

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI**  
**COURSE PLAN June - November 2024**

**Department** : B. Voc (BFSI)  
**Name/s of the Faculty** : Ms. Desi Priya V  
**Course Title** : Financial Services  
**Course Code** : 23VB/VM/FS36  
**Shift** : II

**COURSE OUTCOMES (COs)**

<b>COs</b>	<b>Description</b>	<b>CL</b>
<b>CO1</b>	Recall the basic concepts and terminologies in financial services	<b>K1</b>
<b>CO2</b>	Identify the role of financial services in Indian Financial System	<b>K2</b>
<b>CO3</b>	Examine the difference between various financial services provided in the financial market	<b>K3</b>
<b>CO4</b>	Appraise the performance of various financial instruments in the market	<b>K4</b>
<b>CO5</b>	Discuss the impact of financial services on economic development	<b>K5</b>

Week	Unit No.	Content	Cognitive Level	Teaching Hours	COs	Teaching Learning Methodology	Assessment Methods
Jun 19 – 26, 2024 (Day Order 1 - 6)	1	<b>Introduction to Financial services</b> 1.1 Financial services – Meaning, Types - Fund Based and Fee Based Financial Services	K1-K2	3	1-2	Lecture and PPT	CA and Other Component
Jun 27 – July 4, 2024 (Day Order 1 - 6)		1.2 Non-Banking Financial Companies and its Functions	K1-K4	6	1-4	Lecture and PPT – Students identify various technologies used by NBFC	CA and Other Component
July 5 – 12, 2024 (Day Order 1 - 6)		1.3 Financial Inclusion-Meaning – Objectives – Approaches to Financial Inclusion in India	K1-K4	6	1-4	Lecture and PPT	CA and Other Component
July 15 – 23, 2024 (Day Order 1 - 6)	2	<b>Leasing and Hire Purchase</b> 2.1 Leasing - Types of Leases - Financial Evaluation of a Lease	K1-K3	6	1-3	Lecture and PPT	CA and Other Component
July 24 – 31, 2024 (Day Order 1 - 6)		2.2 Contents of a Lease Agreement 2.3 Hire Purchase – Features, Legal Position, Bank and Hire Purchase Business	K1-K4 K1-K5	2 4	1-4 1-5	Lecture and PPT	CA and Other Component
Aug 1 – 5, 2024 (Day Order 1 - 3)		2.4 Consumer Durables Finance	K1-K5	3	1-5	Lecture and PPT	CA and Other Component
Aug 6 – 10, 2024	<b>C.A. Test - I</b>						

Aug 12 – 14, 2024 (Day Order 4-6)	3	<b>Factoring</b> 3.1 Factoring – Meaning and Types, Bills Discounting, Credit Rating	K1-K3	3	1-3	Lecture and PPT	CA and Other Component
Aug 16 – 23, 2024 (Day Order 1-6)		3.2 Rating Agencies and its Functions	K1-K4	6	1-4	Lecture and PPT	CA and Other Component
Aug 27 – Sep 3, 2024 (Day Order 1-6)		3.3 Rating Methodology	K1-K5	6	1-5	Lecture and PPT	CA and Other Component
Sep 4 – 11, 2024 (Day Order 1-6)	4	<b>Merchant Banking</b> 4.1 Merchant Banking – Activities in New Issue Market – Managing Issue of Shares and Bonds	K1-K4	6	1-4	Lecture and PPT – Brainstorming sessions for students to showcase their project ideas for industrial ventures	CA and Other Component
Sep 12 - 20, 2024 (Day Order 1-6)		4.2 SEBI Guidelines for New Issue Market and Role of Lead Managers 4.3 Registrar and Transfer Agent (RTA)	K1-K5 K1-K4	3 3	1-5 1-4	Lecture and PPT	CA and Other Component
Sep 23 - 26, 2024 (Day Order 1-4)		4.4 Depository Participants	K1-K5	4	1-5	Lecture and PPT – Application Based Learning where students will be taught to invest small amounts in mutual fund & learn the mechanism followed by these investment avenues	CA and Other Component
Sep 27 – Oct 3, 2024	<b>C.A. Test - II</b>						

