

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

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

**Department** : Commerce General  
**Name/s of the Faculty** : S. Jothi Lakshmi  
**Course Title** : Strategic Financial Management  
**Course Code** : 19CM/PC/SF44  
**Shift** : II

<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>1.1 Nature and Scope of Financial Management</b> 1.1.1 Definition, Scope of Corporate Finance 1.1.2 Functions of Financial Management  1.1.3 Objectives of Firm – Profit Maximization, Wealth Maximization, Value Maximization	Lecture	“Financial Management – Theory & Practice” Prasanna Chandra  “Financial Management, Khan & Jain	Continuous Assessment Test –I & Other Component
Nov 24-30, 2023 (Day Order 1 to 6)	1.1.4 Time Value of money – Overview of the concept and its application in Financial Management	Lecture & Problem Solving	“Financial Management – Theory & Practice” Prasanna Chandra “Financial Management, Khan & Jain	Continuous Assessment Test –I
Dec 1-7, 2023 (Day Order 1 to 6)	1.1.4 Time Value of money – Overview of the concept and its application in Financial Management	Lecture & Problem Solving	“Financial Management – Theory & Practice” Prasanna Chandra “Financial Management, Khan & Jain	Continuous Assessment Test –I
Dec 8-9, 2023 (Day Order 1, 3)	<b>1.2 Cost of Capital</b> 1.2.1 Meaning significance and concept of cost of capital	Lecture & Problem Solving	“Financial Management – Theory & Practice” Prasanna Chandra	Continuous Assessment Test –I

	1.2.2 Cost of Debt, Preference shares, Equity shares and Retained Earnings		“Financial Management, Khan & Jain	
Dec 11-15, 2023 (Day Order 2 to 6)	1.2.3 Determination of Cost of Capital – WACC  1.2.4 CAPM	Lecture & Problem Solving	“Financial Management – Theory & Practice” Prasanna Chandra  “Financial Management, Khan & Jain	Continuous Assessment Test –I
Dec 16 – 22, 2023 (Day Order 1 to 6)	<b>UNIT 2 Long Term Financing Decision</b> 2.1 Sources of long term finance 2.2 Methods of raising long term finance 2.3 Capital Structure 2.3.1 Designing Capital Structure EBIT-EPS	Lecture & Problem Solving	“Financial Management – Theory & Practice” Prasanna Chandra  “Financial Management, Khan & Jain	Continuous Assessment Test –I
Jan 3 – 6, 2024 (Day Order 1 to 4)	2.3.2 Practical consideration in determining capital structure 2.3.3 Optimal Capital structure 2.3.4 Valuation of securities and Bonds	Lecture & Problem Solving	“Financial Management – Theory & Practice” Prasanna Chandra  “Financial Management, Khan & Jain	Continuous Assessment Test –I
Jan 8 – 12, 2024	<b>C.A. Test – I</b>			
Jan 13, 2024 (Day Order 1)	<b>Unit 3- Investment Decision</b> 3.1 Nature and type of Investment decision	Lecture	“Financial Management – Theory & Practice” Prasanna Chandra  “Financial Management, Khan & Jain	Continuous Assessment Test –II

Jan 18 -20, 2024 (Day Order 4 to 6)	3.2 Investment Evaluation Criteria 3.2.1 Non-Discounted Cash flow Techniques 3.2.2 Discounted Cash Flow Techniques	Lecture & Problem Solving	“Financial Management – Theory & Practice” Prasanna Chandra  “Financial Management, Khan & Jain	Continuous Assessment Test –II
Jan 22-29, 2024 (Day Order 1 to 6)	3.2.2 Discounted Cash Flow Techniques 3.3 Capital Rationing and Mutually Exclusive Projects	Lecture & Problem Solving	“Financial Management – Theory & Practice” Prasanna Chandra  “Financial Management, Khan & Jain	Continuous Assessment Test –II
Jan 30 – Feb 2, 2024 (Day Order 1 to 4)	3.4 Risk Analysis in Capital Budgeting 3.4.1 Probability Assignment 3.4.2 Certainty Equivalent	Lecture & Problem Solving	“Financial Management – Theory & Practice” Prasanna Chandra  “Financial Management, Khan & Jain	Continuous Assessment Test –II
Feb 3, 2024 (Day Order 2)	3.4.3 Sensitivity Analysis	Lecture & Problem Solving	“Financial Management – Theory & Practice” Prasanna Chandra  “Financial Management, Khan & Jain	Continuous Assessment Test –II
Feb 5- 6, 2024 (Day Order 5 to 6)	<b>UNIT 4 Working Capital Management</b> 4.1 Meaning, Significance and Kinds of Working Capital 4.2 Management of Working Capital - Factors Determining Working Capital	Lecture & Problem Solving	“Financial Management – Theory & Practice” Prasanna Chandra  “Financial Management, Khan & Jain	Continuous Assessment Test –II

