

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

Course Schedule: November 2024 – April 2025

Department : **Business Administration**
Name/s of the faculty : **Dr. Renuka Devi, Ms. Arthy Infanta A**
Course Title : **Business Process Automation**
Course Code : **19BA/MC/BP64**
Shift : **II**

Week & No. of hours	Units & Topics	Teaching Methodology	Text & References	Method of Evaluation
Nov 18 – 25, 2024 (Day Order 1-6)	Unit 1: Classification and Regression Tree 1.1: Classification & Regression - Working of a Decision Tree 1.2: Attribute Selection Measures - Information Gain, Gain Ratio, Gini Index	Lecture Method using Power point Presentation	Han, Jiawei and Kamber, Micheline. Data Mining: Concepts and Techniques. Morgan Kaufman Publishers. 2012	
Nov 26- Dec 3, 2024 (Day Order 1 to 6)	1.3: Building Decision Trees - CART, C5.0, and CHAID Trees	Lecture Method using Power point Presentation	Han, Jiawei and Kamber, Micheline. Data Mining: Concepts and Techniques. Morgan Kaufman Publishers. 2012	Recall the codes
Dec 4-11, 2024 (Day Order 1 to 6)	1.4: Prediction by Decision Tree - Advantages and Disadvantages of Decision Trees 1.5: Model Overfitting - Building Decision Trees in R.	Lecture Method using Power point Presentation	Han, Jiawei and Kamber, Micheline. Data Mining: Concepts and Techniques. Morgan Kaufman Publishers. 2012	Recall and Quiz
Dec 12-19, 2024 (Day Order 1 to 6)	Unit 2 Clustering 2.1: Cluster Analysis versus Factor Analysis - Overview of Basic Clustering Methods	Lecture Method using Power point Presentation - Lab	Han, Jiawei and Kamber, Micheline. Data Mining: Concepts and Techniques.	Class Discussion

			Morgan Kaufman Publishers. 2012	
Dec 20, 2024 (Day Order 1)	2.2: Agglomerative Hierarchical Clustering - Within-Group Linkage, Nearest Neighbour or Single Linkage, Furthest Neighbour or Complete Linkage	Lecture Method using Power point Presentation - Lab	Han, Jiawei and Kamber, Micheline. Data Mining: Concepts and Techniques. Morgan Kaufman Publishers. 2012	Recap of the Concepts
Jan 3 – 7, 2025 (Day Order 3 to 6)	2.3: Centroid Clustering – Ward,s Method Means Algorithm	Lecture Method using Power point Presentation - Lab	Han, Jiawei and Kamber, Micheline. Data Mining: Concepts and Techniques. Morgan Kaufman Publishers. 2012	Assignment
Jan 8 – 17, 2024 (Day Order 1 to 6)	2.4: Dendogram - Profiling of Cluster, Cluster Evaluation	Lecture Method using Power point Presentation - Lab	Han, Jiawei and Kamber, Micheline. Data Mining: Concepts and Techniques. Morgan Kaufman Publishers. 2012	Practice Codes
Jan 18 - 23, 2025	C.A. Test – I			
Jan 24 - 30, 2025 (Day Order 1 to 6)	Unit 3 Artificial Neural Networks 3.1: Structure of a Neural Network - Input Layer, Hidden Layer, Output Layer 3.2: Nodes - Synaptic Weights - Analogy with Biological Neural Network	Lecture Method using Power point Presentation - Lab	AnandRajaraman . Mining of Massive Datasets. Cambridge University Press. 2011	Recall and practice codes and Objective Test

Feb 3-8, 2025 (Day Order 1 to 6)	3.3 Scaling of Data - Activation Functions, Hyperbolic Tangent, Sigmoid, Identity, Softmax	Lecture Method using Power point Presentation - Lab	AnandRajaraman . Mining of Massive Datasets. Cambridge University Press. 2011	Recall of the Codes
Feb 10– 18, 2025 (Day Order 1 to 4)	3.4 Optimization Algorithms - Scaled Conjugate Gradient, Gradient Descent, Model Accuracy	Lecture Method using Power point Presentation - Lab	AnandRajaraman . Mining of Massive Datasets. Cambridge University Press. 2011	Component 1 - Recall the Concepts Assignment on Regression and Clustering - 20 marks – 14.02.2025
Feb 19- 26, 2025 (Day Order 1-6)	Unit 4 Support Vector Machine 4.1: Decision Boundaries for Support Vector Machine 4.2: Maximum Margin Hyperplanes - Structural Risk Minimization	Lecture Method using Power point Presentation - Lab	AnandRajaraman . Mining of Massive Datasets. Cambridge University Press. 2011	Component 2 - Quiz with Practice codes MCQ - 30 marks – 24.02.2025
Feb 27- Mar 6, 2025 (Day Order 1 to 6)	4.3: Linear SVM- Separable Case - Linear SVM-Non- Separable Case	Lecture Method using Power point Presentation - Lab	AnandRajaraman . Mining of Massive Datasets. Cambridge University Press. 2011	Class Discussion with Short Assignment
Mar 7 – 11, 2025 (Day Order 1 to 3)	4.4: Kernel Function - Kernel Trick - Kernel Hilbert Space - Model Evaluation	Lecture Method using Power point Presentation - Lab	AnandRajaraman . Mining of Massive Datasets. Cambridge University Press. 2011	Recap with Codes
Mar 12 –17, 2025	C.A. Test – II			
Mar 18 – 20, 2025 (Day 4 to 6)	Unit 5 Market Basket Analysis 5.1 Market Basket Analysis and	Lecture Method using Power point Presentation - Lab	Han, Jiawei and Kamber, Micheline. Data Mining: Concepts and	Class Discussion

