

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

Department : Commerce – B. Com (Hons)
Name/s of the faculty : Ms. Aain Fathima
Course Title : BANKING AND FINANCIAL SERVICES
Course Code : 23BH/MC/BF34
Shift : II

COURSE OUTCOMES (COs)

COs	Description	CL
CO1	Understand the key financial concepts and terms relating to banking and financial services.	K1, K2
CO2	Apply financial concepts and principles to real world scenarios such as calculating interest on loan.	K3
CO3	Analyze the impact of economic trends and events in the banking and financial services industry.	K4
CO4	Evaluate the ethical implications of different financial decisions and practices.	K5
CO5	Develop and propose financial plans and strategies for individuals and businesses in India taking into account their unique needs and goals	K6

Week	Unit No.	Content	Cognitive Level	Teaching Hours	COs	Teaching Learning Methodology	Assessment Methods
Jun 19 – 26, 2024 (Day Order 1 - 6)	1	1.1 Introduction & Functions of Investment Banks	K1-K2	3	1	Lecture & Presentation	CA Test I Other Component
		1.2 Types of Investment Banks - Investment Banking Services	K1-K2	2	1		
Jun 27 – July 4, 2024 (Day Order 1 - 6)	1	1.3. Merchant Banking Services-Issue Management	K1-K6	2	1-5	Lecture & Presentation	CA Test I Other Component
		1.4. Underwriting - Underwriting in Fixed Price Offers and Book Built Offers	K1-K3	3	1-3		
July 5 – 12, 2024 (Day Order 1 - 6)	2	Depository System				Lecture and Group Discussions	CA Test I Other Component
		2.1 Depository Services- Role of depositories and their Services— Advantages of Depository system	K1-K5	3	1-4		
		2.2 NSDL and CDSL- Depository participants and their Role	K1-K3	3	1-2		
July 15 – 23, 2024 (Day Order 1 - 6)	2	2.3 Stock Broking Services including SEBI Guidelines	K1-K5	3	1-4	Lecture and Role-Playing Exercises	CA Test I

							Other Component
July 24 – 31, 2024 (Day Order 1 - 6)	3	Housing Finance 3.1 Housing Finance – Role and Types of Housing Loans 3.2 Institutions and Banks Offering Housing Finance, Procedure, Interest Rates and Income Tax Implication	K1-K4 K1-K6	2 3	1-3 1-5	Lecture and Case studies	CA Test II Other Component
Aug 1 – 5, 2024 (Day Order 1 - 3)	3	3.3 Reverse Mortgage Loan 3.4 Non-Banking Finance Companies - Types, Functions & RBI Guidelines for NBFCs	K1-K4 K1-K3	2 2	1-3 1-2	Lecture and Discussion	CA Test II Other Component
Aug 6 – 10, 2024	C.A. Test - I						
Aug 12 – 14, 2024 (Day Order 4-6)	4	Factoring & Securitization of Debt 4.1 Factoring – Origin & Types 4.2 Factoring Mechanism, Factoring Charges, International Factoring & Factoring in India	K1-K2	3 3	1	Lecture and Presentation	CA Test II Other Component
Aug 16 – 23, 2024 (Day Order 1-6)	4	4.3 Forfeiting: Origin, Characteristics, Benefits, Difference between	K1-K4	3	1-3	Lecture and Discussion	CA Test II Other Component

		Factoring and Forfeiting					
Aug 27 – Sep 3, 2024 (Day Order 1-6)		4.4 Securitization of debt: Meaning, Features, Special Purpose Vehicle, Types of Securitizable Assets, Benefits of Securitization, Issues in Securitization	K1-K3	3	1-2	Lecture and Presentation	CA Test II Other Component
Sep 4 – 11, 2024 (Day Order 1-6)	5	Financing for Corporates 5.1 Venture Capital - Concept, Features, Current Indian Scenario	K1-K4	2	1-3	Lecture and Case studies	Short Test
Sep 12 - 20, 2024 (Day Order 1-6)	5	5.2 Microfinance - NGOs and SHGs - Microfinance Delivery Mechanisms – Future of Micro Finance	K1-K5	2	1-4	Lecture and Presentation	Short Test
Sep 23 - 26, 2024 (Day Order 1-4)	5	5.3 Credit Rating - Meaning, Process of Credit Rating of Financial Instruments, Rating Agencies	K1-K4	2	1-3	Lecture and Discussions	Short Test
Sep 27 – Oct 3, 2024	C.A. Test - II						
Oct 4 – 5, 2024 (Day 5 & 6)	5	5.4 Leasing - Concept, Steps in Leasing Transactions, Types of Lease, Problems in leasing, Factors influencing Buy or Borrow or Lease	K1-K5	2	1-4	Lecture and Case studies	Short Test

