

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

**COURSE PLAN (November 2024 – April 2025)**

**Department** : Commerce (M.Com.)  
**Name/s of the Faculty** : Dr. Violet Glady. P  
**Course Title** : Strategic Financial Management  
**Course Code** : 23CM/PC/SF44  
**Shift** : II

**COURSE OUTCOMES (COs)**

<b>COs</b>	<b>Description</b>	<b>CL</b>
<b>CO1</b>	Comprehend the fundamental theory and concept of finance function for management of funds and decision making.	K1
<b>CO2</b>	Develop the knowledge of fundamental valuation concepts.	K2
<b>CO3</b>	Apply the techniques to determine the cost of raising finance and design an optimum capital structure.	K3
<b>CO4</b>	Analyze and determine the working capital requirement.	K4
<b>CO5</b>	Evaluate the alternative investment proposals and determine the best proposal and dividend policy of the business entity.	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>
Nov 18 – 25, 2024 (Day Order 1-6)	I	<b>Introduction</b> 1.1 Definition, Nature and Scope of Financial Management 1.2 Definition, scope of corporate finance. 1.3 Functions of financial management.	K1-K5	10	CO 1 – 5	Lecture and Flipped Classroom	Component 1- Group Presentation
Nov 26- Dec 3, 2024 (Day Order 1 to 6)		1.4 Methods and sources of raising short term and long term finance. 1.5 Objectives of firm- profit maximization, wealth maximization, value maximization.	K1-K5		CO 1 – 5	Lecture and Flipped Classroom	Component 1- Group Presentation
Dec 4-11, 2024 (Day Order 1 to 6)		1.6 Time value of money – overview of the concept. 1.7 Valuation of securities and bonds.	K1-K5		CO 1 – 5	Problem Solving	Component 1- Group Presentation
Dec 12-19, 2024 (Day Order 1 to 6)	II	<b>Cost of Capital and Capital Structure</b> <b>2.1 Cost of Capital</b> 2.1.1 Weighted average cost of capital (WACC).	K1-K5	15	CO 1 – 5	Problem Solving	Component 2- Case Study Analysis / Component 1- Group Presentation
Dec 20 2024		2.1.2 Cost of equity under capital asset pricing model (CAPM).	K1-K5		CO 1 – 5	Problem Solving	Component 2- Case Study

(Day Order 1)							Analysis/ Component 1- Group Presentation
Jan 3 – 7, 2025 (Day Order 3 to 6)		<b>2.2 Capital Structure</b> 2.2.1 Designing capital structure – EBIT- EPS Approach, valuation approach, cash flow approach.	K1-K5		CO 1 – 5	Problem Solving	Component 2- Case Study Analysis/ Component 1- Group Presentation
Jan 8 – 17, 2025 (Day Order 1 to 6)		2.2.2 Leverage analysis-operating, financial and combined.	K1-K5		CO 1 – 5	Problem Solving	Component 2- Case Study Analysis/ Component 1- Group Presentation
Jan 18 - 23, 2025	<b>C.A. Test – I</b>						
Jan 24 -31, 2025 (Day Order 1 to 6)	III	<b>Working Capital Management</b> 3.1 Working capital cycle- estimation of working capitalrequirement. 3.2 Cash management – motive of holding cash – cash budgeting; cash collections and disbursement –options and strategies for investing and managing surplus cash.	K1-K5	15	CO 1 – 5	Problem Solving	Component 3- Project

Feb 3-8, 2025 (Day Order 1 to 6)		3.3 Inventory management – benefits of holding inventory, risk and cost of holding inventories - objectives of inventory management, tools and techniques of inventory management.	K1-K5		CO 1 – 5	Problem Solving	Component 3-Project
Feb 10– 18, 2025 (Day Order 1 to 4)		3.4 Credit management – cost of maintenance of accounts receivables, forecasting the receivables, terms of payments - credit policy, credit evaluation, credit granting, collection policy – controls of account receivables	K1-K5		CO 1 – 5	Problem Solving	Component 3-Project
Feb 19- 26, 2025 (Day Order 1-6)	IV	<b>Capital Investment Decision</b> 4.1 Nature and types of investment decisions 4.2 Investment evaluation criteria 4.2.1 Non-discounted cash flow techniques 4.2.2 Discounted cash flow techniques	K1-K5	15	CO 1 – 5	Problem Solving	Component 2- Case Study Analysis
Feb 27- Mar 6, 2025 (Day Order 1 to 6)		4.1 Capital rationing and mutually exclusive projects. 4.2 Risk analysis in capital budgeting.	K1-K5		CO 1 – 5	Problem Solving	Component 2- Case Study Analysis

