

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

COURSE PLAN November 2024 - April 2025

Department : **B. Com General**
Name/s of the Faculty : **Section A – Dr. Janaki K**
Section B – Ms. Martina Jennifer N
Section C –Dr. Lydia Arockia Mary A
Course Title : **FINANCIAL MANAGEMENT**
Course Code : **23CM/MC/FM44**
Shift : **II**

COURSE OUTCOMES (COs)

COs	Description	CL
CO1	Relate the financial environment within which the organizations operate.	K1
CO2	Apply the relevant financial concepts and techniques in financial decision making	K2
CO3	Analyse the impact of time value of money on investment opportunities	K3
CO4	Select the suitable projects using capital budgeting techniques	K4
CO5	Determine the cost of various sources of capital and propose the optimal capital structure	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 to Financial Management 1.1 Core Concepts 1.1.1 Investment Decisions 1.1.2 Finance Decisions 1.1.3 Dividend Decisions 1.1.4 Liquidity Decisions	K1-K3	15	CO 1-5	Lecture	Class discussion
Nov 26- Dec 3, 2024 (Day Order 1 to 6)		1.2 Objectives of the Firm 1.2.1 Profit Maximization 1.2.2 Wealth Maximization 1.3 Objectives of Long term and Short term Capital Management	K1-K3		CO 1-5	Lecture	Class discussion
Dec 4-11, 2024 (Day Order 1 to 6)		1.4 Time Value of Money- Concepts and Applications 1.4.1 Computation of Time value of Money	K1-K3		CO 1-5	Lecture & Problem solving	Third component –I Assignment on Investment Pattern for salaried employee
Dec 12-19, 2024 (Day Order 1 to 6)		1.4.1.1 Compounding Techniques 1.4.1.2 Present Value Techniques	K1-K3 K1-K5		CO 1-5	Lecture & Problem solving	Third component –I Assignment on Investment Pattern for salaried employee.
Dec 20, 2024 (Day Order 1)	II	Capital Structure 2.1 Meaning and Significance of Capital Structure 2.2 EPS-EBIT Analysis, Indifference Point	K1-K2	5	CO 1-5	Lecture & Problem solving	Home assignment

Jan 3 – 7, 2025 (Day Order 3 to 6)		2.3 Leverages - Meaning and Importance 2.3.1 Types of Leverages	K1-K5 K1-K4		CO 1-5	Lecture	Home assignment
Jan 8 – 17, 2025 (Day Order 1 to 6)	III	Cost of Capital 3.1 Meaning and Significance	K1-K2	15	CO 1-5	Lecture	Class discussion
Jan 18 – 23, 2025	C.A. Test – I						
Jan 24 – 31, 2025 (Day Order 1 to 6)		3.2 Cost of Equity and Retained Earnings 3.3 Cost of Debt	K1-K4		CO 1-5	Lecture & Problem solving	Class discussion
Feb 3-8, 2025 (Day Order 1 to 6)		3.4 Cost of Preference 3.5 Computation of Overall Cost of Capital - Book Value and Market Value.	K1-K4 K1-K5		CO 1-5	Lecture & Problem solving	Class discussion and
Feb 10– 18, 2025 (Day Order 1 to 4)	IV	3.5 Computation of Overall Cost of Capital - Book Value and Market Value. Capital Budgeting 4.1 Nature of Capital Budgeting.	K1-K5 K1-K2	14	CO 1-5	Lecture & Problem solving	Objective Test on Unit 1 – Unit 3
Feb 19- 26, 2025 (Day Order 1-6)		4.2 Evaluating Techniques – Pay Back Period, Average Rate of Return, Net Present Value	K1-K5		CO 1-5	Lecture & Problem solving	Classroom discussion and problem solving