		Decision					
Oct 7 - 15, 2024 (Day Order 1 to 6)	5	5.5 Hire Purchasing - Concepts and Features, Hire Purchase Agreement, Comparison of Hire Purchase with Credit Sale, Installment Sale and Leasing, Problems related to Outright Purchase, Hire purchase and Leasing	K1-K5	4	1-4	Lecture and Presentation	Short Test
Oct 16 - 22, 2024 (Day Order 1 to 6)	5	5.6 Case Study				Group Discussions	Short Test
Oct 23 - 24, 2024 (Day Order 1 to 2)	REVISION						

Components

- Objective Test on Unit 1 and 2 - 25 marks - August 1, 2024
- Group Presentation on Unit 5 - 25 marks - September 12, 2024

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

Department : B.Com (Honours)
Name/s of the Faculty : Ms. Nisha S
Course Title : Marketing Management
Course Code : 23BH/MC/MM34
Shift : II

COURSE OUTCOMES (COs)

COs	Description	CL
CO1	Understand the basic principles and concepts of marketing	K1, K2
CO2	Apply marketing principles to real-world scenarios and develop problem-solving and critical-thinking skills	K3
CO3	Analyse factors influencing the marketing mix and develop effective marketing strategies	K4
CO4	Evaluate the relevance and effectiveness of marketing campaigns and strategies for a given target audience	K5
CO5	Develop a marketing campaign that integrates traditional and contemporary marketing strategies	K6

Week	Unit No.	Content	Cognitive Level	Teaching Hours	COs	Teaching Learning Methodology	Assessment Methods
Jun 19 – 26, 2024 (Day Order 1 - 6)	1	Introduction 1.1 Marketing – Meaning, Definition, Nature; Marketing Mix	K1-K4	4	CO1-3	Lecture	CA – 1
Jun 27 – July 4, 2024 (Day Order 1 - 6)	1	1.2 Scope, Process and Functions of Marketing 1.3 Marketing Management - Marketing Management Orientation	K1-K6	4	CO1-5	Lecture & Group Discussions	CA – 1
July 5 – 12, 2024 (Day Order 1 - 6)	3	Product Planning and New Product Development	K1-K6	4	CO1-5	Lecture & Project Design	CA – 1 & Other Component

		3.1 Product, Services and Branding Strategies 3.1.1 Product Policy and Product Mix 3.1.2 New Product Development					
July 15 – 23, 2024 (Day Order 1 - 6)	3	3.1.3 Product Life Cycle Strategy 3.2 Pricing Strategies 3.2.1 Pricing Policy and Objectives	K1-K6	4	CO1-5	Lecture & Project Design	CA – 1 & Other Component
July 24 – 31, 2024 (Day Order 1 - 6)	3	3.2.2 Methods of Pricing 3.2.3 Factors Influencing Pricing Strategy	K1-K5	4	CO1-4	Lecture & Project Design	CA – 1 & Other Component
Aug 1 – 5, 2024 (Day Order 1 - 3)	2	Marketing Environment 2.1 Marketing Environment - Managing Marketing Information	K1-K6	2	CO1-5	Lecture & Case Studies	CA – 1 & Other Component
Aug 6 – 10, 2024	C.A. Test – I						
Aug 12 – 14, 2024 (Day Order 4-6)	2	2.2 Consumer Markets - Consumer Buying Behaviour Process; Business Markets - Business Buying Behaviour Process	K1-K5	2	CO1-4	Lecture & Group Discussions	CA – 2 & Other Component
Aug 16 – 23, 2024 (Day Order 1-6)	2	2.3 Market Segmentation - Methods of Segmentation	K1-K6	4	CO1-5	Lecture	CA – 2
Aug 27 – Sep 3, 2024 (Day Order 1-6)	2	2.4 Targeting and Positioning Strategies	K1-K5	4	CO1-4	Lecture	CA – 2
Sep 4 – 11, 2024 (Day Order 1-6)	4	Marketing Channels and Marketing Communication 4.1 Functions and Types of Marketing Channels	K1-K4	4	CO1-3	Lecture	CA – 2