Oct 4 – 5, 2024 (Day 5 & 6)	5	<b>Mutual Funds</b> 5.1 Mutual Funds – Mechanism, Types, Features, Methods, Stages and Criteria	K1-K3	2	1-3	Lecture and PPT	Other Component
Oct 7 - 15, 2024 (Day Order 1 to 6)		5.2 Mutual Funds Industry in India 5.3 Venture Capital – Features – Methods – Stages and Criteria	K1-K4 K1-K5	3 3	1-4 1-5	Lecture and PPT	Other Component
Oct 16 - 22, 2024 (Day Order 1 to 6)		5.4 Buyouts, Private Equity, Crowd Funding	K1-K5	6	1-5	Lecture and PPT – Collaborative learning through Group Discussion and quizzes	Class Discussion
Oct 23 - 24, 2024 (Day Order 1 to 2)	<b>REVISION</b>						

Other Components:

- Snap Test from Unit 1, 2 for 15 marks on 23.08.2024
- Assignment submission on Investment portfolio for 15 marks on 13.09.2024
- Submission of Scrapbook – through analyzing various articles and newsletters on the recent development in the field of financial services for 20 marks on 14.10.2024

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI**  
**COURSE PLAN June - November 2024**

**Department** : B.Voc (BFSI)  
**Name/s of the Faculty** : Ms.G.Bhuvaneshwari  
**Course Title** : Business Management  
**Course Code** : 23VB/VM/BM36  
**Shift** : II

**COURSE OUTCOMES (COs)**

<b>COs</b>	<b>Description</b>	<b>CL</b>
<b>CO1</b>	Describe the basic terms and concepts of management	<b>K1</b>
<b>CO2</b>	Interpret various contributions by management thinkers	<b>K2</b>
<b>CO3</b>	Examine the skills required for effective management	<b>K3</b>
<b>CO4</b>	Analyse the traits, dimensions, and styles of effective leaders	<b>K4</b>
<b>CO5</b>	Assess the importance of employee motivation in an organization	<b>K5</b>

Week	Unit No.	Content	Cognitive Level	Teaching Hours	COs	Teaching Learning Methodology	Assessment Methods
Jun 19 – 26, 2024 (Day Order 1 - 6)	1	<b>Management</b> 1.1 Definition, meaning and Functions Management 1.2 Managerial skills	K1  K1-K3	3  3	1  1-3	Lecture and PPT	CA Test and Other Component
Jun 27 – July 4, 2024 (Day Order 1 - 6)		1.2 levels of management 1.3 Contribution to management thinking by Henry Fayol	K1-K3 K1-K4	3 3	1-3 1-4	Lecture and PPT	CA Test and Other Component
July 5 – 12, 2024 (Day Order 1 - 6)	2	1.3 Contribution to management thinking by F.W. Taylor and Peter F. Drucker <b>Planning</b> 2.1 Nature and Importance of Planning	K1-K4  K1-K3	3  3	1-4  1-3	Lecture and PPT	CA Test and Other Component
July 15 – 23, 2024 (Day Order 1 - 6)		2.2 Types of plans – Policies, Procedures,	K1-K3	6	1-3	Lecture and PPT with Group discussion on Business Planning in the Digital Age	CA Test and Other Component
July 24 – 31, 2024 (Day Order 1 - 6)		Strategies, Objectives, Rules, Budgets 2.3 Obstacles to effective planning	K1-K3 K1-K3	3 3	1-3 1-3	Lecture and PPT	CA Test and Other Component
Aug 1 – 5, 2024 (Day Order 1 - 3)		2.3 Obstacles to effective planning	K1-K3	3	1-3	Lecture and PPT	CA Test and Other Component
Aug 6 – 10, 2024	<b>C.A. Test – I</b>						