Feb 27- Mar 6, 2025 (Day Order 1 to 6)		Internal Rate of Return and Profitability Index.	K1-K5		CO 1-5	Lecture & Problem solving	Classroom discussion and problem solving
Mar 7 – 11, 2025 (Day Order 1 to 3)	V	Working Capital Management and Dividend Decisions 5.1 Need for Working Capital Management.	K1-K2	14	CO 1-5	Lecture	Seminar
Mar 12 –17, 2025		C.A. Test – II					
Mar 18 – 20, 2025 (Day 4 to 6)		5.2 Determinants of Working Capital Management.	K1-K4		CO 1-5	Lecture	Seminar
Mar 21 - 28, 2025 (Day Order 1 to 6)		5.3 Computation and Management of Working Capital.	K3-K5		CO 1-5	Lecture & Problem solving	Seminar
Mar 29- April 3, 2025 (Day Order 1 to 3)		5.4 Dividend Policies- Factors determining Dividend payments.	K1-K3		CO 1-5	Lecture & Problem solving.	Classroom Discussion - Recap
		REVISION					

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI
COURSE PLAN November 2024 - April 2025

Department : B. Com General
Name/s of the Faculty : Section A – Ms. Ruth Felicita F
Section B – Ms. Martina Jennifer N
Section C – Ms. Adline Stella Sheron D
Course Title : Banking Theory and Practice
Course Code : 23CM/MC/BK43
Shift : II

COURSE OUTCOMES (COs)

COs	Description	CL
CO1	Highlight the importance of Banking services to the society	K1
CO2	Identify the Banking operations offered to a customer	K2
CO3	Examine the nuances of the banking industry	K3
CO4	Categorise the different types of banking services	K4
CO5	Adapt to the modern technological trends in the Banking sector	K5

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: Introduction to Banking 1.1 Meaning, Definition and functions of a Commercial bank. 1.2 1.2 Classification of banks – Co-operative banks, Rural Banks, Investment banks, Payment banks and Small finance banks	K1 – K5	12	CO1-5	Lecture	Recap and Q&A
Nov 26- Dec 3, 2024 (Day Order 1 to 6)		1.3 Introduction to RBI – functions of RBI and Quantitative Credit Control methods – CRR, Bank Rate, SLR, Repo & reverse repo rate, and open market operations. 1.4 Role of banks in economic development	K1 – K5		CO1-5	Lecture	Peer Q&A
Dec 4-11, 2024 (Day Order 1 to 6)	II	Unit 2 : Banking Operations 2.1 Banker and Customer relationship 2.2 Procedure and Practice in Opening, Operating and Closing of Bank Accounts	K1 – K3	17	CO1-5	Lecture	Component 1 Assignment submission on collecting Bank documents
Dec 12-19, 2024 (Day Order 1 to 6)		2.3 Deposits – Types of Deposits	K1 – K3		CO1-5	Lecture	Component 1 Assignment submission on collecting Bank documents

Dec 20, 2024 (Day Order 1)		2.4 Loans and Advances – Principles of sound lending, style of credit and types of loans	K1 – K3		CO1-5	Lecture	Component 1 Assignment submission on collecting Bank documents
Jan 3 – 7, 2025 (Day Order 3 to 6)		2.5 Meaning, Features of Cheque – Types of Crossing, Endorsement – Meaning and types	K3 – K5		CO1-5	Lecture	Component 1 Assignment submission on collecting Bank documents
Jan 8 – 17, 2025 (Day Order 1 to 6)	III	Banking Services 3.1 Bancassurance – Meaning, Importance, Functions and Role of Insurance Services	K1 -K3	18	CO1-5	Lecture	Group Discussion
Jan 18 – 23, 2025	C.A. Test – I						
Jan 24 – 31, 2025 (Day Order 1 to 6)		3.2 Role of Postal Services in the Banking Sector	K3-K5	6	CO1-5	Lecture	Recap and Q&A
Feb 3-8, 2025 (Day Order 1 to 6)		3.3 Foreign Exchange Services – Currency exchange and transfer	K3 – K5	6	CO1-5	Lecture	Peer Q&A
Feb 10– 18, 2025 (Day Order 1 to 4)	IV	Modern Banking Operations 4.1 E-Banking – Meaning, need and advantages	K1-K3	19	CO1-5	Lecture	Component 2 Creation of a model on E-Banking services

