Lecture Cum Flipped Classroom	International Business Environment – Francis Cherunilam	Continuous Assessment Test - II/ Other Component
Feb 3, 2024 (Day Order 2)	4.2 Impact of technology on Globalization, Transfer of Technology, Time lapse in technology introduction (Conti...)	Lecture Cum Flipped Classroom	International Business Environment – Francis Cherunilam	Continuous Assessment Test - II/ Other Component
Feb 5- 6, 2024 (Day Order 5 to 6)	4.2 Impact of technology on Globalization, Transfer of Technology, Time lapse in technology introduction	Lecture Cum Flipped Classroom	International Business Environment – Francis Cherunilam	Continuous Assessment Test - II/ Other Component
Feb 7 – 14, 2024 (Day Order 1 to 6)	4.3 Status of Technology in India – Management, Features and Impact	Lecture Cum Flipped Classroom	International Business Environment – Francis Cherunilam	Continuous Assessment Test - II/ Other Component
Feb 15 – 22, 2024 (Day Order 1 to 6)	4.4 Natural Environment – Impact on Business, Natural	Lecture Cum Flipped Classroom	International Business Environment – Francis Cherunilam	Continuous Assessment Test - II/ Other

	Pollution - Meaning, Types (Conti...)			Component
Feb 23 – 24, 2024 (Day Order 1 & 5)	4.4 Natural Environment – Impact on Business, Natural Pollution - Meaning, Types	Lecture Cum Flipped Classroom	International Business Environment – Francis Cherunilam	Continuous Assessment Test - II/ Other Component
Feb 26 – Mar 1, 2024 (Day Order 2 to 6)	UNIT 5: Global Business Environment 5.1 Liberalization, Privatization, Globalization and its need	Flipped Classroom	International Business Environment – Francis Cherunilam	Other Component
Mar 2, 2024 (Day Order 1)	5.2 Regional Economic Grouping – European Union, ASEAN, SAARC. (Conti...)	Flipped Classroom	International Business Environment – Francis Cherunilam	Other Component
Mar 4 –8, 2024	C.A. Test – II			
Mar 9 – 16, 2024 (Day 6 & Day Order 1 to 6)	5.2 Regional Economic Grouping – European Union, ASEAN, SAARC.	Flipped Classroom	International Business Environment – Francis Cherunilam	Other Component
Mar 18 - 19, 2024 (Day Order 2 to 3)	5.3 Environmental and Social Responsibility – Current Global Perspective pertaining to pollution	Flipped Classroom	International Business Environment – Francis Cherunilam	Other Component

Mar 20-22, 2024

(Day Order 4 to 6)

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Other Components:

- MCQs Test – 05.01.2024 - 20 marks
- Group Presentation on Global Business Environment and Natural and Technological–
01.02.2024 onwards- 30 marks