Mar 7 – 11, 2025 (Day Order 1 to 3)		4.2.1 Probability assignment 4.2.2 Certainty equivalent Sensitivity analysis	K1-K5		CO 1 – 5	Problem Solving	Component 2- Case Study Analysis
Mar 12 –17, 2025	<b>C.A. Test – II</b>						
Mar 18 – 20, 2025 (Day 4 to 6)	V	<b>Dividend Policy</b> 5.1 Factors determining the dividend policy of a firm. 5.2 Theories of dividend policy – Walter’s model, Gordon’s model, MM Hypothesis.	K1-K5	10	CO 1 – 5	Problem Solving	Component 2- Case Study Analysis/ Component 1- Group Presentation
Mar 21 - 28, 2025 (Day Order 1 to 6)		5.3 Legal procedures and tax aspects of dividend.	K1-K5		CO 1 – 5	Flipped Classroom	Component 2- Case Study Analysis/ Component 1- Group Presentation
Mar 29- April 2, 2025 (Day Order 1 to 3)	<b>REVISION</b>						

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

**COURSE PLAN (November 2024 – April 2025)**

**Department** : Commerce (M.Com.)  
**Name/s of the Faculty** : Dr. Nisha Guruharan  
**Course Title** : Management of Transformation  
**Course Code** : 23CM/PC/MT44  
**Shift** : II

**COURSE OUTCOMES (COs)**

<b>COs</b>	<b>Description</b>					<b>CL</b>	
<b>CO1</b>	Relate the emerging horizons of management in changing environment					K1	
<b>CO2</b>	Execute effective strategies in business process reengineering for managing transformation.					K2	
<b>CO3</b>	Analyze the operational importance and benefits of turnaround management.					K3	
<b>CO4</b>	Appraise the complexities of organizational change management.					K4	
<b>CO5</b>	Formulate programmed schedule for transformational leadership.					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>
Nov 18 – 25, 2024 (Day Order 1-6)	I	<b>Introduction</b> 1.1 Concept, Nature and Process of Planned change 1.2 Emerging Horizons of	K1-K5	12	CO 1 – 5	Lecture	Recap of concepts

		management					
Nov 26- Dec 3, 2024 (Day Order 1 to 6)		1.3 Concepts of transformations vs change – transformational leadership, transactional leadership, charismatic leadership vs non charismatic leadership	K1-K5		CO 1 – 5	Lecture	Quiz
Dec 4-11, 2024 (Day Order 1 to 6)		1.4 Simulating Change, Navigating Political Dimension in Change	K1-K5		CO 1 – 5	Lecture	Class room activities- leadership styles
Dec 12-19, 2024 (Day Order 1 to 6)	II	<b>Leadership</b> 2.1 Leadership from within – Need, Importance of developing Leadership	K1-K5	13	CO 1 – 5	Lecture	Quiz
Dec 20 2024 (Day Order 1)		2.2 Distinction between Leadership from without and Leadership from within	K1-K5		CO 1 – 5	Lecture	Comp-1- Assignment on the Transformation process of Schools
Jan 3 – 7, 2025 (Day Order 3 to 6)		2.3 Steps for Developing Leadership within	K1-K5		CO 1 – 5	Lecture	Quiz
Jan 8 – 17, 2025 (Day Order 1 to 6)		2.4 Importance of Different Leadership Styles	K1-K5		CO 1 – 5	Lecture	Quiz