Aug 12 – 14, 2024 (Day Order 4-6)	3	<b>Organising and Departmentation</b> 3.1 Organizing 3.1.1 Nature and Importance	K1-K3	3	1-3	Lecture and PPT	CA Test and Other Component
Aug 16 – 23, 2024 (Day Order 1-6)		3.1.2 Types – Line, Line and Staff and Functional Organizations 3.2 Delegation and Decentralization	K1-K3 K1-K3	3 3	1-3 1-3	Lecture and PPT	CA Test and Other Component
Aug 27 – Sep 3, 2024 (Day Order 1-6)	4	3.3 Departmentation Staffing 4.1 Recruitment	K1-K3 K1-K3	4 2	1-3 1-3	Lecture and PPT with exploring storytelling concepts used in the process of recruitment	CA Test and Other Component
Sep 4 – 11, 2024 (Day Order 1-6)		4.1 Selection 4.2 Training – Need	K1-K3 K1-K3	3 3	1-3 1-3	Lecture and PPT	CA Test and Other Component
Sep 12 - 20, 2024 (Day Order 1-6)		4.2 Training – Types of Employee Training 4.3 Motivation – Meaning and Maslow’s Theory of Motivation	K1-K3 K1-K4	3 3	1-3 1-3	Lecture and PPT	CA Test and Other Component
Sep 23 - 26, 2024 (Day Order 1-4)		4.4 Leadership – Types of Leaders, Span of Control	K1-K5	4	1-5	Lecture and PPT	CA Test and Other Component
Sep 27 – Oct 3, 2024	<b>C.A. Test – II</b>						
Oct 4 – 5, 2024 (Day 5 & 6)	5	Communication 5.1 Meaning,	K1-K5	2	1-5	Lecture and PPT	Discussion

Oct 7 - 15, 2024 (Day Order 1 to 6)		5.1 Nature and Elements of Communication	K1-K5	6	1-5	Lecture and PPT with a class game "Feedback Bingo"	Group Discussion
Oct 16 - 22, 2024 (Day Order 1 to 6)		5.2 Types and Process 5.3 Barriers to effective Communication	K1-K5 K1-K5	3 3	1-5 1-5	Lecture and PPT	Group Discussion
Oct 23 - 24, 2024 (Day Order 1 to 2)	<b>REVISION</b>						

**Other Components:**

- MCQ test from Unit 1 and Unit 2 for 15 marks to be held on 13.08.2024
- Submission of report on "Exploring Emerging Trends and Innovations Shaping the Evolution of Recruitment and Selection Practices in Business Management" for 20 marks to be held on 09.09.2024
- Presentation on "Training methods in practice across diverse organisations with case study" for 15 marks to be held on 05.10.2024



**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI**  
**COURSE PLAN June - November 2024**

**Department** : B.Voc (BFSI)  
**Name/s of the Faculty** : Dr.K.Alamelu  
**Course Title** : Indian Securities Market  
**Course Code** : 23VB/VM/IS34  
**Shift** : II

**COURSE OUTCOMES (COs)**

<b>COs</b>	<b>Description</b>	<b>CL</b>
CO1	Recall and recognise the basics of investing in stock market	K1
CO2	Explain the importance of regulatory bodies	K2
CO3	Identify the emerging trends of Indian Financial System	K3
CO4	Analyse the need for financial instruments	K4
CO5	Evaluate the stock market scams in India	K5

<b>Week</b>	<b>Unit No.</b>	<b>Content</b>	<b>Cognitive Level</b>	<b>Teaching Hours</b>	<b>COs</b>	<b>Teaching Learning Methodology</b>	<b>Assessment Methods</b>
Jun 19 – 26, 2024 (Day Order 1 - 6)	1	<b>Introduction</b> 1.1 Market of new issues 1.1 Need for floating capital	K1- K2	3	1-2	Lecture/PPT	CA Test and Other Component
Jun 27 – July 4, 2024 (Day Order 1 - 6)		1.2 Public Offer – Private Placement 1.2 Rights Issue – Equity and Debt	K1-K3	3	1-3	Lecture/PPT	CA Test and Other Component
July 5 – 12, 2024 (Day Order 1 - 6)		1.3 Recent trends in public issues	K1-K3	3	1-3	Lecture/PPT	CA Test and Other Component
July 15 – 23, 2024 (Day Order 1 - 6)	2	<b>Stock Exchange</b> 2.1 Stock Exchange – Services, Role and Organization of Stock Exchange in India	K1-K2	6	1-2	Lecture/PPT	CA Test and Other Component
July 24 – 31, 2024 (Day Order 1 - 6)		2.2 Listing of Securities	K1-K4	6	1-4	Lecture/PPT	CA Test and Other Component
Aug 1 – 5, 2024 (Day Order 1 - 3)		2.2 Requirements and Procedures	K1-K4	6	1-4	Lecture/PPT and Learning by doing Chart Presentations	CA Test and Other Component
Aug 6 – 10, 2024	<b>C.A. Test– I</b>						
Aug 12 – 14, 2024 (Day Order 4-6)	3	<b>Stock Market Participants and Trading</b> 3.1 Types of Brokers	K1-K5	3	1-5	Lecture/PPT	CA Test and Other Component