Feb 7 – 14, 2024 (Day Order 1 to 6)	4.2 Management of Working Capital - Factors Determining Working Capital - Estimation of Working Capital Requirement	Lecture & Problem Solving	“Financial Management – Theory & Practice” Prasanna Chandra  “Financial Management, Khan & Jain	Continuous Assessment Test –II
Feb 15 – 22, 2024 (Day Order 1 to 6)	4.3 Cash Management – Motive of Holding Cash - Cash Budgeting; Cash Collections and Disbursement - Options and Strategies for Investing and Managing Surplus cash	Lecture & Problem Solving	“Financial Management – Theory & Practice” Prasanna Chandra  “Financial Management, Khan & Jain	Other Component
Feb 23 – 24, 2024 (Day Order 1 & 5)	4.4 Inventory Management – Benefits of Holding Inventory, Risk and Cost of Holding Inventories - Objectives of Inventory Management, Tools and Techniques of Inventory Management	Lecture & Problem Solving	“Financial Management – Theory & Practice” Prasanna Chandra  “Financial Management, Khan & Jain	Continuous Assessment Test –II
Feb 26 – Mar 1, 2024 (Day Order 2 to 6)	4.5 Credit Management  Cost of Maintenance of Accounts Receivables, Forecasting the Receivables	Lecture	“Financial Management – Theory & Practice” Prasanna Chandra  “Financial Management, Khan & Jain	Continuous Assessment Test –II
Mar 2, 2024 (Day Order 1)	Terms of Payments - Credit Policy, Credit Evaluation, Credit Granting, Collection Policy - Controls of Accounts Receivables	Lecture	“Financial Management – Theory & Practice” Prasanna Chandra  “Financial Management, Khan & Jain	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)	<b>UNIT 5 Dividend Policy</b>  5.1 Factors Determining the Dividend Policy of a Firm  5.2 Types of Dividend	Lecture & Problem Solving	“Financial Management – Theory & Practice” Prasanna Chandra  “Financial Management, Khan & Jain	Group Discussion
Mar 18 - 19, 2024 (Day Order 2 to 3)	5.3 Theories of dividend policy – Walter’s model, Gordon’s model, MM Hypothesis 5.4 Legal Procedures and Tax Aspects of Dividend	Lecture & Problem Solving	“Financial Management – Theory & Practice” Prasanna Chandra  “Financial Management, Khan & Jain	Group Discussion
Mar 20-22, 2024 (Day Order 4 to 6)	<b>REVISION</b>			

#### Other Component

- Objective Test - from Unit 4 and Unit 1, 26<sup>th</sup> February,2024
- Assignment on analysis of capital structure of a smallscale industry (group assignment submission)- 30<sup>th</sup> January,2024

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

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

**Department** : Commerce  
**Name/s of the Faculty** : Dr. Shanthi Ranjit  
**Course Title** : Financial Planning  
**Course Code** : 19CM/PC/FP44  
**Shift** : II

<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> Introduction a. Meaning, Importance and Process b. General Principles of Cash Flow Planning and Budgeting	Lecture	Personal Finance by Thomas Gorman, E & Raymond E. Fogue	Continuous Assessment Test –I
Nov 24-30, 2023 (Day Order 1 to 6)	c. Legal Aspects of Financial Planning d. Elements and Structure of Personal Financial Plan e. Relevance of Risk Management in Financial Planning	Lecture	Personal Finance by Rachel, Siegela and Carol Yacht.	Continuous Assessment Test –I
Dec 1-7, 2023 (Day Order 1 to 6)	<b>Unit 2</b> <b>Investment options and operational scenario</b> a. Needs and Benefits of Investing b. Sources of Financial Information c. Investment Options for Individual Investors - Bonds, Equity Shares, Mutual Funds, Fixed Deposits, PPF/NPS, Financial Derivatives, Commodity Derivatives, Gold and Bullion, Real Estate, Exchange Traded Funds (ETFs), Real Estate, Investment Trusts (REITs),	Lecture	Introduction to Personal Financial Planning – By Indian Institute of Banking & finance	Continuous Assessment Test –I