Jan 18 - 23, 2025	<b>C.A. Test – I</b>						
Jan 24 -31, 2025 (Day Order 1 to 6)	III	<b>Turnaround Management</b> 3.5 Turnaround Management – Definition of Sickness – Causes and Symptoms of Sickness 3.6 Behavioral, Economic and Technical Issues in Turnaround Management	K1-K5	13	CO 1 – 5	Lecture	Recap of concepts
Feb 3-8, 2025 (Day Order 1 to 6)		3.7 Role of Insolvency and Bankruptcy Code, Debt Recovery Tribunal, Financial Institutions	K1-K5		CO 1 – 5	Lecture	Case studies Analysis
Feb 10– 18, 2025 (Day Order 1 to 4)		3.8 Case Studies in Turnaround Management	K1-K5		CO 1 – 5	Lecture	Comp- 2Group presentation on Role of IBC, DRT, Financial Institution
Feb 19- 26, 2025 (Day Order 1-6)	IV	<b>Business Process Re- Engineering</b> 4.1 Introduction to Process Design, Process Redesign 4.2 Introduction to Process Reengineering	K1-K5	15	CO 1 – 5	Lecture	Recap of concepts



Feb 27- Mar 6, 2025 (Day Order 1 to 6)		4.3 BPR as a tool for Managing Transformation	K1-K5		CO 1 – 5	Lecture	Recap of concepts
Mar 7 – 11, 2025 (Day Order 1 to 3)		4.4 Implementation of BPR Case Studies in BPR	K1-K5		CO 1 – 5	Lecture	Case study analysis
Mar 12 –17, 2025	<b>C.A. Test – II</b>						
Mar 18 – 20, 2025 (Day 4 to 6)	V	<b>Organizational Change and Change Management</b> 5.1 Concepts, Forces and Types of Organizational Change 5.2 Recognizing the need for Change	K1-K5	12	CO 1 – 5	Lecture	Recap of concepts
Mar 21 - 28, 2025 (Day Order 1 to 6)		5.3 Organizational Change Framework 5.4 Managing Change	K1-K5		CO 1 – 5	Lecture	Comp-3- Classroom activities Case study on Kurt Lewins model
Mar 29- April 2, 2025 (Day Order 1 to 3)	<b>REVISION</b>						

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

**Department** : Commerce  
**Name/s of the Faculty** : Dr.E.Theresa Priya Darshini  
**Course Title** : Retail Marketing  
**Course Code** : 23CM/PC/RM45  
**Shift** : II

**COURSE OUTCOMES (COs)**

<b>COs</b>	<b>Description</b>					<b>CL</b>	
<b>CO1</b>	To understand the importance of retailing and to comprehend on the process of retail management decision					K1	
<b>CO2</b>	To apply and design the retail strategy					K2	
<b>CO3</b>	To comprehend on retail location, layout and merchandise management.					K3	
<b>CO4</b>	To outline the customer relationship process in retailing and to create a promotion mix for a retail outlet					K4	
<b>CO5</b>	To demonstrate the conceptual impact of technology in modern retailing					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>
Nov 18 – 25, 2024 (Day Order 1-6)	I	1.1 Retailing-Meaning, Economic	K1-5	10	CO1-5	Presentations	Recap

		Significance of Retailing 1.2 Retailing Management Decision Process,					
Nov 26- Dec 3, 2024 (Day Order 1 to 6)		1.2 Product Retailing vs. Service Retailing 1.3 Types of Retailers, Retailing Environment, Indian vs. Global Scenario	K1-5		CO1-5	Group discussions, Field Visit	Class discussion
Dec 4-11, 2024 (Day Order 1 to 6)	II	2.1 Understanding the Retail Customer Behavior– Factors Influencing Retail Shopper, Customer Decision Making Process	K1-5	15	CO1-5	Presentations	Case Analysis
Dec 12-19, 2024 (Day Order 1 to 6)		2.2 Market Research– Tools for Understanding Retail Market and Customer	K1-5		CO1-5	Presentations	Recap
Dec 20, 2024 (Day Order 1)		2.2 Market Research– Tools for Understanding Retail Market and Customer	K1-5		CO1-5	Presentations, Group discussion	Class discussion
Jan 3 – 7, 2025 (Day Order 3 to 6)		2.3	K1-5		CO1-5	Presentation, Design	Case Analysis