Aug 16 – 23, 2024 (Day Order 1-6)		3.2 Methods of Trading in Stock Exchange.	K1-K5	7	1-5	Lecture/PPT	CA Test and Other Component
Aug 27 – Sep 3, 2024 (Day Order 1-6)		3.2 Carry Over or Badla Transactions.	K1-K5	7	1-5	Lecture/PPT and Case study Analysis	CA Test and Other Component
Sep 4 – 11, 2024 (Day Order 1-6)		3.2 Genuine and Speculative Trading.	K1-K5	7	1-5	Lecture/PPT and Case study Analysis	CA Test and Other Component
Sep 12 - 20, 2024 (Day Order 1-6)	4	<b>Speculators</b> 4.1 Types of Speculators	K1-K3	6	1-3	Lecture/PPT	CA Test and Other Component
Sep 23 - 26, 2024 (Day Order 1-4)		4.2 Mechanism of Trading and Settlement	K1-K5	6	1-5	Lecture/PPT	CA Test and Other Component
Sep 27 – Oct 3, 2024	<b>C.A. Test – II</b>						
Oct 4 – 5, 2024 (Day 5 & 6)	5	<b>Stock Market Regulation</b> 5.1 Regulations and Regulatory Agencies for Secondary Markets	K1-K4	3	1-4	Lecture/PPT and Group Discussion	Group Discussion
Oct 7 - 15, 2024 (Day Order 1 to 6)		5.2 Stock Holding Corporation of India	K1-K5	4	1-5	Lecture/PPT and Group Discussion	Group Discussion
Oct 16 - 22, 2024 (Day Order 1 to 6)		5.3 Depository System in India	K1-K5	4	1-5	Lecture/PPT and Group Discussion	Group Discussion
Oct 23 - 24, 2024 (Day Order 1 to 2)	<b>REVISION</b>						

**Other Components:**

- Quiz to be conducted for 10 marks on 02.08.2024.
- Case Study questions - Stock Market Participants and Trading for 10 marks on 04.09.2024.
- Test (Both MCQs for 15 marks and Question and Answers for 15 marks) on 04.10.2024.

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI**  
**COURSE PLAN June - November 2024**

**Department** : B.Voc (BFSI)  
**Name/s of the Faculty** : Ms.S.Saikeerthana  
**Course Title** : Essentials of Marketing  
**Course Code** : 23VB/VM/EM34  
**Shift** : II

**COURSE OUTCOMES (COs)**

<b>COs</b>	<b>Description</b>	<b>CL</b>
<b>CO1</b>	Outline various concepts, tools and principles of marketing	K1
<b>CO2</b>	Associate the recent marketing practices and its application in business Scenario	K2
<b>CO3</b>	Apply modern marketing concepts and its usefulness	K3
<b>CO4</b>	Recommend socially relevant Marketing initiatives	K4
<b>CO5</b>	Evaluate existing marketing strategies and tactics	K5

<b>Week</b>	<b>Unit No.</b>	<b>Content</b>	<b>Cognitive Level</b>	<b>Teaching Hours</b>	<b>COs</b>	<b>Teaching Learning Methodology</b>	<b>Assessment Methods</b>
Jun 19 – 26, 2024 (Day Order 1 - 6)	1	<b>Introduction</b> 1.1 Marketing-Meaning and Definition 1.2 Functions of Marketing	K1-K3  K1-K2	2  2	1-3  1-2	Lecture and PPT	CA Test and other components
Jun 27 – July 4, 2024 (Day Order 1 - 6)		1.3 Role and Importance of Marketing	K1-K4	2	1-4	Lecture and PPT	CA and other components
July 5 – 12, 2024 (Day Order 1 - 6)		1.4 Classification of Markets	K1-K5	3	1-5	Lecture and PPT	CA and other components
July 15 – 23, 2024 (Day Order 1 - 6)	2	Market Segmentation and Consumer Behaviour 2.1 Market Segmentation - Concept - Benefits - Basis and Levels. 2.2 Introduction to Consumer Behaviour - Need & Importance	K1-K3  K1-K5	3  3	1-3  1-5	Lecture and PPT/Group discussion	CA and other components
July 24 – 31, 2024 (Day Order 1 - 6)		2.3 Consumer Buying Decision Process, Buying Motives	K1-K3	5	1-3	Lecture and PPT/Learning through chart work	CA and other components
Aug 1 – 5, 2024 (Day Order 1 - 3)		2.4 Marketing Research - MIS - Meaning and Importance	K1-K3	4	1-3	Lecture and PPT	CA and other components
Aug 6 – 10, 2024	<b>C.A. Test – I</b>						
Aug 12 – 14, 2024 (Day Order 4-6)	3	<b>Marketing Mix and Product Policy</b> 3.1 Marketing Mix	K1-K3	3	1-3	Lecture and PPT	CA and other components