Feb 19- 26, 2025 (Day Order 1-6)		4.2 Mobile banking, Net banking, Tele banking, Door - step banking – Meaning and significance	K3-K5		CO1-5	Lecture	Component 2 Creation of a model on E-Banking services
Feb 27- Mar 6, 2025 (Day Order 1 to 6)		4.3 Types of E-banking – Smart card, Debit card, Credit card, ATM, ECS, EFT, NEFT, RTGS, IMPS, LRS, UPI, e-wallet, e-cheques, Digital Cash.	K4-K5		CO1-5	Lecture	Component 2 Creation of a model on E-Banking services
Mar 7 – 11, 2025 (Day Order 1 to 3)		4.4 Opening and operating a Demat account	K1-K2		CO1-5	Lecture	Virtual Demonstration
Mar 12 –17, 2025		C.A. Test – II					
Mar 18 – 20, 2025 (Day 4 to 6)	V	Recent trends in Banking - An Overview 5.1 Block Chain Technology	K1-K3	12	CO1-3	Lecture	Group Discussion and Recap
Mar 21 - 28, 2025 (Day Order 1 to 6)		5.1 Block Chain Technology	K1-K3		CO1-3	Lecture	Group Discussion and Recap
Mar 29- April 2, 2025 (Day Order 1 to 3)		5.2 Cloud Banking	K1-K3		CO1-3	Lecture	Group Discussion and Recap
REVISION							

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

COURSE PLAN (November 2024 – April 2025)

Department : B.Com. General
Name/s of the Faculty : A - Ms.Shifaya
 B- Ms.Sobana
 C- Dr.Vanitha Janarthan
Course Title : Company Law
Course Code : 23CM/MC/CL44
Shift : II

COURSE OUTCOMES (COs)

COs	Description	CL
CO1	Outline the legal provisions relevant to the formation and management of company.	K1
CO2	Identify the relevant documents necessary for the incorporation of a company.	K2
CO3	Comprehend the legal and procedural aspects relating to raising and distribution of funds.	K3
CO4	Differentiate the statutory provisions involving the roles and responsibilities of Key Managerial Personnel of a company.	K4
CO5	Assessing the types and requisites of Meetings and Resolutions of a company.	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 Characteristics of a company, Lifting of corporate veil	K1-K5	10	CO1-5	PPT, Lecture, Group Discussion	Case law discussion

Nov 26- Dec 3, 2024 (Day Order 1 to 6)		1.2 Types of Company – Private, Public and One-man company 1.3 Important Definitions- Member, Promoter, Financial year, Free reserves, Associate company	K1-K2		CO1-5	PPT, Lecture, Group Discussion	Recall definitions
Dec 4-11, 2024 (Day Order 1 to 6)	II	Formation of a Company 2.1 Legal requirements for formation of a company – commencement of business	K1-K5	13	CO1-5	PPT, Lecture, Group Discussion	Class recap
Dec 12-19, 2024 (Day Order 1 to 6)		2.2 Process of incorporation of company 2.3 Memorandum of Association and its alteration	K1-K5		CO1-5	PPT, Lecture, Group Discussion	Class recap & Component 1 – Assignment submission
Dec 20, 2024 (Day Order 1)		2.4 Articles of Association and its alteration - Entrenchment provision	K1-K5		CO1-5	PPT, Lecture, Group Discussion	Class recap
Jan 3 – 7, 2025 (Day Order 3 to 6)		2.4 Articles of Association and its alteration - Entrenchment provision 2.5 Prospectus	K1-K5		CO1-5	PPT, Lecture, Group Discussion	Class recap
Jan 8 – 17, 2025 (Day Order 1 to 6)	III	Raising of Finance 3.1 Concept of capital –kinds of share capital and nature of shares 3.2 Application, allotment, transfer and transmission of shares	K1-K3	15	CO1-5	PPT, Lecture, Group Discussion	Summarize
Jan 18 - 23, 2025	C.A. Test - I						
Jan 24 -31, 2025 (Day Order 1 to 6)		3.3 Issue of Sweat Equity Capital, ESOP, ESPP, RSU and bonus shares	K1-K3		CO1-5	PPT, Lecture, Group Discussion	Summarize
Feb 3-8, 2025 (Day Order 1 to 6)		3.4 Debenture –nature and classes of debenture 3.5 Deposits- meaning, exempted deposit, return of deposit and allied regulatory deposit	K1-K5		CO1-5	PPT, Lecture, Group Discussion	Summarize

