

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

COURSE PLAN (November 2024 – April 2025)

Department : Commerce General
Name/s of the faculty : Section A – Ms. P. Subiksha
Section B – Ms. R. Sathyabhama
Section C – Ms. Valantina I
Course Title : Cost Accounting
Course Code : 23CM/MC/CT24
Shift : II

COURSE OUTCOMES (COs)

| COs | Description | CL |
|------------|--|-----------|
| C01 | Explain the basic concepts of cost accounting | K1 |
| C02 | Solve problems relating to Process and Operating Costing | K2 |
| C03 | Analyse Material, Labour and Overhead Cost of production | K3 |
| C04 | Estimate the cost price, selling price and the profit margin | K4 |
| C05 | Prepare Cost Sheets, Tenders and Quotations | K5 |
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| Week | Unit No. | Content | Cognitive Level | Teaching Hours | COs | Teaching Learning Methodology | Assessment Methods |
|---|-----------------|---|-------------------------------------|-----------------------|------------|---|---------------------------|
| Nov 18 – 25, 2024 (Day Order 1-6) | I | 1.1 Meaning, Objectives and Scope of Cost Accounting. 1.2 Introduction to cost Audit and Records and Cost Standards | K1, K2 | 15 | CO1-5 | Presentation and Lecture | Component 1 - MCQ Test |
| Nov 26- Dec 3, 2024 (Day Order 1 to 6) | | 1.3 Advantages and Limitations of Cost Accounting, Difference Between Financial, accounting and Cost Accounting | K1, K2 | | CO1-5 | Presentation, Lecture Method,. Case Study | Component 1 - MCQ Test |
| Dec 4-11, 2024 (Day Order 1 to 6) | | 1.4 Unit Costing - Cost Center and Cost Units Methods of Costing, Elements of Cost, Cost Concepts and Classification of Cost | K2 – K5 | | CO1-5 | Presentation and Lecture | Component 1 - MCQ Test |
| Dec 12-19, 2024 (Day Order 1 to 6) | II | 1.4.1 Preparation of Cost Sheet, Quotations or Tenders 2.1 Material Cost and Material Control 2.1.1 Computation of Material Cost and Accounting Treatment for Normal, Abnormal Loss | K2 – K5 K1 –K2 K1 –K4 | 13 | CO1-5 | Presentation and Lecture | Problem solving |

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|--|----------------------|--|---------|---|-------|---------|-----------------------------|
| Dec 20, 2024 (Day Order 1&2) | | 2.2 Essentials of Material Control, Purchase Control – Purchase Procedure | K1 –K2 | | CO1-5 | Lecture | Component 1 - MCQ Test |
| Jan 3 – 7, 2025 (Day Order 3 to 6) | | 2.2.1 Store Control: Techniques of Inventory Control – Economic Order Quantity, Level Setting | K1 – K3 | | CO1-5 | Lecture | Component 1 - MCQ Test |
| Jan 8 – 17, 2024 (Day Order 1 to 6) | | 2.2.2 Issue Control: Methods of Material Issue – First In First Out, Last In First Out, Average Cost - Simple and Weighted Average Cost. | K2 – K5 | | CO1-5 | Lecture | Component 1 - MCQ Test |
| Jan 18 - 23, 2025 | C.A. Test - I | | | | | | |
| Jan 24 -31, 2025 (Day Order 1 to 6) | III | 3.1 Computation of Labour Cost with Overtime and Idle Time and Computation of Labour Turnover | K1 – K3 | 9 | CO1-4 | Lecture | Component 2 - Short Problem |
| Feb 3-8, 2025 (Day Order 1 to 6) | | 3.2 Methods of Remuneration- Time Rate System, Piece Rate System, Taylor’s Differential Piece Rate System. | K3 – K4 | | CO1-4 | Lecture | Component 2 - Short Problem |

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|---|-----------------------|---|------------------------|----|--------------------|-----------------------------|--------------------------------|
| Feb 10– 18, 2025 (Day Order 1 to 4) | 1V | 3.3 Incentive Plans - Halsey Premium Plan, Rowan Premium Plan 4.1 Importance and Classification of Overhead Costs | K3 – K4 K1- K2 | 13 | CO1-4 CO1-5 | Lecture | Component 2 - Short Problem |
| Feb 19- 26, 2025 (Day Order 1-6) | | 4.2 Apportionment and Allocation of Overheads 4.2.1 Primary Distribution of Overheads 4.2.2 Secondary Distribution of Overheads Direct Distribution, Reciprocal and Non Reciprocal Methods | K3 – K5 K3 – K5 | | CO1-5 | Lecture | Component 2 - Short Problem |
| Feb 27- Mar 6, 2025 (Day Order 1 to 6) | | 4.3 Methods of Absorption of Overheads 4.3.1 Direct Labour Hour Rate | K3 – K5 | | CO1-5 | Lecture | Component 2 - Short Problem |
| Mar 7 – 11, 2025 (Day Order 1 to 3) | V | 4.3.2 Machine Hour Rate 4.3.3 Activity Based Absorption 5.1 Process Costing | K3 – K5 | 11 | CO1-5 | Lecture | Component 2 - Short Problem |
| Mar 12 –17, 2025 | C.A. Test - II | | | | | | |
| Mar 18 – 20, 2025 (Day 4 to 6) | | 5.1.1 Meaning and Features of Process Costing | K1 – K5 | | CO1-5 | Presentation and Lecture | Short Question & Answers |