	Life Insurance and Health Insurance Plans and Operations			
Dec 8-9, 2023 (Day Order 1, 3)	<ul style="list-style-type: none"> <li>a. Operational Constraints while Investing (Tax Considerations, Unique Needs etc.) and Impact of Inflation and Indexation</li> <li>b. Investing in Mutual Funds – Schemes, NAV Calculation, Load Structure, Systematic Investment Plan (SIP) and Systematic Withdrawal Plan (SWP)</li> </ul>	Lecture  Self Study – Group Discussion	Personal Finance.by Kapoor, J R, Dlabay and Hughes R.	Continuous Assessment Test –I
Dec 11-15, 2023 (Day Order 2 to 6 )	<b>Unit 3</b> <b>Risk- Return Assessment</b> <ul style="list-style-type: none"> <li>a. Return on Investment and Risk Profiling</li> <li>b. Concepts, Types and Calculation of Returns Power of Compounding, Time Value of Money and Rupee Cost Averaging</li> </ul>	Lecture	Personal Finance by Madura, Jeff.	Continuous Assessment Test –I
Dec 16 – 22, 2023 (Day Order 1 to 6)	<ul style="list-style-type: none"> <li>c. Concept of Portfolio and diversification.</li> </ul>	Lecture	Financial Planning by Michael Toten	Continuous Assessment Test –I
Jan 3 – 6, 2024 (Day Order 1 to 4)	<ul style="list-style-type: none"> <li>d. Basics of Portfolio Risk-Return, Tactical and Strategic Asset Allocation</li> </ul>	Lecture		Continuous Assessment Test –I
Jan 8 – 12, 2024	<b>C.A. Test – I</b>			
Jan 13, 2024 (Day Order 1)	<b>Unit 4</b> <b>Personal Financial Planning</b> <ul style="list-style-type: none"> <li>a. Personal Financial Planning Meaning, Importance and Process.</li> </ul>	Group discussion	Personal Financial Planning By Randy Billingsley, Lawrence J. Gitman, Michael D. Joehnk	Continuous Assessment Test –II
Jan 18 -20, 2024 (Day Order 4 to 6)	<ul style="list-style-type: none"> <li>b. Setting Personal Financial Goals, Life- Cycle Approach to Financial Planning</li> </ul>	Seminar and Group Presentation	Personal Finance by Bajtelsmit, Vickie L. & Rastelli Linda	Continuous Assessment Test –II
Jan 22-29, 2024 (Day Order 1 to 6)	<ul style="list-style-type: none"> <li>c. Asset Allocation Decision – Equity Portfolio Strategies, Management Strategies,</li> </ul>	Lecture	5 Ways of Financial Planning by – Dr.	Continuous Assessment Test –II

			Vimal Krishna Rajput	
Jan 30 – Feb 2, 2024 (Day Order 1 to 4)	Asset Allocation Strategies – Tactical, Fixed and Flexible Asset Allocation	Case study Discussions	Financial Planning – A Ready reckoner by Madhu Sinha	Other Component
Feb 3, 2024 (Day Order 2)	c. Monitoring and Review of Financial Plan - Meaning	Lecture		Other Component
Feb 5- 6, 2024 (Day Order 5 to 6)	Monitoring and Review of Financial Plan - Importance	Lecture	Personal Financial Planning By Lewis J. Altfest	Other Component
Feb 7 – 14, 2024 (Day Order 1 to 6)	d. Case Studies on Personal Financial Plan	Lecture and Case study Discussions	Cases in Financial Planning Analysis and Presentation By Michael A. Dalton, James F. Dalton, Katherine F. Oakley	Other Component
Feb 15 – 22, 2024 (Day Order 1 to 6)	<b>Unit 5</b> a. Managing Credit and Planning for Retirement	Lecture	Wealth Management & Financial Planning Concepts & Practices By Balaji Rao DG	Continuous Assessment Test –II
Feb 23 – 24, 2024 (Day Order 1 & 5)	b. Types of Credit, Advantages and Disadvantages	Lecture	Fundamentals of Financial Planning By Michael A. Dalton	Continuous Assessment Test –II
Feb 26 – Mar 1, 2024 (Day Order 2 to 6)	c. Credit Bureaus – Individual Credit History, Credit Rating and Identity Security	Lecture	Personal Financial Planning By Lewis Altfest	Continuous Assessment Test –II
Mar 2, 2024 (Day Order 1)	d. Objectives and Features of Will and Power of Attorney	Lecture	Personal Financial Planning By Lewis Altfest	Continuous Assessment Test –II
Mar 4	<b>C.A. Test – II</b>			