Feb 10– 18, 2025 (Day Order 1 to 4)	IV	Management 4.1 Directors–appointment and removal, roles and responsibility, classification of directors - women director, independent director, additional director - number of directorship and DIN (Director Identity Number)	K1-K5	8	CO1-5	PPT, Lecture, Group Discussion	Component 2 – Group Presentation on real cases
Feb 19- 26, 2025 (Day Order 1-6)		4.2 Key managerial personnel – managing director, manager, secretary appointment, removal, power and duties	K1-K5		CO1-5	PPT, Lecture, Group Discussion	Component 2 – Group Presentation on real cases
Feb 27- Mar 6, 2025 (Day Order 1 to 6)	V	Meetings and Resolutions 5.1 Meetings – requisites and types 5.1.1 Board and committee meetings 5.1.2 Shareholder’s meeting - Statutory meeting	K1-K5	14	CO1-5	PPT, Lecture, Group Discussion	Recap & short oral quiz
Mar 7 – 11, 2025 (Day Order 1 to 3)		5.1.2 AGM, EGM, Creditors meeting	K1-K5		CO1-5	PPT, Lecture, Group Discussion	Recap & short oral quiz
Mar 12 –17, 2025	C.A. Test - II						
Mar 18 – 20, 2025 (Day 4 to 6)		5.2 Resolutions – meaning and types	K1-K5		CO1-5	PPT, Lecture, Group Discussion	Recap & short oral quiz
Mar 21 - 28, 2025 (Day Order 1 to 6)		5.3 Registers and returns	K1-K5		CO1-5	PPT, Lecture, Group Discussion	Recap & short oral quiz
Mar 29- April 2, 2025 (Day Order 1 to 3)	REVISION						

		1.2 Significance and functions of human resource management					<ul style="list-style-type: none"> • Short Question and Answers
Nov 26- Dec 3, 2024 (Day Order 1 to 6)		1.3 Emerging challenges of human resource management- workforce diversity, downsizing, work life balance	K1-K5		CO1-5	PPT, Lecture, Group Discussion	<ul style="list-style-type: none"> • Summing up • Short Question and Answers
Dec 4-11, 2024 (Day Order 1 to 6)		1.4 Recent trends in human resource management	K1-K5		CO1-5	PPT, Lecture, Group Discussion	<ul style="list-style-type: none"> • Summing up • Short Question and Answers
Dec 12-19, 2024 (Day Order 1 to 6)	II	Acquisition of Human Resources 2.1 Objectives, characteristics and process of HR planning	K1-K3	7	CO1-5	PPT, Lecture, Group Discussion	<ul style="list-style-type: none"> • Discussion • Surprise Quiz
Dec 20, 2024 (Day Order 1)		2.2 Job analysis - Job description, Job specification	K1-K5		CO1-5	PPT, Lecture, Group Discussion	<ul style="list-style-type: none"> • Discussion • Surprise Quiz
Jan 3 – 7, 2025 (Day Order 3 to 6)		2.3 Recruitment – sources of recruitment 2.4 Selection procedure, testing, placement and induction	K1-K4		CO1-5	PPT, Lecture, Group Discussion	<ul style="list-style-type: none"> • Discussion • Surprise Quiz
Jan 8 – 17, 2025 (Day Order 1 to 6)	III	Training and Development 3.1 Concept and importance, identifying training and development needs	K1-K4	12	CO1-5	PPT, Lecture, Group Discussion	<ul style="list-style-type: none"> • Discussion <p>Surprise Quiz</p>
Jan 18 - 23, 2025	C.A. Test - I						