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|---|-----------------|--|---------|--|-------|--------------------------|------------------------------------|
| | | 5.1.2 Process Losses and Gains – Accounting Treatment of Normal and Abnormal Wastage | | | | | |
| Mar 21 - 28, 2025 (Day Order 1 to 6) | | 5.1.3 Inter-Process Profit 5.2 Operating Costing - Transport Costing only 5.3 Activity Based Costing (Theory only) | K1 - K2 | | CO1-5 | Presentation and Lecture | Problem solving Question & Answers |
| Mar 29- April 2, 2025 (Day Order 1 to 3) | REVISION | | | | | | |

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

November 2024 – April 2025

Department : Commerce - General
Name/s of the Faculty : Section – A – Dr. Christine Stanley
Section – B – Ms. Shifaya
Section – C – Dr. Janaki K
Course Title : Marketing
Course Code : 23CM/MC/MG24
Shift : II

COURSE OUTCOMES (COs)

| COs | Description | CL |
|------------|--|-----------|
| CO1 | Comprehend the various functions and roles of marketing | K1 |
| CO2 | Examine the varied elements of marketing mix | K2 |
| CO3 | Categorise the processes involved in the development of new product | K3 |
| CO4 | Compare and contrast tiki market segmentation methods and targeting strategies | K4 |
| CO5 | Develop a pricing/marketing strategy for introducing a new existing/product | K5 |

| Week | Unit No. | Content | Cognitive Level | Teaching Hours | COs | Teaching Learning Methodology | Assessment Methods |
|---|-----------------|--|------------------------|-----------------------|------------|--------------------------------------|---------------------------|
| Nov 18 – 25, 2024 (Day Order 1-6) | I | Introduction 1.1 Meaning, Nature Significance and Marketing concept model | K1 – K2 | 8 | CO1 – CO2 | Lecture | Oral Q& A |
| Nov 26- Dec 3, 2024 (Day Order 1 to 6) | | 1.2 Functions of marketing and Classification of marketing | K3 – K5 | | CO3 - CO5 | Lecture using presentation | Discussion |
| Dec 4-11, 2024 (Day Order 1 to 6) | II | Product Planning and Promotion 2.1.1 Product Planning Product Concept Policy and Product Mix | K1 – K3 | 18 | CO1 – CO3 | Lecture and Group discussion | Short Q & A |
| Dec 12-19, 2024 (Day Order 1 to 6) | | 2.1.2 Product Life Cycle Stages Positioning Differentiation 2.1.3 New product development process | K2 – K5 | | CO2 – CO5 | Lecture using presentation | Discussion with Examples |
| Dec 20, 2024 (Day Order 1) | | 2.2.1 Elements of promotion mix advertising personal selling | K3 – K5 | | CO3 – CO5 | Lecture | Quiz |
| Jan 3 – 7, 2025 (Day Order 3 to 6) | | 2.2.1 Elements of promotion mix, sales promotion public relation and direct marketing | K3 – K5 | | CO3 – CO5 | Lecture | Discussion |

| Week | Unit No. | Content | Cognitive Level | Teaching Hours | COs | Teaching Learning Methodology | Assessment Methods |
|---|----------------------|---|-----------------|----------------|-----------|-------------------------------|---|
| Jan 8 – 17, 2025 (Day Order 1 to 6) | III | Pricing and Distribution 3.1.1 Types of pricing | K1 – K3 | 12 | CO1 – CO3 | Lecture | Component 1 – New Product Development |
| Jan 18 - 23, 2025 | C.A. Test - I | | | | | | |
| Jan 24 -31, 2025 (Day Order 1 to 6) | | 3.1.2 Factors affecting pricing 3.2.1 Factors affecting choice of channel | K2 – K5 | | CO2 – CO5 | Lecture | Presentation of New Product Development |
| Feb 3-8, 2025 (Day Order 1 to 6) | | 3.2.2 Classification of channel members retailer | K3 – K5 | | CO3 – CO5 | Lecture | Oral Quiz |
| Feb 10– 18, 2025 (Day Order 1 to 4) | | 3.2.2 Classification of channel members wholesaler | K3 – K5 | | CO3 – CO5 | Lecture using Presentation | Short Q & A |
| Feb 19- 26, 2025 (Day Order 1-6) | IV | Market Segmentation and Consumer Decision making 4.1.1 Bases of market segmentation | K1 – K5 | 14 | CO1 – CO5 | Lecture and Group Discussion | Presentation of New Product Development |
| Feb 27- Mar 6, 2025 (Day Order 1 to 6) | | 4.1.2 Levels of market segmentation ,segment niche and local | K1 – K5 | | CO1 – CO5 | Lecture | Component 2 – case Study Test |

| Week | Unit No. | Content | Cognitive Level | Teaching Hours | COs | Teaching Learning Methodology | Assessment Methods |
|---|-----------------------|--|------------------------|-----------------------|------------|--------------------------------------|---------------------------|
| Mar 7 – 11, 2025 (Day Order 1 to 3) | | 4.1.3 Market targeting 4.2.1 Buying decision process 4.2.2 Factors influencing buyer behaviour | K1 – K3 | | CO1 – CO3 | Lecture | Case study Analysis |
| Mar 7 – 11, 2025 (Day Order 1 to 3) | V | Trends in Marketing - Features and types 5.1 Digital marketing | K1 – K5 | 9 | CO1 – CO5 | Lecture using presentation | Debate |
| Mar 12 –17, 202 5 | C.A. Test - II | | | | | | |
| Mar 18 – 20, 2025 (Day 4 to 6) | | 5.2 Social marketing | K1 – K5 | | CO1 – CO5 | Group Discussion | Classroom Discussion |
| Mar 21 - 28, 2025 (Day Order 1 to 6) | | 5.3 Rural marketing | K1 – K5 | | CO1 – CO5 | Group Discussion | Classroom Discussion |
| Mar 29- April 2, 2025 (Day Order 1 to 3) | REVISION | | | | | | |