-8, 2024				
Mar 9 – 16, 2024 (Day 6 & Day Order 1 to 6)	e. Retirement Planning and Pension Schemes	Class Presentati on	Financial Planning Theory and Practice By Sid Mitra	Component
Mar 18 - 19, 2024 (Day Order 2 to 3)	f. Impact of Taxes and Inflation on Retirement Planning	Lecture	Financial Planning Theory and Practice By Sid Mitra	Component
Mar 20 -22, 2024 (Day Order 4 to 6)	<b>REVISION</b>			

#### Other Component

- Assignment submission on Investment options and challenges in Individual Investment of salaried group (15Marks) – 19<sup>th</sup> January 2024
- Case study on Personal Financial Planning (20 Marks) – 14<sup>th</sup> February 2024
- Group presentation on Investment options and operational scenario from January 2024 (15 Marks)

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

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

**Department : COMMERCE**

**Name of the Faculty : Dr. THERESA PRIYA DARSHINI**

**Course Title : RETAIL MARKETING**

**Course Code : 19CM/PC/RM44**

**Shift : II**

<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</b> 1.1 Retailing - Meaning, Economic Significance of Retailing	Lecture and presentation	Retailing Management – Text and Cases- Swapna Pradhan	Continuous Assessment I
Nov 24-30, 2023 (Day Order 1 to 6)	1.2 Retailing Management Decision Process, Product Retailing vs. Service Retailing	Lecture and presentation	Retailing Management – Text and Cases- Swapna Pradhan	Continuous Assessment I
Dec 1-7, 2023 (Day Order 1 to 6)	1.3 Types of Retailers, Retailing Environment, Indian vs. Global Scenario	Lecture and presentation	Retailing Management – Text and Cases- Swapna Pradhan	Continuous Assessment I
Dec 8-9, 2023 (Day Order 1, 3)	<b>Unit 2 Retail Marketing Environment</b> 2.1 Understanding the Retail Customer Behavior	Lecture and presentation	Retail Marketing Management – The 5Ecs of Retailing- Dhruv Grewal	Continuous Assessment I
Dec 11-15, 2023 (Day Order 2 to 6)	Factors Influencing Retail Shopper, Customer Decision Making Process	Lecture and presentation	Retail Marketing Management – The 5Ecs of Retailing- Dhruv Grewal	Continuous Assessment I
Dec 16 – 22, 2023 (Day Order 1 to 6)	2.2 Market Research – Tools for Understanding Retail Market and	Lecture and presentation	Retail Marketing Management – The 5Ecs of Retailing-	Continuous Assessment I

	Customer		Dhruv Grewal	
Jan 3 – 6, 2024 (Day Order 1 to 4)	2.3 Retail Strategy - Steps Involved in Designing Retail Strategy	Lecture and presentation	Retail Marketing Management – The 5Ecs of Retailing- Dhruv Grewal	Continuous Assessment I
Jan 8 – 12, 2024	<b>C.A. Test – I</b>			
Jan 13, 2024 (Day Order 1)	<b>Unit 3</b> <b>Stores Location, Layout and Retail Merchandising- Introduction</b>	Presentation & discussion	Retail Marketing Management- H. M. Chandrashekar, C. Murthy	Continuous Assessment II
Jan 18 -20, 2024 (Day Order 4 to 6)	3.1 Types of Retail Location and Steps involved in Choosing the Retail Location 3.2 Stores Lay out – Importance of Exterior and Interior Stores Design	Presentation & discussion	Retail Marketing Management- H. M. Chandrashekar, C. Murthy	Continuous Assessment II
Jan 22-29, 2024 (Day Order 1 to 6)	Types of Lay out 3.3 Evolution, Understanding Merchandising Management	Presentation & discussion	Retail Marketing Management- H. M. Chandrashekar, C. Murthy	Continuous Assessment II
Jan 30 – Feb 2, 2024 (Day Order 1 to 4)	3.4 Retail Merchandising Management Process, Activities of a Merchandiser	Lecture and presentation	Retail Marketing Management- H. M. Chandrashekar, C. Murthy	Continuous Assessment II
Feb 3, 2024 (Day Order 2)	3.5 The Process of Merchandise Planning	Lecture and presentation	Retail Marketing Management- H. M. Chandrashekar, C. Murthy	Continuous Assessment II
Feb 5- 6, 2024 (Day Order 5 to 6)	Methods of Merchandise Procurement	Lecture and presentation	Retail Marketing Management- H. M. Chandrashekar, C. Murthy	Continuous Assessment II