Jan 24 -31, 2025 (Day Order 1 to 6)		3.2 Training and development methods – on-the-job and off-the-job	K1-K4		CO1-5	PPT, Lecture, Group Discussion	<ul style="list-style-type: none"> • Discussion • Surprise Quiz
Feb 3-8, 2025 (Day Order 1 to 6)		3.3 Evaluating training effectiveness	K1-K5		CO1-5	PPT, Lecture, Group Discussion	Other Component –I:Role Play from Unit II and III
Feb 10– 18, 2025 (Day Order 1 to 4)	IV	Performance Appraisal 4.1 Nature and importance of performance appraisal	K1-K3	11	CO1-3	PPT, Lecture, Group Discussion	<ul style="list-style-type: none"> • Discussion
Feb 19- 26, 2025 (Day Order 1-6)		4.2 Process and methods of performance appraisal	K1-K5		CO1-5	PPT, Lecture, Group Discussion	<ul style="list-style-type: none"> • Summing up
Feb 27- Mar 6, 2025 (Day Order 1 to 6)		4.3 Performance management , performance counselling	K1-K5		CO1-5	PPT, Lecture, Group Discussion	Other Component –I:Presentation from Unit III and IV
Mar 7 – 11, 2025 (Day Order 1 to 3)	V	Compensation and Maintenance 5.1 Compensation – factors, types – monetary and non-monetary, 5.1.1 Wage and salary compensation	K1-K4	10	CO1-5	PPT, Lecture, Group Discussion	Discussion
Mar 12 –17, 2025	C.A. Test - II						
Mar 18 – 20, 2025 (Day 4 to 6)		5.1.2 Incentives and benefits 5.2 Employees welfare– health, safety and social security	K1-K5		CO1-5	PPT, Lecture, Group Discussion	Other Component –II:Case Study Analysis
Mar 21 - 28, 2025 (Day Order 1 to 6)		5.3 Grievance handling and redressal – vigil mechanism and prevention of sexual harassment	K1-K5		CO1-5	PPT, Lecture, Group Discussion	<ul style="list-style-type: none"> • Summing up
Mar 29- April 2, 2025	REVISION						

(Day Order 1 to 3)

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

COURSE PLAN (November 2024 – April 2025)

Department : Commerce (B.com General)
Name/s of the Faculty : A, B & C – Dr. E.Theresa Priya Darshini and Dr. Janaki
Course Title : Consumer Behaviour
Course Code : 23CM/ME/CB45
Shift : II

COURSE OUTCOMES (COs)

COs	Description	CL
CO1	To acquaint students about their behaviour as a consumer	K1
CO2	To understand the models of consumer decision making process	K2
CO3	To identify the bases of market segmentation, target markets and product positioning	K3
CO4	To analyze the marketing strategies affecting consumer behaviour	K4
CO5	To evaluate the factors that determine consumer behaviour.	K5

CL – Cognitive Level
K1 – Remember | K2 – Understand | K3 – Apply | K4 – Analyse | K5 – Evaluate