Sep 12 - 20, 2024 (Day Order 1-6)	4	4.2 Channel Design Management; Channel Behaviour 4.3 Marketing Communication Mix; Marketing Communication process	K1-K6	4	CO1-5	Lecture & Group Discussions	CA – 2
Sep 23 - 26, 2024 (Day Order 1-4)	4	4.4 Steps in Developing Effective Marketing Communication	K1-K6	3	CO1-5	Lecture	CA – 2
Sep 27 – Oct 3, 2024	C.A. Test – II						
Oct 4 – 5, 2024 (Day 5 & 6)	5	Trends in Marketing 5.1 Evolution of Marketing Concepts	K1-K4	1	CO1-3	Lecture	Class Discussions
Oct 7 - 15, 2024 (Day Order 1 to 6)	5	5.2 Traditional and Modern Marketing Strategies 5.3 Customer Retention Strategies	K1-K6	4	CO1-5	Lecture & Group Discussions	Class Discussions
Oct 16 - 22, 2024 (Day Order 1 to 6)	5	5.4 Marketing Ethics and Sustainability	K1-K6	4	CO1-5	Lecture & Group Discussions	Class Discussions
Oct 23 - 24, 2024 (Day Order 1 to 2)	REVISION						

Components

- Project on ‘Product Planning & New Product Development’– Unit 3 – 30 marks – July 15, 2024
- Analysis and Group Presentation on ‘Marketing Environment’ – Unit 2 – 20 marks – From August 8, 2024

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

Department : B.Com (Honours)
Name/s of the Faculty : Dr. C. Deepasri
Course Title : Cost Accounting Techniques
Course Code : 23BH/MC/CT34
Shift : II

COURSE OUTCOMES (COs)

COs	Description	CL
CO1	Acquire practical understanding of the decision-making process	K1, K2
CO2	Identify measures of financial performance	K3
CO3	Analyze cost-volume-profit relationship for better decision-making	K4
CO4	Measure variances and compute deviations between the budgeted and actual costs	K5
CO5	Preparation of Budgets	K6

Week	Unit No.	Content	Cognitive Level	Teaching Hours	COs	Teaching Learning Methodology	Assessment Methods
Jun 19 – 26, 2024 (Day Order 1 - 6)	1	Absorption and Marginal Costing					
		1.1 Absorption Costing – Meaning, Advantages, Limitations and Applications	K1-K2	2	CO 2	Lecture	CA – 1
1.2 Marginal Costing- Meaning, Advantages, Limitations and Applications- Breakeven Analysis	K1-K3	2	CO 3				

		1.3 Absorption Costing vs Marginal Costing– Profit Calculation under both Methods	K2-K4	2	CO 2-4		
Jun 27 – July 4, 2024 (Day Order 1 - 6)	1	1.3 Absorption Costing vs Marginal Costing– Profit Calculation under both Methods	K2-K4	1	CO 2-4	Lecture & Problem Solving	CA – 1
	2	1.4 Cost Volume Profit Analysis – Break-Even Point, Margin of Safety, Contribution to Sales Ratio, in Single and Multi-product Situations, Target Profit or Revenue in Single and Multi-product Situations, Break-even Charts and Profit Volume Charts, Limitations of CVP Analysis Application of Marginal Costing in Decision Making 2.1 Decision involving Limiting Factors - Scarce Resource Situation, Optimal Production Plan	K3-K6	3	CO 3-5		
July 5 – 12, 2024 (Day Order 1 - 6)	2	Multiple Scarce Resource Problems, Shadow Prices, Slack	K1-K6	1	CO1-5	Lecture & Problem Solving	CA – 1 & Other Component
		2.2 Pricing Decisions – Price Elasticity of Demand, Straight Line Demand Equation, Optimum Selling Price, Demand Based Approach to Pricing, Cost Plus Pricing		3			
		2.3 Make or Buy Decisions - Make vs. Buy and Outsourcing Decisions, Make Cost and Buy-in Cost, In-House Costs and Outsource Costs of Completing Tasks		2			