Feb 7 – 14, 2024 (Day Order 1 to 6)	<b>Unit 4</b> <b>Retail Marketing and Communication</b> 4.1 Retail Marketing Mix – The STP Approach	Lecture and presentation	Retailing Management – Text and Cases- Swapna Pradhan	Continuous Assessment II & Other Component
Feb 15 – 22, 2024 (Day Order 1 to 6)	4.2 Retail Communication Mix	Presentation & discussion	Retailing Management – Text and Cases- Swapna Pradhan	Continuous Assessment II & Other Component
Feb 23 – 24, 2024 (Day Order 1 & 5)	4.3 Servicing the Retail Customer – Importance of Service and CRM in Retail	Presentation & discussion	Retailing Management – Text and Cases- Swapna Pradhan	Continuous Assessment II
Feb 26 – Mar 1, 2024 (Day Order 2 to 6)	4.4 Sales Promotion and Personal Selling	Presentation & discussion	Retailing Management – Text and Cases- Swapna Pradhan	Continuous Assessment II
Mar 2, 2024 (Day Order 1)	4.5 Retail Selling Process	Presentation & discussion	Retailing Management – Text and Cases- Swapna Pradhan	Continuous Assessment II
Mar 4 – 8, 2024	<b>C.A. Test – II</b>			
Mar 9 – 16, 2024 (Day 6 & Day Order 1 to 6)	<b>Unit 5</b> <b>E-Tailing</b> 5.1 Introduction, E-tailing, Role of Technology in Satisfying Market Demand, 5.2 Technology in Retail Marketing Decisions 5.3 Structure and	Presentation	Retail Marketing Management- H. M. Chandrashekar, C. Murthy	Other Component

	Developments in E-tailing			
Mar 18 - 19, 2024 (Day Order 2 to 3)	5.4 Factors Influencing the Growth of E-Tailing – Advantages, Disadvantages and Future of E-Tailing	Discussion	Retail Marketing Management- H. M. Chandrashekar, C. Murthy	Other Component
Mar 20-22, 2024 (Day Order 4 to 6)	<b>REVISION</b>			

### **OTHER COMPONENT**

- Project and presentation on the retail marketing mix and the store layout of a specific retail outlet. Marks- 30 – 19<sup>th</sup> February 2024.
- Presentation on e-tailing with reference to online retailers. Marks- 20- 9<sup>th</sup> March 2024 onwards.

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

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

**Department** : Commerce (General) – M. Com  
**Name/s of the faculty** : Dr. Vidya Srinivasan  
**Course Title** : Customer Relationship Management  
**Course Code** : 19CM/PE/CR15  
**Shift** : II

<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 - Fundamental concepts in Relationship Marketing</b>  1.1 Defining Relationship Marketing Concepts	Lecture	Francis Buttle and Stan Maklan - Customer Relationship Management: Concepts and Technologies.	Continuous Assessment I
Nov 24-30, 2023 (Day Order 1 to 6)	1.2 Relationship Marketing programmes- types	Lecture	Francis Buttle and Stan Maklan - Customer Relationship Management: Concepts and Technologies.	Continuous Assessment I
Dec 1-7, 2023 (Day Order 1 to 6)	1.3 Steps involved in building customer based brand equity	Lecture	Francis Buttle and Stan Maklan - Customer Relationship Management: Concepts and Technologies.	Continuous Assessment I
Dec 8-9, 2023 (Day Order 1, 3)	<b>Unit 2 - Customer Acquisition</b>  2.1 Customer Life	Lecture	Francis Buttle and Stan Maklan - Customer Relationship	Continuous Assessment I