Week	Unit No.	Content	Cognitive Level	Teaching Hours	COs	Teaching Learning Methodology	Assessment Methods
Nov 18 – 25, 2024 (Day Order 1-6)	I	Introduction to Consumer Behaviour 1.1 Definition - Meaning, Nature and Types	K1-K2	10	CO1-5	Classroom Lecture, Group Discussion	Recap
Nov 26- Dec 3, 2024 (Day Order 1 to 6)		1.2 Scope and Importance of Consumer Behaviour.	K1-K2		CO1-5	Classroom Lecture, Group Discussion	Recap
Dec 4-11, 2024 (Day Order 1 to 6)		1.3 Buying motives – Rational and Emotional	K1-K3		CO1-5	Classroom Lecture, Group Discussion	Summing up
Dec 12-19, 2024 (Day Order 1 to 6)	II	Consumer Decision Making Process 2.1 Meaning – Consumer Decision Making Process.	K1-K5	12	CO1-5	Classroom Lecture, Group Discussion	Case study analysis
Dec 20, 2024 (Day Order 1)		2.1.1 Levels of Consumer Decision Making	K1-K4		CO1-5	Classroom Lecture, Group Discussion	Recap
Jan 3 – 7, 2025 (Day Order 3 to 6)		2.2 Perceptions, Learning and Attitudes Models of Consumer Decisions: Black Box Model, Learner Model, Economic Model	K3-K5		CO1-5	Classroom Lecture, Group Discussion	Summing up

Jan 8 – 17, 2024 (Day Order 1 to 6)	III	Reference Group Influences 3.1 Functions of family – Family Life Cycle, family decision making process	K1-K4	15	CO1-5	Classroom Lecture, Group Discussion	Class discussion
Jan 18 - 23, 2025	C.A. Test - I						
Jan 24 -31, 2025 (Day Order 1 to 6)		3.2 Types of groups – Consumer relevant groups and Reference Groups	K1-K4		CO1-5	Classroom Lecture, Group Discussion	Class discussion
Feb 3-8, 2025 (Day Order 1 to 6)		3.3 Characteristics and core values of Culture and Sub-Culture	K3-K5		CO1-5	Classroom Lecture, Group Discussion	Case study analysis
Feb 10– 18, 2025 (Day Order 1 to 4)	IV	Consumer Behaviour Analysis 4.1 Consumer Learning and Involvement	K1-K4	15	CO1-5	Classroom Lecture, Group Discussion	& Other Component 1 Report submission on “Consumer Behaviour with an increased awareness of the internal and external forces at market when a purchase is done” (Group Project)
Feb 19- 26, 2025 (Day Order 1-6)		4.2 Marketing Mix Strategies - Product Strategy – Pricing Strategy – Distribution Strategy – Promotion Strategy	K1-K5		CO1-5	Classroom Lecture, Group Discussion	Recap

Feb 27- Mar 6, 2025 (Day Order 1 to 6)		4.3 Consumer Decision Making Process - Problem identification and information processing - Evaluating alternatives and deciding on appropriate solutions	K3-K5		CO1-5	Classroom Lecture, Group Discussion	Recap
Mar 7 – 11, 2025 (Day Order 1 to 3)	V	Relevance and Approaches of Consumer Research 5.1 Relevance and approaches of Consumer Research in Marketing	K1-K3	10	CO1-5	Classroom Lecture, Group Discussion	Component `2 Presentation on “Relevance and approaches of Consumer Research in Marketing”
Mar 12 –17, 2025	C.A. Test - II						
Mar 18 – 20, 2025 (Day 4 to 6)		5.2 Market Segmentation – Methods and Criteria	K4-K5		CO1-5	Classroom Lecture, Group Discussion	Class discussion
Mar 21 - 28, 2025 (Day Order 1 to 6)		5.3 Target Marketing and Positioning	K4-K5		CO1-5	Classroom Lecture, Group Discussion	Class 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 : Ms. R.Sathyabhama
Course Title : Rural Marketing
Course Code : 23CM/ME/RG45
Shift : II

COURSE OUTCOMES (COs)

COs	Description	CL
CO1	Identify and recall the concepts, scope and challenges relating to rural marketing	K1
CO2	Describe the nature and concept of agricultural marketing and rural marketing strategies.	K2
CO3	Apply the knowledge of rural market dynamics to design marketing strategies for consumer behavior.	K3
CO4	Analyze the rural infrastructure, challenges and roles relating to rural marketing	K4
CO5	Design comprehensive rural marketing plans with the help of recent trends.	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 Rural Marketing- Concepts, Scope and Significance 1.2 Nature and evolution of Rural Marketing, Rural marketing strategies - 4 P's	K1 – K3		CO1-5	Presentation and Lecture	Group Discussion