July 15 – 23, 2024 (Day Order 1 - 6)	2	Relevant Costing Principles in Situations involving Shut Down, One-Off Contracts and the Further Processing of Joint Products 2.4 Selection of the Most Profitable Product Mix, Diversification of Products – Alternative Methods of Production 2.5 Relevant Costing – Concept, Relevant Costs Calculation, Opportunity Costs	K1-K6	2 2 2	CO1-5	Lecture & Problem Solving	CA – 1 & Other Component
July 24 – 31, 2024 (Day Order 1 - 6)	3	Standard Costing and Variance Analysis 3.1 Introduction to Standard Costing Systems – Purpose, Principles, Difference Between Standard, Marginal and Absorption Costing, Methods 3.2 Variance Calculations and Analysis – Material, Labour, Overhead	K1-K2 K3-K4	3 3	CO1-2 CO 3-4	Lecture & Problem Solving	CA – 1 & Other Component
Aug 1 – 5, 2024 (Day Order 1 - 3)	3	Sales and Profit Variance 3.3 Interpretation of Variances and Evaluation of Past Performance	K3-K4 K4-K6	1 2	CO3-4 CO 4-5	Lecture & Case Studies	CA – 1 & Other Component
Aug 6 – 10, 2024	C.A. Test – I						
Aug 12 – 14, 2024 (Day Order 4-6)	3	Factors Influencing Behaviour, Effect on Staff Motivation, Variance in JIT and TQM Scenarios	K4-K6	3	CO 4-5	Lecture & Group Discussions	CA – 2 & Other Component

Aug 16 – 23, 2024 (Day Order 1-6)	3	3.4 Reconciliation of Budgeted and Actual Profit under Standard Absorption Costing and under Standard Marginal Costing	K4-K6	3	CO 4-5	Lecture	CA – 2
	4	Performance Measurement 4.1 Introduction to Performance Measurement – Purpose, Role and Impact on Economic and Market Conditions	K1-K2	2	CO 1-2		
		4.2 Measures of Financial Performance - Profitability, Liquidity	K4-K5	1	CO 4-5		
Aug 27 – Sep 3, 2024 (Day Order 1-6)	4	Activity and Gearing	K4-K5	1	CO 4-5	Lecture	CA – 2
		4.3 Balanced Scorecard – Advantages, Limitations, Performance Indicators, Critical Success Factors, Key Performance Indicators		3			
		4.4 Cost Reduction Controls – Cost Reduction Methods, Value Analysis		2			
Sep 4 – 11, 2024 (Day Order 1-6)	4	4.5 Monitoring Performance – Non Financial Indicators, Measurement of Performance in Service Industry and Not For Profit Industry, Benchmarking	K4-K5	2	CO 4-5	Lecture	CA – 2
Sep 12 - 20, 2024 (Day Order 1-6)	5	Budget and Budgetary Control	K1-K2	2	CO1-2	Lecture & Group Discussions	CA – 2
		5.1 Budget, Budgeting and Budgetary Control-Concepts and Importance 5.2 Production Budget- Purchase Budget- Sales Budget – Cash Budget- Fixed and Flexible Budgets	K4-K6	4	CO 4-5		

Sep 23 - 26, 2024 (Day Order 1-4)	5	5.3 Budgetary Systems and Types of Budgets, Information used in Budgets 5.4 Preparation of Flexed Budgets	K1-K2 K4-K6	2 2	CO1-2 CO 4-5	Lecture	CA – 2
Sep 27 – Oct 3, 2024	C.A. Test – II						
Oct 4 – 5, 2024 (Day 5 & 6)	5	Rolling Budgets and Activity-Based Budgets	K4-K6	2	CO 4-5	Lecture	Class Discussions
Oct 7 - 15, 2024 (Day Order 1 to 6)	5	5.5 Beyond Budgeting Model – Meaning, Benefits and Problems	K1-K2	6	CO1-2	Lecture & Group Discussions	Class Discussions
Oct 16 - 22, 2024 (Day Order 1 to 6)	5	5.6 Quantitative Analysis – High-Low Method, Learning Curve	K1-K2	6	CO1-2	Lecture & Group Discussions	Class Discussions
Oct 23 - 24, 2024 (Day Order 1 to 2)	REVISION						

Components

- Assignment on ‘Application of Marginal Costing in Decision Making’ – 25 marks – July 25, 2024
- Project on ‘Ratio Analysis and Interpretation’ – 25 marks – September 23, 2024

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

Department : B.Com. Honours – Commerce (Shift II)
Name of the Faculty : Dr. Amritha Jessica Samson
Course Title : HUMAN RESOURCE MANAGEMENT
Course Code : 23BH/MC/HR34
Shift : II

COURSE OUTCOMES (COs)