Aug 16 – 23, 2024 (Day Order 1-6)		3.2 Product – Introduction, Product Policy, Product Planning,	K1-K4	3	1-4	Lecture and PPT	CA and other components
Aug 27 – Sep 3, 2024 (Day Order 1-6)		Stages of New Product Development, Product Life Cycle 3.3 Product Packaging, Branding	K1-K4	2	1-4	Lecture and PPT	CA and other components
Sep 4 – 11, 2024 (Day Order 1-6)		Labelling, Product Mix, Price, Pricing Policies and Methods	K1-K5	2	1-5	Lecture and PPT	CA and other components
Sep 12 - 20, 2024 (Day Order 1-6)	4	Channels of Distribution 4.1 Channels of Distribution - Levels and Channel Members	K1-K4	3	1-4	Lecture and PPT	CA and other components
Sep 23 - 26, 2024 (Day Order 1-4)		4.2 Promotion and Communication Mix	K1-K5	3	1-5	Lecture and PPT	CA and other components
Sep 27 – Oct 3, 2024	<b>C.A. Test - II</b>						
Oct 4 – 5, 2024 (Day 5 & 6)	5	<b>Recent Trends in Marketing</b> 5.1 Digital Marketing	K1-K3	4	1-3	Lecture and PPT	Other components
Oct 7 - 15, 2024 (Day Order 1 to 6)		5.2 Recent trends in social media marketing	K1-K4	4	1-4	Lecture and PPT	Discussion
Oct 16 - 22, 2024 (Day Order 1 to 6)		5.3 Influencer marketing in social media	K1-K5	4	1-5	Lecture and PPT	Discussion
Oct 23 - 24, 2024 (Day Order 1 to 2)	<b>REVISION</b>						

**Other Components:**

- Assignment on Recent trends in marketing to be submitted on 26.7.2024 for 15 marks
- Presentation on Analyzing Marketing Strategies adopted by companies from 27.08.2024 for 15 marks
- Test on Unit 4 to be conducted on 7.10.2024 for 20 marks



**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI**  
**COURSE PLAN June - November 2024**

**Department** : B.Voc (BFSI)  
**Name/s of the Faculty** : Ms.Monisha Carol M.  
**Course Title** : Customer Relationship Management  
**Course Code** : 23VB/VE/CR35  
**Shift** : II

**COURSE OUTCOMES (COs)**

<b>COs</b>	<b>Description</b>	<b>CL</b>
<b>CO1</b>	Describe the basic concepts related to customer relationship management	K1
<b>CO2</b>	Summarize on importance of customer satisfaction and loyalty in business	K2
<b>CO3</b>	Apply CRM strategies to real time business scenarios	K3
<b>CO4</b>	Classify the effectiveness of CRM strategies in improving customer relationships and achieving organizational goals	K4
<b>CO5</b>	Recommend the impact of CRM on customer satisfaction, loyalty, and overall business performance	K5