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

COURSE PLAN (November 2024 – April 2025)

Department : Commerce (General)
Name/s of the Faculty : A - Dr. Nisha. G
 B - Dr. Violet Glady
 C - Ms. Ruth Felicita. F
Course Title : Business Statistics
Course Code : 23CM/AC/BS25
Shift : II

COURSE OUTCOMES (COs)

| COs | Description | CL |
|-----|--|----|
| CO1 | Demonstrate knowledge on various statistical techniques | K1 |
| CO2 | Compute the statistical parameters to forecast business trends | K2 |
| CO3 | Apply parametric and non-parametric tests in hypothesis testing | K3 |
| CO4 | Analyze the statistical tools and techniques to arrive at rational decisions | K4 |
| CO5 | Undertake research in various business fields | K5 |

| Week | Unit No. | Content | Cognitive Level | Teaching Hours | COs | Teaching Learning Methodology | Assessment Methods |
|--------------------------------------|----------|--|-----------------|----------------|-------|-------------------------------|--|
| Nov 18 – 25, 2024 (Day Order 1-6) | I | Analysis of Time Series 1.1 Utility and Component of | K1-K5 | 14 | CO1-3 | Lecture & Problem Solving | Component 1 Analysis of time series |

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|---|----|--|--------------------|----|-------|---------------------------|--|
| | | Time Series | | | CO1-5 | | with five year's data |
| Nov 26- Dec 3, 2024 (Day Order 1 to 6) | | 1.2 Methods of Measuring Trend - Graphic method, Semi Average method, Moving Average method, method of Least Squares, Second Degree Parabola and Exponential trends 1.2.1 Shifting the trend origin | K1-K5 K1-K5 | | | Lecture & Problem Solving | Component 1 Analysis of time series with five year's data |
| Dec 4-11, 2024 (Day Order 1 to 6) | | 1.2.2 Conversion of annual trend values to monthly values 1.3 Measurement of Seasonal variation – Method of simple averages, ratio to trend method Ratio to moving average method, Link Relative Method | K1-K5 K1-K5 | | | Lecture & Problem Solving | Component 1 Analysis of time series with five year's data |
| Dec 12-19, 2024 (Day Order 1 to 6) | II | Correlation and Regression 2.1 Simple linear correlation analysis – Karl Pearson's Co-efficient and Spearman's Rank correlation, Bi-variate analysis | K1-K5 | 15 | CO1-5 | Lecture & Problem Solving | Quiz and formula recap |

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|--|----------------------|---|-------|----|-------|---------------------------|--|
| Dec 20, 2024 (Day Order 1) | | 2.1 Simple linear correlation analysis – Karl Pearson’s Co-efficient and Spearman’s Rank correlation, Bi-variate analysis (Contd..) | K1-K5 | | | Lecture & Problem Solving | Quiz and formula recap |
| Jan 3 – 7, 2025 (Day Order 3 to 6) | | 2.2 Partial and Multiple correlations | K1-K5 | | | Lecture & Problem Solving | Quiz and formula recap |
| Jan 8 – 17, 2025 (Day Order 1 to 6) | | 2.3 Regression analysis and Regression equations and estimation, Bi-variate analysis | K1-K5 | | | Lecture & Problem Solving | Quiz and formula recap |
| Jan 18 - 23, 2025 | C.A. Test - I | | | | | | |
| Jan 24 -31, 2025 (Day Order 1 to 6) | III | Test of Hypothesis 3.1 Procedure for testing hypothesis | K1-K5 | 12 | CO1-5 | Lecture & Problem Solving | Component 2 Problem Solving and formula recap |
| Feb 3-8, 2025 (Day Order 1 to 6) | | 3.2 Test of significance for large samples | K1-K5 | | | Lecture & Problem Solving | Component 2 Problem Solving and formula recap |
| Feb 10– 18, 2025 (Day Order 1 to 4) | | 3.3 Test of significance for small samples | K1-K5 | | | Lecture & Problem Solving | Component 2 Problem Solving and formula recap |
| Feb 19- 26, 2025 | IV | Chi-square test | K1-K5 | 12 | CO1-5 | Lecture & Problem Solving | Component 2 |

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|---|-----------------------|--|-------------------------|----|-------|---------------------------|---|
| (Day Order 1-6) | | 4.1 Meaning and Conditions for applying Chi-square test 4.2 Applications, uses and limitations of chi-square test | K1-K5 K1-K5 | | | | Problem Solving and formula recap |
| Feb 27- Mar 6, 2025 (Day Order 1 to 6) | | 4.2.1 Test of Homogeneity 4.2.2 Test of Independence | K1-K5 K1-K5 | | | Lecture & Problem Solving | Component 2 Problem Solving and formula recap |
| Mar 7 – 11, 2025 (Day Order 1 to 3) | | 4.3 Yates correction | K1-K5 | | | Lecture & Problem Solving | Component 2 Problem Solving and formula recap |
| Mar 12 –17, 2025 | C.A. Test - II | | | | | | |
| Mar 18 – 20, 2025 (Day 4 to 6) | V | Analysis of Variance 5.1 Variance Ratio Test 5.2 Assumption of Analysis of Variance | K1-K5 K1-K5 | 12 | CO1-5 | Lecture & Problem Solving | Recap of formulas |
| Mar 21 - 28, 2025 (Day Order 1 to 6) | | 5.3 Techniques of Analysis of Variance 5.3.1 One-way classification Model 5.3.2 Two-way classification model | K1-K5 K1-K5 K1-K5 | | | Lecture & Problem Solving | Problem solving |
| Mar 29- April 2, 2025 | REVISION | | | | | | |