Nov 26- Dec 3, 2024 (Day Order 1 to 6)		1.3 Rural infrastructural facilities-Warehouse, cold storage	K1 – K5		CO1-5	Presentation, Lecture and case study analysis	Group Discussion
Dec 4-11, 2024 (Day Order 1 to 6)		1.4 Steps in new product development	K1 – K5	10	CO1-5	Presentation and Lecture	Group Discussion Component 1 - presentation
Dec 12-19, 2024 (Day Order 1 to 6)	II	2.1 Profile of Indian rural market, Rural vs Urban Market	K1 – K4	15	CO1-5	Presentation and Lecture	Case study analysis
Dec 20, 2024 (Day Order 1)		2.2 Factors influencing rural marketing	K1 –K5		CO1-5	Lecture	Recap and short Q&A
Jan 3 – 7, 2025 (Day Order 3 to 6)		2.3 Challenges and opportunities in rural market	K1 – K5		CO1-5	Lecture	Classroom Discussion and Q&A
Jan 8 – 17, 2025 (Day Order 1 to 6)		2.4 Characteristics of buying behavior - Awareness, Understanding, and consumer purchase decision, Importance of rural marketing communication.	K1 – K5		CO1-5	Lecture	Brainstorming activity and Q&A
Jan 18 - 23, 2025	C.A. Test - I						
Jan 24 -31, 2025 (Day Order 1 to 6)	III	3.1 Concept , nature and types of agricultural produce	K1 – K5	15	CO1-4	Lecture	Brainstorming activity and Q&A
Feb 3-8, 2025 (Day Order 1 to 6)		3.2 Nature and types of agricultural marketing	K1 – K4		CO1-4	Lecture	Brainstorming activity and Q&A

Feb 10– 18, 2025 (Day Order 1 to 4)		3.3 Marketing channels , Method of sales	K1 – K5		CO1-4 CO1-5	Lecture	Classroom Discussion and Q&A
Feb 19- 26, 2025 (Day Order 1-6)	IV	4.1 Importance, prospectus and Issues, role of cooperatives and self help groups (SHG) in rural marketing	K1 – K5	15	CO1-5	Lecture	Classroom Discussion and Q&A
Feb 27- Mar 6, 2025 (Day Order 1 to 6)		4.2 Government schemes - Rural development programmes, Entrepreneurship development programmes, Food corporation of India	K1 – K5		CO1-5	Lecture and Case study	Component – 2 – Crossword puzzle
Mar 7 – 11, 2025 (Day Order 1 to 3)		4.3 Role of agricultural co- operative banks	K1 – K4		CO1-5	Lecture	Summing up
Mar 12 –17, 2025	C.A. Test - II						
Mar 18 – 20, 2025 (Day 4 to 6)	V	5.1 E-marketing - meaning, importance, Impact of E- Marketing on rural consumers.	K1 – K4	10	CO1-5	Presentation and Lecture	Component – 3 - Assignment
Mar 21 - 28, 2025 (Day Order 1 to 6)		5.2 Concept of digital village, Role of social media in rural marketing. 5.3 Role of online marketers - Growth and challenges.	K1 – K5		CO1-5	Presentation and Lecture	Component – 3 - Assignment
Mar 29- April 2, 2025	REVISION						

(Day Order 1 to 3)	
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STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI
COURSE PLAN (November 2024 – April 2025)

Department : Commerce (General)
Name/s of the Faculty : Dr. Violet Gladly. P
Course Title : Security Analysis and Portfolio Management
Course Code : 23CM/ME/SP45
Shift : II

COURSE OUTCOMES (COs)