Week	Unit No.	Content	Cognitive Level	Teaching Hours	COs	Teaching Learning Methodology	Assessment Methods
Jun 19 – 26, 2024 (Day Order 1 - 6)	1	<b>Introduction</b>					
		1.1 Definition and Concepts of Customer Relationship	K1-K2	2	1-2	Lecture and PPT	CA Test
		1.2 Understanding Customer Buying Decision Making Process	K1-K3	3	1-3		
Jun 27 – July 4, 2024 (Day Order 1 - 6)		1.3 Customer Life Cycle	K1-K3	3	1-3	Lecture and PPT – Identification of common pain points and opportunities for improvement based on customer feedback and market research of a company	CA Test
		1.4 Elements of Customer Relationship Management	K1-K5	2	1-5		
July 5 – 12, 2024 (Day Order 1 - 6)	2	<b>Customer Relationship Management Process and Planning</b>	K1-K2	5	1-2	Lecture and PPT - Identification and interpretation of the importance of each stage in the CRM process, from customer acquisition to retention and loyalty	CA Test and Other Component
July 15 – 23, 2024 (Day Order 1 - 6)		2.1 Phases and Objectives of CRM process					
		2.2 Phases of CRM cycle	K1-K4	5	1-4	Lecture and PPT - Designing a CRM process tailored to the specific business objectives	CA Test and Other Component
July 24 – 31, 2024 (Day Order 1 - 6)		2.3 Customer knowledge and Relationship Policy	K1-K4	5	1-4	Lecture and PPT	CA Test and Other Component

Aug 1 – 5, 2024 (Day Order 1 - 3)	3	<b>Customer Relationship Management and Marketing</b> 3.1 Evaluation of Customer Relationship Marketing	K1-K4	2	1-4	Lecture and PPT	CA Test and Other Component
Aug 6 – 10, 2024	<b>C.A. Test – I</b>						
Aug 12 – 14, 2024 (Day Order 4-6)		3.2 Types of CRM – Win Back, Prospecting, Cross Selling , Up Selling	K1-K5	3	1-5	Lecture and PPT - Identifying the strategies and tools used for effective customer relationship management.	CA Test and Other Component
Aug 16 – 23, 2024 (Day Order 1-6)		3.2 Types of CRM – Win Back, Prospecting, Cross Selling , Up Selling	K1-K5	5	1-5	Lecture and PPT	CA Test and Other Component
Aug 27 – Sep 3, 2024 (Day Order 1-6)		3.3 Brand Loyalty and Brand Equity	K1-K5	5	1-5	Lecture and PPT – Study discussions on various brand loyalty	CA Test
Sep 4 – 11, 2024 (Day Order 1-6)	4	<b>Customer Relationship Management and Implementation</b> 4.1 CRM Implementation – Structure, Choice of Technology, Reporting	K1-K5	6	1-5	Lecture and PPT	CA Test and Other Component
Sep 12 - 20, 2024 (Day Order 1-6)		4.1 CRM Implementation – Structure, Choice of Technology, Reporting 4.2 Data Storage and Data Mining and Retrieval	K1-K5 K1-K5	1 4	1-5 1-5	Lecture and PPT – Developing a comprehensive CRM implementation plan for a fictional company	CA Test and Other Component

Sep 23 - 26, 2024 (Day Order 1-4)		4.3 Market Intelligence and Information systems for Effective CRM	K1-K5	4	1-5	Lecture and PPT	CA Test and Other Component
Sep 27 – Oct 3, 2024	<b>C.A. Test – II</b>						
Oct 4 – 5, 2024 (Day 5 & 6)	5	<b>Recent Trends in Customer Relationship Management</b> 5.1 Managing Customer Retention in Retail Industry	K1-K5	2	1-5	Lecture and PPT	CA Test and Other Component
Oct 7 - 15, 2024 (Day Order 1 to 6)		5.2 Technology changes – Call Centre, Information Centres, social media in CRM	K1-K5	4	1-5	Lecture and PPT – Defining various technologies involved in CRM and providing examples of how they are used in business contexts.	Class Discussion
Oct 16 - 22, 2024 (Day Order 1 to 6)		5.3 CRM in New Industries	K1-K5	4	1-5	Lecture and PPT – Research on the emerging trends in CRM technology and strategy and the potential impact of these trends on businesses and customer relationships	Class Discussion
Oct 23 - 24, 2024 (Day Order 1 to 2)	<b>REVISION</b>						

**Other Components:**

- Individual presentation on the various customer relationship policies of any one entity for 15 marks on 14.08.2024
- Assignment submission on the tools and strategies used by companies that have successfully implemented CRM systems in the current era for 20 marks on 17.09.2024
- Objective test from Unit 4 and part of Unit 5 for 15 marks on 09.10.2024