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| (Day Order 1 to 3) | |
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STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

COURSE PLAN (November 2024 – April 2025)

Department : Commerce
Name/s of the Faculty : A – Ms. Shifaya Fathima
B – Ms. Adline Stella Sheron
C – Ms. Sathyabhama
Course Title : Environmental Studies
Course Code : 23CM/GC/ES12
Shift : II

COURSE OUTCOMES (COs)

| COs | Description | CL |
|------------|---|-----------|
| CO1 | Identify the importance of the natural environment and its components and the natural and anthropogenic threats to the environment. | K1 |
| CO2 | Describe the different components of the natural environment ,the threats faced and mitigation of threats. | K2 |
| CO3 | Apply the knowledge obtained ethically ,for sustainable development and biodiversity conservation | K3 |
| CO4 | Analyse the role of the individual in protecting the environment. | K4 |
| CO5 | Evaluate the significance of and threats to the environment and provide solutions that promote sustainability and conservation. | K5,K6 |

| Week | Unit No. | Content | Cognitive Level | Teaching Hours | COs | Teaching Learning Methodology | Assessment Methods |
|---|-----------------|--|------------------------|-----------------------|------------|--------------------------------------|---------------------------|
| Nov 18 – 25, 2024 (Day Order 1-6) | I | UNIT 1 1.1 Introduction: The multidisciplinary nature of environmental studies; Environmental Ethics- Role of the Individual in protecting the environment | K1 -K6 | 8 | 1-5 | Class Discussion and Presentation | Presentation |
| Nov 26- Dec 3, 2024 (Day Order 1 to 6) | | 1.2 Natural Resources: renewable (forests and water) and non-renewable (minerals)-energy resources: renewable and non-renewable sources, impact of overexploitation | K1 -K6 | | 1-5 | Class Discussion and Presentation | Presentation |
| Dec 4-11, 2024 (Day Order 1 to 6) | | 1.3 Ecosystems: terrestrial (forest, grassland and desert) and aquatic (ponds, oceans and estuaries); structure and function. | K1 -K5 | | 1-5 | Class Discussion and Presentation | Presentation |
| Dec 12-19, 2024 (Day Order 1 to 6) | | 1.3 Ecosystems: terrestrial (forest, grassland and desert) and aquatic (ponds, oceans | K1 -K5 | | 1-5 | Class Discussion and Presentation | Presentation |

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|--|----------------------|--|--------|---|-----|-----------------------------------|---------------|
| | | and estuaries); structure and function | | | | | |
| Dec 20, 2024 (Day Order 1) | | 1.4 Biodiversity: India as a mega-diversity nation; threats to biodiversity; in-situ and ex-situ conservation of biodiversity | K1 -K5 | | 1-5 | Class Discussion and Presentation | Presentation |
| Jan 3 – 7, 2025 (Day Order 3 to 6) | | 1.5 Solid Waste Management, Source Segregation and Rain Water Harvesting | K1 -K6 | | 1-5 | Class Discussion and Presentation | Presentation |
| Jan 8 – 17, 2024 (Day Order 1 to 6) | II | UNIT 2 2.1 Environmental Pollution: Air, Water, Noise and Plastic Pollution: causes, effects and control measures - Impact of over-population on pollution and health – carbon footprint | K1 -K6 | 9 | 1-5 | Class Discussion and Presentation | Presentation |
| Jan 18 - 23, 2025 | C.A. Test - I | | | | | | |
| Jan 24 -31, 2025 (Day Order 1 to 6) | | 2.2 The Environmental Dimension of Sustainable Development: The United Nations | K1 -K6 | | 1-5 | Class Discussion and Presentation | Poster making |

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| | | Sustainable Development Goals of the 2030 Agenda | | | | | |
| Feb 3-8, 2025 (Day Order 1 to 6) | | 2.3 Climate Change and Environmental Disasters: Natural Disasters: floods, earthquakes, cyclones, tsunamis and landslides; man-made disasters: Bhopal Gas Tragedy and Chernobyl Nuclear Disaster | K1 -K6 | | 1-5 | Class Discussion and Presentation | Poster making |
| Feb 10– 18, 2025 (Day Order 1 to 4) | | 2.4 Environmental Movements: Chipko, Silent Valley and Narmada Bachao Andolan International Agreements: Montreal Protocol, Kyoto Protocol and Climate Change Conferences | K1 -K6 | | 1-5 | Class Discussion and Presentation | Poster making |
| Feb 19- 26, 2025 (Day Order 1-6) | | 2.5 An Overview of Environmental Laws in India: Environmental (Protection) Act 1986, Biological Act, 2002, National Green Tribunal Act, 2010, Coastal | K1 -K6 | | 1-5 | Class Discussion and Presentation | Poster making |

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| | | Regulation Zone Notification, 2011 | | | | | |
| Feb 27- Mar 6, 2025 (Day Order 1 to 6) | III | UNIT 3 3.1 A study of the eco-friendly initiatives on campus | K2 -K6 | 6 | 1-5 | Class Discussion and Presentation | Poster making |
| Mar 7 – 11, 2025 (Day Order 1 to 3) | | 3.2 A critical review of an environmental documentary film | K6 | | 1-5 | Class Discussion and Presentation | Group Discussion |
| Mar 12 –17, 2025 | C.A. Test - II | | | | | | |
| Mar 18 – 20, 2025 (Day 4 to 6) | | 3.3 Ecofeminism and the contributions of Indian Women Environmentalists 3.4 The highlights of Environmental Encyclical-Laudato si-On Care for our Common Home | K2 -K6 K1,K2 | | 1-5 | Class Discussion and Presentation | Group Discussion |
| Mar 21 - 28, 2025 (Day Order 1 to 6) | | 3.5 Environmental Calendar | K1, K2 | | 1-5 | Class Discussion and Presentation | Group Discussion |
| Mar 29- April 2, 2025 (Day Order 1 to 3) | REVISION | | | | | | |