COs	Description						CL
CO1	build conceptual knowledge and understanding on investment and securities analysis						K1
CO2	undertake portfolio analysis to determine risk and return for portfolio construction						K2
CO3	study the movements and fluctuation through technical charts and patterns						K3
CO4	apply EIC approaches for investment decisions and portfolio construction						K4
CO5	estimate the value of bonds and equities for investment decisions						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 Investment – Meaning, Definition and Objectives 1.2 Investment Alternatives 1.3 Difference between Investment, Speculation and Gambling	K1 – K5	10	CO1-5	Flipped Classroom and Lecture Method	Recap
Nov 26- Dec 3, 2024 (Day Order 1 to 6)		1.4 Security Analysis and Portfolio Management -Definition and Meaning	K1 – K5		CO1-5	Flipped Classroom and Lecture Method	Recap

		1.5 Principles and procedures of Portfolio Management					
Dec 4-11, 2024 (Day Order 1 to 6)	II	Risk and Return Analysis – Security 2.1 Risk – Meaning and types 2.2 Return – Meaning and components 2.3 Risk-return Trade off	K1 – K5	15	CO1-5	Flipped Classroom and Lecture Method	Component 1-Group Presentation/Component
Dec 12-19, 2024 (Day Order 1 to 6)		2.4 Computation of Risk and return of an individual security	K1 – K5		CO1-5	Problem Solving	2- Case Study Analysis
Dec 20, 2024 (Day Order 1)		(Conti...) 2.4 Computation of Risk and return of an individual security	K1 – K5		CO1-5	Problem Solving	2- Case Study Analysis
Jan 3 – 7, 2025 (Day Order 3 to 6)	III	Portfolio Analysis 3.1 Computation of Risk and return of Portfolio - Modern Portfolio Theory – Markowitz Model and Single Index Model (SIM)	K1 – K5	15	CO1-5	Problem Solving	Recap
Jan 8 – 17, 2024 (Day Order 1 to 6)		3.1 CAPM – Capital Asset Pricing Model	K1 – K5		CO1-5	Problem Solving	Recap
Jan 18 - 23, 2025	C.A. Test – I						
Jan 24 -31, 2025 (Day Order 1 to 6)		3.2 Portfolio Performance Evaluation – Sharpe’s Measure, Treynor’s Measure and Jensen’s Measure	K1 – K5		CO1-5	Problem Solving	Summing up
Feb 3-8, 2025 (Day Order 1 to 6)	IV	Equity Valuation and Bond Valuation 4.1 Equity Valuation Based on Dividend	K1 – K5	15	CO1-5	Problem Solving	Recap
Feb 10– 18, 2025 (Day Order 1 to 4)		4.2 Equity Valuation Based on Earnings – Gordon Model, Walter’s Model, PE Ratio and ERP (Explicit Resale Price Methods)	K1 – K5		CO1-5	Problem Solving	Recap

Feb 19- 26, 2025 (Day Order 1-6)		4.3 Bond Valuation – Bond Pricing, Yield to Maturity (YTM),	K1 – K5		CO1-5	Problem Solving	Recap
Feb 27- Mar 6, 2025 (Day Order 1 to 6)		(Conti...) 4.3 Yield to Call (YTC)	K1 – K5		CO1-5	Problem Solving	Summing up
Mar 7 – 11, 2025 (Day Order 1 to 3)	V	5.1 Fundamental Analysis 5.1.1 Economic Analysis – Theory 5.1.2 Industry Analysis – Theory 5.1.3 Company Analysis	K1 – K5	10	CO1-5	Flipped Classroom and Lecture Method	Component 3-Project/
Mar 12 –17, 2025	C.A. Test – II						
Mar 18 – 20, 2025 (Day 4 to 6)		5.2 Technical Analysis 5.2.1 Basic Assumptions of Technical Analysis 5.2.2 Theories, Techniques and Methods of Movement of Stock Prices	K1 – K5		CO1-5	Flipped Classroom and Lecture Method	Discussion
Mar 21 - 28, 2025 (Day Order 1 to 6)		5.2.3 Important Charts and Patterns in technical Analysis	K1 – K5		CO1-5	Flipped Classroom and Lecture Method	Summing up
Mar 29- April 2, 2025 (Day Order 1 to 3)	REVISION						