		Retail Strategy-Steps Involved in Designing Retail Strategy					
Jan 8 – 17, 2025 (Day Order 1 to 6)	III	3.1 Retail Location-Types and Steps involved in Choosing the Retail Location	K1-5	15	CO1-5	Presentation , Field visit	Summing up
Jan 18 - 23, 2025	<b>C.A. Test - I</b>						
Jan 24 -31, 2025 (Day Order 1 to 6)		3.2 Stores Lay out – Importance of Exterior and Interior Stores Design and Types of Layout.	K1-5		CO1-5	Presentation , Field visit	Component I Framing a Case study on any retail outlet
Feb 3-8, 2025 (Day Order 1 to 6)		3.3 Retail Merchandising Management -Process, Activities of a Merchandiser, Process of Merchandise Planning and Methods of Merchandise Procurement	K1-5		CO1-5	Presentation. Group discussion	Quiz
Feb 10– 18, 2025 (Day Order 1 to 4)	IV	4.1 Retail Marketing Mix– The STP Approach	K1-5	15	CO1-5	Presentation	Recap & Component II Project submission on Retail Marketing Mix

		4.2 Retail Communication Mix	K1-5		CO1-5	Presentation	Class discussion
Feb 27- Mar 6, 2025 (Day Order 1 to 6)		4.3 Servicing the Retail Customer- Importance of Service, CRM in Retail and Retail Selling Process	K1-5		CO1-5	Presentation. Group discussion	Case Analysis
Mar 7 – 11, 2025 (Day Order 1 to 3)	V	5.1 Introduction to E-tailing, Role of Technology in Satisfying Market Demand	K1-5	10	CO1-5	Presentation	Recap & Component III Presentation
Mar 12 –17, 2025	<b>C.A. Test - II</b>						
Mar 18 – 20, 2025 (Day 4 to 6)		5.2 Technology in Retail Marketing Decisions	K1-5		CO1-5	Presentation	Recap &Component III Presentation
Mar 21 - 28, 2025 (Day Order 1 to 6)		5.3 Factors Influencing the Growth of E-Tailing – Advantages, Disadvantages and Future of E-Tailing.	K1-5		CO1-5	Presentation. Group discussion	Recap & Component III Presentation
Mar 29- April 2, 2025 (Day Order 1 to 3)	<b>REVISION</b>						



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

**November 2024 – April 2025**

**Department** : Commerce  
**Name/s of the Faculty** : Dr. Vidya Srinivasan  
**Course Title** : E-Commerce  
**Course Code** : 23CM/PE/EC15  
**Shift** : II

**COURSE OUTCOMES (COs)**

<b>Cos</b>	<b>Description</b>	<b>CL</b>
<b>CO1</b>	Recall the concepts of e-commerce and all its business-related applications	K1
<b>CO2</b>	Explain the significance of e-commerce and its utility in recent times	K2
<b>CO3</b>	Apply the facts of e-commerce in identifying the potential technological challenges and its precautionary measures	K3
<b>CO4</b>	Examine the forces driving e-commerce in electronic trading and payment system	K4
<b>CO5</b>	Evaluate E-business models to identify the opportunities and the challenges for Industries	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>
Nov 18 – 25, 2024 (Day Order 1-6)	I	1.1 Meaning, Definition, Need, Functions and Scope for E-commerce 1.2 Electronic commerce versus traditional commerce	K1-K5	10	1-5	Lecture & Power Point Presentation	Quiz
Nov 26- Dec 3, 2024 (Day Order 1 to 6)		1.3 Benefits of e-commerce to businesses, consumers and society and its limitations 1.4 Drivers of e-Commerce, E-commerce as an Electronic Trading System- special feature 1.5 e-commerce opportunities and challenges for Industries	K1-K5			Lecture	Quiz