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

COURSE PLAN (November 2024 – April 2025)

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| Department | : Commerce (General) |
| Name/s of the Faculty | : A - Dr. Lydia and Ms. Ruth Felicita. F B – Ms. Valantina I and Ms.Subiksha C – Ms. Adline |
| Course Title | : LIFE SKILLS - HEALTH, ENERGY AND COMPUTER BASICS |
| Course Code | : 23CM/SS/HC13 |
| Shift | : II |

COURSE OUTCOMES (COs)

| COs | Description | CL |
|------------|---|-----------|
| CO1 | Recall the importance of a few traditional foods and their health benefits, common ailments and their natural remedies, food energy parameters, energy devices and computer fundamentals | K1 |
| CO2 | Understand the health benefits of few traditional foods, causes and symptoms of few common ailments with their natural remedies, concept of food energy parameters, energy conservation strategies and concepts relating to emerging trends in IT | K2 |
| CO3 | Apply the knowledge obtained for better quality of health and for computer and email configurations | K3 |
| CO4 | Analyse the knowledge obtained for good health, sustainable practices and for enhancing computer usage skills | K4 |

| Week | Unit No. | Content | Cognitive Level | Teaching Hours | COs | Teaching Learning Methodology | Assessment Methods |
|---|-----------------|--|------------------------|-----------------------|------------|--------------------------------------|---------------------------|
| Nov 18 – 25, 2024 (Day Order 1-6) | I | Food and Health 1.1 Traditional food and their health benefits | K1 – K4 | 13 | CO 1 - 4 | Lecture and classroom discussion | Component 1 Food Expo |
| Nov 26- Dec 3, 2024 (Day Order 1 to 6) | | 1.1.1 Six tastes – Natural guide map towards proper nutrition | | | | Lecture and classroom discussion | Component 1 Food Expo |
| Dec 4-11, 2024 (Day Order 1 to 6) | | 1.1.2 Nutritional value and significance of Navadhanya (Sesame seed, Bengal gram, Horse gram, Green gram, Paddy seeds, White beans, Wheat, black gram and Chick pea) and Greens (Vallarai, Thuthuvalai, Manathakkali, Pulichakeerai, Agathi Keerai, Murungai Keerai, Karuveppilai, Puthina and Kothamalli) | | | | Lecture and classroom discussion | Component 1 Food Expo |
| Dec 12-19, 2024 (Day Order 1 to 6) | | 1.1.2 Nutritional value and significance of Navadhanya (Sesame seed, Bengal gram, Horse gram, Green gram, Paddy seeds, | | | | Lecture and classroom discussion | Component 1 Food Expo |

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|---------------------------------------|--|--|--|--|--|----------------------------------|------------------|
| | | White beans, Wheat, black gram and Chick pea) and Greens (Vallarai, Thuthuvalai, Manathakkali, Pulichakeerai, Agathi Keerai, Murungai Keerai, Karuveppilai, Puthina and Kothamalli) CONTD.. | | | | | |
| Dec 20, 2024 (Day Order 1) | | 1.2 Causes, symptoms and home remedies for the following ailments Common cold, Anaemia, Hypothyroidism, Obesity, Diabetes Mellitus, Polycystic Ovarian Syndrome, Ulcer, Wheezing and Hypertension | | | | Lecture and classroom discussion | Group Discussion |
| Jan 3 – 7, 2025 (Day Order 3 to 6) | | 1.2 Causes, symptoms and home remedies for the following ailments Common cold, Anaemia, Hypothyroidism, Obesity, Diabetes Mellitus, Polycystic Ovarian Syndrome, | | | | Lecture and classroom discussion | Group Discussion |

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|--|----------------------|---|---------|----|----------|----------------------------------|---|
| | | Ulcer, Wheezing and Hypertension CONTD.. | | | | | |
| Jan 8 – 17, 2025 (Day Order 1 to 6) | II | Food and energy balance 2.1 Units of Energy, Components of Total Energy Requirement – Basal Metabolic Rate, energy requirements for (work) physical activity and Thermic effect of food | K1 – K4 | 13 | CO 1 - 4 | Lecture and classroom discussion | Analyzing energy calculations |
| Jan 18 - 23, 2025 | C.A. Test - I | | | | | | |
| Jan 24 -31, 2025 (Day Order 1 to 6) | | 2.2 Factors affecting Basal Metabolic Rate and Thermic Effect of food | | | | Lecture and classroom discussion | Recap Q&A |
| Feb 3-8, 2025 (Day Order 1 to 6) | | 2.3 Recommended Dietary Allowances and Balanced Diet, Food Energy Values- Calculation | | | | Lecture and classroom discussion | Component 2 Label reading relating to food products |
| Feb 10– 18, 2025 (Day Order 1 to 4) | III | 3.1 Energy conservation 3.1.1 Needs for Energy Conservation – | K1 – K4 | 13 | CO 1 - 4 | Lecture and classroom discussion | Component 3 Group presentation on energy conservation |