COs	Description	CL
CO1	Understand the significance of Human Resource Management in organisational success	K1, K2
CO2	Demonstrate the principles of an effective employee recruitment	K3
CO3	Analyse the effectiveness of a performance appraisal system	K4
CO4	Evaluate the components of a typical compensation package	K5
CO5	Develop a comprehensive HR strategy aligned with an organisation's goals	K6

Week	Unit No.	Content	Cognitive Level	Teaching Hours	COs	Teaching Learning Methodology	Assessment Methods
Jun 19 – 26, 2024 (Day Order 1 - 6)	1	Introduction to Human Resource Management 1.1 Evolution of HRM: HRM vs. Personnel Management	K1-K3	2	1-2	Lecture and Presentation	CA Test I Other Component
Jun 27 – July 4, 2024 (Day Order 1 - 6)	1	1.2 HRM's Role in Organizations 1.3 HRM and Competitive Advantage 1.4 Ethical and Legal Considerations	K1-K4	2 2 2	1-3	Lecture and Presentation	CA Test I Other Component
July 5 – 12, 2024 (Day Order 1 - 6)	1	1.5 HRM Challenges and Trends	K1-K5	2	1-4	Lecture and Group Discussion	CA Test I Other Component
July 15 – 23, 2024 (Day Order 1 - 6)	2	Talent Acquisition and Recruitment 2.1 Workforce Planning and Forecasting 2.2 Job Analysis and Design	K1-K6	3 4	1-5	Lecture and Presentation	CA Test I Other Component
July 24 – 31, 2024 (Day Order 1 - 6)	2	2.3 Recruitment, Selection and Training - An Overview	K1-K2	1		Lecture and Group Discussion	CA Test I Other Component
Aug 1 – 5, 2024 (Day Order 1 - 3)	2	2.4 Diversity and Inclusion in Recruitment	K1-K4	2	1-3	Lecture and Case Analysis	CA Test I Other Component
Aug 6 – 10, 2024	C.A. Test - I						
Aug 12 – 14, 2024	3	Performance Appraisal				Lecture and Group Discussion	CA Test II

(Day Order 4-6)		and Compensation Management 3.1 Feedback and Performance Improvement 3.1.1 Performance Appraisal and Feedback 3.1.2 Career Development and Succession Planning	K1-K5 K1-K6	2 2	1-4 1-5		Other Component
Aug 16 – 23, 2024 (Day Order 1-6)	3	3.1.3 Managing Employee Performance Issues 3.2 Compensation and Benefits 3.2.1 Compensation Strategy and Pay Structures	K1-K5 K1-K5	2 2	1-5 1-5	Lecture and Presentation	CA Test II Other Component
Aug 27 – Sep 3, 2024 (Day Order 1-6)	3	3.2.2 Benefits, Incentives and Rewards 3.2.3 Compensation and Benefits Compliance	 K1-K4	2 2	 1-3	Lecture and Case Analysis	CA Test II Other Component
Sep 4 – 11, 2024 (Day Order 1-6)	4	Employee Relations 4.1 Employee Engagement and Motivation Techniques	 K1-K3	 3	 1-2	Lecture and Group Discussion	CA Test II Other Component
Sep 12 - 20, 2024 (Day Order 1-6)	4	4.2 Employee Communication - Grievance Redressal 4.3 Labor Relations and Dispute Resolution - An	 K1-K4 K1-K5	2 3	1-3 1-4	Lecture and Group Discussion	CA Test II Other Component

		Overview					
Sep 23 - 26, 2024 (Day Order 1-4)	4	4.4 Employee Rights and Privacy	K1-K4	2	1-3	Lecture and Presentation	CA Test II Other Component
Sep 27 – Oct 3, 2024	C.A. Test – II						
Oct 4 – 5, 2024 (Day 5 & 6)	5	Emerging Trends in HRM 5.1 International HRM - Managing HR in Global Context	K1-K4	4	1-3	Lecture and Presentation	Quiz
Oct 7 - 15, 2024 (Day Order 1 to 6)	5	5.2 Human Resource Information Systems and AI -Overview	K1-K6	4	1-5	Lecture and Group Discussion	Quiz
Oct 16 - 22, 2024 (Day Order 1 to 6)	5	5.3 Workforce Trends; Ethical and Sustainability issues in HRM	K1-K6	4	1-5	Lecture and Presentation	Quiz
Oct 23 - 24, 2024 (Day Order 1 to 2)	REVISION						

Components:

- Group Presentation on Emerging Trends in HRM - 25 marks - from September 2, 2024
- Objective Test from Unit III - 25 marks - September 17, 2024.