Dec 4-11, 2024 (Day Order 1 to 6)	II	2.1 Models of e-commerce- B2B, B2C,C2C, C2B, B2G and G2B and other models 2.2 Recent New Technologies used inE-commerce.	K1-K5	15	1-5	Lecture & Power Point Presentation	Third Component –I Group Presentation on E-Commerce Companies and their Ownership, Products/ Services Offered, Complaint Mechanism
Dec 12-19, 2024 (Day Order 1 to 6)		2.3 E-Governance- Meaning, Advantages, challenges and solutions 2.4 Digital Commerce, MobileCommerce Strategies for Business over Web 2.5 Internet based Business Models	K1-K5			Lecture	Third Component –I Group Presentation on E-Commerce Companies and their Ownership, Products/ Services Offered, Complaint Mechanism
Dec 20, 2024 (Day Order 1)		2.5 Internet based Business Models	K5			Lecture	Third Component –I Group Presentation on E-Commerce Companies and their Ownership, Products/ Services Offered, Complaint Mechanism
Jan 3 – 7, 2025 (Day Order 3 to 6)		3.1 Websites as Marketplace 3.2 Role of web site in B2C e- commerce	K1-K5			Lecture	Recap and Summing up

Jan 8 – 17, 2025 (Day Order 1 to 6)	III	3.3 Website strategies, Web site designPrinciples 3.4 push and pull approaches	K1-K5	15	1-5	Lecture & Power Point presentation	Recap and Summing up
Jan 18 – 23, 2025	<b>C.A. Test – I</b>						
Jan 24 – 31, 2025 (Day Order 1 to 6)		3.5 Alternative methods of customercommunication e-mail, web chat, social media , video messaging	K1-K5			Lecture & Power Point Presentation	Recap and Summing up
Feb 3-8, 2025 (Day Order 1 to 6)		4.1 Types of E - payment systems – e-cash and currency servers, e-cheques, credit cards, smart cards; debit cards and electronic fund transfer 4.2 E-PaymentProcess, Components of effective E-payment system, Pros & Consof E-Payment System	K1-K5			Lecture & Power Point Presentation	Third Component II – Individual Assignment on Issues relating to Payment, refund, Return of Products with special reference to E-Commerce platforms in India
Feb 10– 18, 2025 (Day Order 1 to 6)	IV	4.3 Operational, credit and legal risk of e-payment and risk management options for e-Payment Systems 4.4 Digital Signature, Data Capture by BarCode, RFID and QR Code	K1-K5	10	1-5	Lecture & Power Point Presentation	Third Component II – Individual Assignment on Issues relating to Payment, refund, Return of Products with special reference to E-Commerce platforms in India

Feb 19- 26, 2025 (Day Order 1-6)		4.5 Case Studies related to current E-commerce and E - Payment systems (onlyfor discussion)	K1-K5			Lecture	Third Component II – Individual Assignment on Issues relating to Payment, refund, Return of Products with special reference to E-Commerce platforms in India
Feb 27- Mar 6, 2025 (Day Order 1 to 6)	V	5.1 Risks of E-commerce –Types and sources of threats. 5.2 Protecting electronic commerce assetsand intellectual property	K1-K5	15		Lecture & Power Point Presentation	Quiz
Mar 7 – 11, 2025 (Day Order 1 to 3)		5.3Firewalls; Client server network security; Data and message security	K1-K5			Lecture & Power Point Presentation	Recap
Mar 12 –17, 2025	<b>C.A. Test – II</b>						
Mar 18 – 20, 2025 (Day 4 to 6)		5.4Security tools; Digital identity and electronic signature	K1 –K5			Lecture & Power Point Presentation	Objective Test
Mar 21 - 28, 2025 (Day Order 1 to 6)		5.4 encryption and concepts of public and private key infrastructure	K1-K5			Lecture	Objective Test
Mar 29- April 3, 2025 (Day Order 1 to 3)		5.5 Risk management approach to e-commerce security	K1-K5			Lecture	Objective Test
<b>REVISION</b>							