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|--|--|---|--|--|--|---|---|
| | | <p>Power consumption of domestic appliances – Electrical Energy Audit – Strategies for Energy Conservation - Modern lighting systems– Light emitting diode (LED), Compact fluorescent lamps (CFL), Green indicators and Inverter, Green building - Home lighting using Solar cell - Solar water heaters- Water and waste management - Biogas plant</p> | | | | | |
| <p>Feb 19- 26, 2025 (Day Order 1-6)</p> | | <p>3.1 Energy conservation</p> <p>3.1.1 Needs for Energy Conservation – Power consumption of domestic appliances – Electrical Energy Audit – Strategies for Energy Conservation - Modern lighting systems– Light emitting diode (LED), Compact fluorescent lamps (CFL), Green</p> | | | | <p>Lecture and classroom discussion</p> | <p>Component 3 Group presentation on energy conservation</p> |

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| | | indicators and Inverter, Green building - Home lighting using Solar cell - Solar water heaters- Water and waste management - Biogas plant CONTD.. | | | | | |
| Feb 27- Mar 6, 2025 (Day Order 1 to 6) | | 3.1.2 Safety Practices in using electronic gadgets and electricity at home – Precautions – Shock- Use of testers to identify leakage | | | | Lecture and classroom discussion | Component 3 Group presentation on energy conservation |
| Mar 7 – 11, 2025 (Day Order 1 to 3) | | 3.2 Computer fundamentals 3.2.1 Essentials of Purchasing a Personal Computer - Fundamentals of Networks – Local Area Network, Internet, Networking in real-time scenario- Computer Hacking – Computer Forensics Fundamentals – Cyber Laws - Secure Browsing | | | | Guest Lecture | Hands on learning |
| Mar 12 –17, 2025 | C.A. Test - II | | | | | | |

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|---|------------------------|---|--|--|--|----------------------|------------------------------|
| <p>Mar 18 – 20, 2025 (Day 4 to 6)</p> | | <p>3.2.2 Configuring Email Configure Email Settings – Attachments –Compression – Organizing Emails – Manage Folders - Auto Reply - Electronic Business Card - Email Filters- Manage Junk Mail - Calendar - Plan Meetings, Appointments - Scheduling Emails</p> | | | | <p>Guest Lecture</p> | <p>Hands on learning</p> |
| <p>Mar 21 - 28, 2025 (Day Order 1 to 6)</p> | | <p>3.2.3 Emerging Trends in IT - 3D Printing, Cloud Storage, Augmented Reality, Artificial Intelligence, Internet of Things (IoT)</p> | | | | <p>Guest Lecture</p> | <p>Hands on learning</p> |
| <p>Mar 29- April 2, 2025 (Day Order 1 to 3)</p> | <p>REVISION</p> | | | | | | |

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

COURSE PLAN (November 2024 – April 2025)

Department : Commerce
Name/s of the Faculty : Dr. Janaki K
Course Title : Social Media Marketing
Course Code : 23CM/GE/SM22
Shift : II

COURSE OUTCOMES (COs)

| COs | Description | CL |
|-----|---|----|
| CO1 | Recognize the use of social media as a marketing tool | K1 |
| CO2 | Understand the influence of multiple social media channels in branding. | K2 |
| CO3 | Analyze suitable content marketing strategies in the promotion of a product | K3 |
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| Week | Unit No. | Content | Cognitive Level | Teaching Hours | COs | Teaching Learning Methodology | Assessment Methods |
|---|----------|----------------------------------|-----------------|----------------|--------|-------------------------------|--------------------|
| Nov 18 – 25, 2024 (Day Order 1-6) | I | Unit- 1Introduction | K1-3 | 10 | CO 1-3 | Presentation | Group presentation |
| Nov 26- Dec 3, 2024 (Day Order 1 to 6) | | 1.1 Introduction to Social Media | K1-3 | | CO 1-3 | Lecture and Discussion | Group presentation |

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|--|----------------------|---|------|---|--------|------------------------|---|
| Dec 4-11, 2024 (Day Order 1 to 6) | | 1.1 Meaning, of Social Media Marketing | K1-3 | | CO 1-3 | Presentation | Group presentation |
| Dec 12-19, 2024 (Day Order 1 to 6) | | 1.1 Scope, Importance of Social Media Marketing | K1-3 | | CO 1-3 | Presentation | Group presentation |
| Dec 20, 2024 (Day Order 1) | | 1.1 Relevance of Social Media Marketing | K1-3 | | CO 1-3 | Presentation | Group presentation |
| Jan 3 – 7, 2025 (Day Order 3 to 6) | | 1.2 Benefits and Pitfalls of Social Media Marketing | K1-3 | | CO 1-3 | Presentation | Group presentation |
| Jan 8 – 17, 2024 (Day Order 1 to 6) | | 1.3 Role of Social Media Marketing Social Media Marketing - Goals and Strategies | K1-3 | | CO 1-3 | Presentation | Group presentation |
| Jan 18 - 23, 2025 | C.A. Test - I | | | | | | |
| Jan 24 -31, 2025 (Day Order 1 to 6) | II | Unit- 2 Social Media Channels – Introduction. | K1-3 | 8 | CO 1-3 | Lecture and Discussion | Class activity |
| Feb 3-8, 2025 (Day Order 1 to 6) | | 2.1 Social Media Platforms – Facebook, Blogs, Microblogging, Twitter. - YouTube, Instagram and LinkedIn. | K1-3 | | CO 1-3 | Presentation | Class activity Component 1 Create a Poster on trending Social media useful to enhance |