	Cycle		Management: Concepts and Technologies.	
Dec 11-15, 2023 (Day Order 2 to 6)	2.2 Acquisition Tactical Management (ACTMAN)	Lecture	Francis Buttle and Stan Maklan - Customer Relationship Management: Concepts and Technologies.	Continuous Assessment I
Dec 16 – 22, 2023 (Day Order 1 to 6)	2.3 Customer Profiling	Lecture	Francis Buttle and Stan Maklan - Customer Relationship Management: Concepts and Technologies.	Continuous Assessment I
Jan 3 – 6, 2024 (Day Order 1 to 4)	<b>Unit 3 - Customer Loyalty</b>  Introduction	Lecture	Francis Buttle and Stan Maklan - Customer Relationship Management: Concepts and Technologies.	Continuous Assessment I
Jan 8 – 12, 2024	<b>C.A. Test – I</b>			
Jan 13, 2024 (Day Order 1)	3.1 Loyalty Effect (Conti...)	Lecture	Francis Buttle and Stan Maklan - Customer Relationship Management: Concepts and Technologies.	Continuous Assessment II
Jan 18 -20, 2024 (Day Order 4 to 6)	3.1 Loyalty Effect	Lecture	Francis Buttle and Stan Maklan - Customer Relationship Management: Concepts and Technologies.	Continuous Assessment II

Jan 22-29, 2024 (Day Order 1 to 6)	3.2 Building Loyalty through customer retention	Lecture	Francis Buttle and Stan Maklan - Customer Relationship Management: Concepts and Technologies.	Continuous Assessment II
Jan 30 – Feb 2, 2024 (Day Order 1 to 4)	3.3 Devising a Loyalty based relationship building strategy	Lecture	Francis Buttle and Stan Maklan - Customer Relationship Management: Concepts and Technologies.	Continuous Assessment II
Feb 3, 2024 (Day Order 2)	<b>Unit 4 - Customer Satisfaction and Retention</b>  Introduction	Lecture	Francis Buttle and Stan Maklan - Customer Relationship Management: Concepts and Technologies.	Continuous Assessment II
Feb 5- 6, 2024 (Day Order 5 to 6)	4.1 Significance of Customer Retention	Lecture	Francis Buttle and Stan Maklan - Customer Relationship Management: Concepts and Technologies.	Continuous Assessment II
Feb 7 – 14, 2024 (Day Order 1 to 6)	4.2 Major Customer Retention Stages	Lecture	Francis Buttle and Stan Maklan - Customer Relationship Management: Concepts and Technologies.	Continuous Assessment II
Feb 15 – 22, 2024 (Day Order 1 to 6)	4.3 Customer satisfaction-Factors and Levels (Conti...)	Lecture	Francis Buttle and Stan Maklan - Customer Relationship Management: Concepts and	Continuous Assessment II



			Technologies.	
Feb 23 – 24, 2024 (Day Order 1 & 5)	4.3 Customer satisfaction-Factors and Levels	Lecture	Francis Buttle and Stan Maklan - Customer Relationship Management: Concepts and Technologies.	Continuous Assessment II
Feb 26 – Mar 1, 2024 (Day Order 2 to 6)	<b>Unit 5</b> <b>Integrated Marketing Strategies</b>  5.1 Preparing for a Relationship Marketing Strategy (Conti...)	Lecture	Francis Buttle and Stan Maklan - Customer Relationship Management: Concepts and Technologies.	Continuous Assessment II / Other Component
Mar 2, 2024 (Day Order 1)	5.1 Preparing for a Relationship Marketing Strategy	Lecture	Francis Buttle and Stan Maklan - Customer Relationship Management: Concepts and Technologies.	Continuous Assessment II / Other Component
Mar 4 –8, 2024	<b>C.A. Test – II</b>			
Mar 9 – 16, 2024 (Day 6 & Day Order 1 to 6)	5.2 Strategy for improvement	Lecture	Francis Buttle and Stan Maklan - Customer Relationship Management: Concepts and Technologies.	Other Component
Mar 18 - 19, 2024 (Day Order 2 to 3)	5.3 Guidelines for implementation	Lecture	Francis Buttle and Stan Maklan - Customer Relationship Management: Concepts and	Other Component

			Technologies.	
Mar 20-22, 2024 (Day Order 4 to 6)	<b>REVISION</b>			

Other Component

Identify the customer acquisition strategies adopted by a) An Indian company b) A foreign company.

Marks-25 – 24<sup>th</sup> January 2024.

Assume that you are the Chief Marketing Manager of a FMCG company. Discuss the customer retention measures adopted by your company. Marks- 25 – 6<sup>th</sup> March 2024.