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|---|-----------------------|---|------|---|--------|------------------------|---|
| | | | | | | | business opportunities |
| Feb 10– 18, 2025 (Day Order 1 to 4) | | 2.1 Social Media Platforms- Pinterest, Google+ | K1-3 | | CO 1-3 | Presentation | Class activity |
| Feb 19- 26, 2025 (Day Order 1-6) | | 2.1 Social Media Platforms- Foursquare, Snapchat and Customer Personas | K1-3 | | CO 1-3 | Presentation | Class activity |
| Feb 27- Mar 6, 2025 (Day Order 1 to 6) | | 2.2 Social Book Marking, 2.3 Social Listening- an Insight | K1-3 | | CO 1-3 | Presentation | Class activity |
| Mar 7 – 11, 2025 (Day Order 1 to 3) | III | Unit 3 3.1 Content Marketing - Meaning & Importance | K1-3 | 8 | CO 1-3 | Lecture and Discussion | Discussion and quiz |
| Mar 12 –17, 2025 | C.A. Test - II | | | | | | |
| Mar 18 – 20, 2025 (Day 4 to 6) | | 3.2 Types of Social Media Content- Interactive Content, Types of Social Media Content- Strongly Positive Content. | K1-3 | | CO 1-3 | Presentation | Discussion and quiz Component 2 Analyze a social media trend and submission of report |

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|---|-----------------|--|------|--|--------|--------------|---------------------|
| Mar 21 - 28, 2025 (Day Order 1 to 6) | 3 | 3.2 Types of Social Media Content - Visual Content and User Generated Content, e-Books | K1-3 | | CO 1-3 | Presentation | Discussion and quiz |
| Mar 29- April 2, 2025 (Day Order 1 to 3) | REVISION | | | | | | |

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STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

COURSE PLAN (November 2024 – April 2025)

Department : Commerce
Name of the Faculty : Ms.Subiksha
Course Title : Banking Practices
Course Code : 23CM/GE/BP22
Shift : II

COURSE OUTCOMES (COs)

| COs | Description | CL |
|-----|---|----|
| CO1 | To outline the banking system in India | K1 |
| CO2 | To identify the banking operations offered to a customer | K2 |
| CO3 | To comprehend knowledge on e-banking and importance in today's scenario | K3 |
| | | |

| Week | Unit No. | Content | Cognitive Level | Teaching Hours | COs | Teaching Learning Methodology | Assessment Methods |
|--------------------------------------|----------|---|-----------------|----------------|--------|-------------------------------|----------------------------|
| Nov 18 – 25, 2024 (Day Order 1-6) | I | Introduction 1.1 An Overview of Banking System in India – Commercial Bank - Functions and Services | K1-3 | 10 | CO 1-3 | Presentation | Short Question and Answers |

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|---|----------------------|--|------|---|--------|--|---|
| Nov 26- Dec 3, 2024 (Day Order 1 to 6) | | 1.2 Types of Bank Accounts-Opening of Bank Accounts | K1-3 | | CO 1-3 | Presentation and Filling up Account opening form | Group Discussion |
| Dec 4-11, 2024 (Day Order 1 to 6) | | 1.3 Forms of Lending-Loans-Types of Loans | K1-3 | | CO 1-3 | Presentation | Short Question and Answers |
| Dec 12-19, 2024 (Day Order 1 to 6) | | 1.4 Closing of Bank Accounts – Procedure | K1-3 | | CO 1-3 | Presentation | Short Question and Answers |
| Dec 20, 2024 (Day Order 1) | II | Documents used in Banking 2.1 Importance of Documentation | K1-3 | 8 | CO 1-3 | Presentation | Quiz |
| Jan 3 – 7, 2025 (Day Order 3 to 6) | | 2.2 Application Form for Opening of Accounts - Saving Bank (SB), Fixed Deposit, Current Account and Recurring Deposit, KYC | K1-3 | | CO 1-3 | Presentation | Recap and and Component 1- Individual Activity |
| Jan 8 – 17, 2024 (Day Order 1 to 6) | | 2.3 Pay In Slip, Withdrawal Slip, Demand Draft Applications, Cheque, Demand Loans, etc. | K1-3 | | CO 1-3 | Presentation | Recap and and Component 1- Individual Activity Collection of Different Forms |
| Jan 18 - 23, 2025 | C.A. Test - I | | | | | | |

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|---|-----|---|------|---|--------|--------------|---|
| Jan 24 -31, 2025 (Day Order 1 to 6) | | 2.4 Application for Closing of Accounts and Transfer of Funds | K1-3 | | CO 1-3 | Presentation | Recap and Component 1- Individual Activity |
| Feb 3-8, 2025 (Day Order 1 to 6) | III | E- Banking 3.1 Meaning and Importance of Net Banking. | K1-3 | 8 | CO 1-3 | Presentation | Short Question and Answers and Component II- Presentation |
| Feb 10– 18, 2025 (Day Order 1 to 4) | | 3.2 Internet Banking, Mobile Banking, Telebanking Banking, Point of Sale Terminal | K1-3 | | CO 1-3 | Presentation | Short Question and Answers and Component II- Presentation on E-Banking Services |
| Feb 19- 26, 2025 (Day Order 1-6) | | 3.3 Credit Card, Debit Card, Smart Card, NEFT, E-Wallet | K1-3 | | CO 1-3 | Presentation | Group Activity and Component II- Presentation |
| Feb 27- Mar 6, 2025 (Day Order 1 to 6) | | 3.4 Automated Teller Machine and its Advantages | K1-3 | | CO 1-3 | Presentation | Short Question and Answers and Component II- Presentation |

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|---|-----------------------|-------------------------------|------|--|--------|--------------|---|
| Mar 7 – 11, 2025 (Day Order 1 to 3) | | 3.5 Electronic Fund Transfer, | K1-3 | | CO 1-3 | Presentation | Short Question and Answers and Component II- Presentation |
| Mar 12 –17, 2025 | C.A. Test - II | | | | | | |
| Mar 18 – 20, 2025 (Day 4 to 6) | | Electronic Clearing Services | K1-3 | | CO 1-3 | Presentation | Recap |
| Mar 21 - 28, 2025 (Day Order 1 to 6) | | 3.6 Digital Signature | K1-3 | | CO 1-3 | Presentation | Recap |
| Mar 29- April 2, 2025 (Day Order 1 to 3) | REVISION | | | | | | |

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| Week | Unit No. | Content | Cognitive Level | Teaching Hours | COs | Teaching Learning Methodology | Assessment Methods |
|---|-----------------|--|------------------------|-----------------------|------------|--------------------------------------|--|
| Nov 18 – 25, 2024 (Day Order 1-6) | I | Introduction 1.1 Accounting – Meaning, Objectives and Branches of Accounting | K1-K2 | 10 | 1-5 | Lecture and Problem solving | Continuous Assessment I and Other Components |
| Nov 26- Dec 3, 2024 (Day Order 1 to 6) | | 1.2 Introduction to Double Entry System 1.3 Preparation of Journal and Trial Balance | K1-K2 | | 1-5 | Lecture and Problem solving | Continuous Assessment I and Other Components |
| Dec 4-11, 2024 (Day Order 1 to 6) | | 1.4 Preparation of Trading, Profit and Loss Account and Balance Sheet of a Sole Trader | K1-K5 | | 1-5 | Lecture and Problem solving | Continuous Assessment I and Other Components |
| Dec 12-19, 2024 (Day Order 1 to 6) | II | Unit-2 Cost Ascertainment 2.1 Meaning of Cost, Types of cost – Direct and Indirect | | 13 | 1-5 | Lecture and Problem solving | Continuous Assessment I and Other Components |
| Dec 20, 2024 (Day Order 1) | | 2.2 Introduction to Preparation of Statement of Cost and Profit | KI-K3 | | 1-5 | Lecture and Problem solving | Continuous Assessment I and Other Components |
| Jan 3 – 7, 2025 (Day Order 3 to 6) | | 2.2 Preparation of Statement of Cost and Profit | K 1 -K5 | | 1-5 | Lecture and Problem solving | Continuous Assessment I and Other Components |

| Week | Unit No. | Content | Cognitive Level | Teaching Hours | COs | Teaching Learning Methodology | Assessment Methods |
|--|----------------------|---|------------------------|-----------------------|------------|--------------------------------------|---|
| Jan 8 – 17, 2025 (Day Order 1 to 6) | III | 2.3 Ascertainment of Cash Requirement – Budgets – Preparation of Cash Budget Unit-3 Project Appraisal Techniques 3.1.1 Evaluation Techniques - Pay Back Period -Introduction | K1-K5 K1-K4 | 15 | 1-5 | Lecture and Problem solving | Continuous Assessment I and Other Components |
| Jan 18 - 23, 2025 | C.A. Test - I | | | | | | |
| Jan 24 -31, 2025 (Day Order 1 to 6) | | Unit-3 Project Appraisal Techniques 3.1.1 Evaluation Techniques - Pay Back Period 3.1.2 Evaluation Techniques - Average Rate of Return | K1-K4 | | 1-5 | Lecture and Problem solving | Continuous Assessment II and Other Components |

| Week | Unit No. | Content | Cognitive Level | Teaching Hours | COs | Teaching Learning Methodology | Assessment Methods |
|---|-----------------|---|------------------------|-----------------------|------------|--------------------------------------|---|
| Feb 3-8, 2025 (Day Order 1 to 6) | | 3.1.3 Evaluation Techniques - Net Present Value, Internal Rate of Return 3.1.4 Evaluation Techniques - and Profitability Index | K1-K5 | | 1-5 | Lecture and Problem solving | Continuous Assessment II and Other Components |
| Feb 10– 18, 2025 (Day Order 1 to 4) | 1V | Unit-4 Decision Making Technique 4.1 Marginal Costing – Meaning, Advantages, Limitations, | K1-K4 | 15 | 1-5 | Lecture and Problem solving | Continuous Assessment II and Other Components |
| Feb 19- 26, 2025 (Day Order 1-6) | | 4.1 Marginal Costing - Breakeven Analysis, Cost-Volume Profit Analysis | K1-K4 | | 1-5 | Lecture and Problem solving | Continuous Assessment II and Other Components |
| Feb 27- Mar 6, 2025 (Day Order 1 to 6) | | 4.2 Marginal Costing - P/V Ratio - Margin of Safety 4.3 Application – Key factor, Product Mix and Sales Mix. | K1-K5 | | 1-5 | Lecture and Problem solving | Continuous Assessment II and Other Components |

| Week | Unit No. | Content | Cognitive Level | Teaching Hours | COs | Teaching Learning Methodology | Assessment Methods |
|---|-----------------------|---|------------------------|-----------------------|------------|--------------------------------------|---|
| Mar 7 – 11, 2025 (Day Order 1 to 3) | V | Unit-5 Techniques for Analysing Financial Position 5.1 Techniques for Financial Statement Analysis – Comparative Statement. Common size statement and Trend Analysis | K1-K5 | 10 | 1-5 | Lecture and Problem solving | Continuous Assessment II and Other Components |
| Mar 12 –17, 2025 | C.A. Test - II | | | | | | |
| Mar 18 – 20, 2025 (Day 4 to 6) | 5 | 5.2 Ratio Analysis – Profitability, Liquidity | K1-K5 | | 1-5 | Lecture and Problem solving | Other Component |
| Mar 21 - 28, 2025 (Day Order 1 to 6) | 5 | 5.2 Ratio Analysis – Solvency | K1-K5 | | 1-5 | Lecture and Problem solving | Problem Solving |
| Mar 29- April 2, 2025 (Day Order 1 to 3) | REVISION | | | | | | |