	Association Analysis Variables		Techniques. Morgan Kaufman Publishers. 2012	
Mar 21 - 28, 2025 (Day Order 1 to 6)	5.2: Market Basket Data - Stores, Customers, Orders, Items, Order Characteristics, Product Popularity - Tracking Marketing Interventions	Lecture Method using Power point Presentation - Lab	Han, Jiawei and Kamber, Micheline. Data Mining: Concepts and Techniques. Morgan Kaufman Publishers. 2012	Class Discussion
Mar 29- April 3, 2025 (Day Order 1 to 3)	5.3 Association Rules - Support, Confidence, Lift, Chi- Square Value, Sequential Pattern Analysis	Lecture Method using Power point Presentation - Lab	Han, Jiawei and Kamber, Micheline. Data Mining: Concepts and Techniques. Morgan Kaufman Publishers. 2012	Class Discussion
	REVISION			

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

Course Schedule: November 2024 – April 2025

Department : Business Administration
Name : Ms. Yamini M
Course Title : Total Quality Management
Course Code : 19BA/MC/TQ63
Shift : II

Week & No. of hours	Units & Topics	Teaching Methodology	Text & References	Method of Evaluation
Nov 18 – 25, 2024 (Day Order 1-6)	Unit 1 - Introduction to Total Quality Management 1.1 Meaning of Quality, Quality	Lecturing through PowerPoint Presentation	Besterfield H Dale, Total Quality Management	Recap the concept
Nov 26- Dec 3, 2024 (Day Order 1 to 6)	1.3 Basic Principles of Total Quality Management 1.4 Evolution of Total Quality Management	Lecturing through PowerPoint Presentation and discussion	Besterfield H Dale, Total Quality Management	Class Discussion
Dec 4-11, 2024 (Day Order 1 to 6)	1.5 TQM and Traditional Management Unit 2 - Philosophical Framework to Total Quality Management 2.1 Deming's Contributions- Principles, Chain reaction, Deming Wheel, Seven Deadly sins	Lecturing through PowerPoint Presentation and discussion	Kiran D R, Total Quality Management: Key Concepts and Case Studies Besterfield H Dale, Total Quality Management	Component 1 - Group Presentation – Propose innovative solutions to quality control challenges faced by various Business – 25 Marks – From 11.12.2024
Dec 12-19, 2024 (Day Order 1 to 6)	2.2 Juran's Quality Triology and Breakthrough sequence	Lecturing through PowerPoint Presentation and discussion	Kiran D R, Total Quality Management: Key Concepts	Home Assignment

Dec 20, 2024 (Day Order 1)	2.3 Philip Crosby's Zero Defects	Lecturing through PowerPoint Presentation and discussion	Kiran D R, Total Quality Management: Key Concepts and Case Studies Besterfield H Dale, Total Quality Management	Home Assignment
Jan 3 – 7, 2025 (Day Order 3 to 6)	2.4 Taguchi's Quality Loss Function Unit 3 – Benchmarking 3.1 Meaning, Definition and Types of Benchmarking	Lecturing through PowerPoint Presentation and discussion	Kiran D R, Total Quality Management: Key Concepts and Case Studies	Class Discussion
Jan 8 – 17, 2024 (Day Order 1 to 6)	3.2 Benchmarking Process- Advantages and Pitfalls 3.3 Concept of Kaizen and its Applications	Lecturing through PowerPoint Presentation and discussion	Kiran D R, Total Quality Management: Key Concepts and Case Studies Besterfield H Dale, Total Quality Management	Group Discussion
Jan 18 - 23, 2025	C.A. Test – I			
Jan 24 - 30, 2025 (Day Order 1 to 6)	Contd... 3.3 Concept of Kaizen and its Applications	Lecturing through PowerPoint Presentation and discussion	Kiran D R, Total Quality Management: Key Concepts and Case Studies	Quiz
Feb 3-8, 2025 (Day Order 1 to 6)	Unit 4 - Quality Management Systems 4.1 Introduction to Quality Management Systems	Lecturing through PowerPoint Presentation and discussion	Lecturing through PowerPoint Presentation	Component 2 - Individual Quiz – MCQ type quiz on Unit 1, Unit 2 & Unit 3 – 25 Marks – 05.02.2025

Feb 10– 18, 2025 (Day Order 1 to 4)	4.2 International Standards Organization (ISO) Registration and Benefits	Lecturing through PowerPoint Presentation and discussion	Lecturing through PowerPoint Presentation	Recall the concept
Feb 19- 26, 2025 (Day Order 1-6)	4.3 Environmental Management System (EMS)	Lecturing through PowerPoint Presentation and discussion	Lecturing through PowerPoint Presentation	Recall the concept
Feb 27- Mar 6, 2025 (Day Order 1 to 6)	Unit 5 - Quality Control and Six Sigma 5.1 Quality Control-Tools and Quality Function Development	Lecturing through PowerPoint Presentation and discussion	Lecturing through PowerPoint Presentation	Home Assignment
Mar 7 – 11, 2025 (Day Order 1 to 3)	Contd... 5.1 Quality Control-Tools and Quality Function Development	Lecturing through PowerPoint Presentation and discussion	Lecturing through PowerPoint Presentation	Recall the concept
Mar 12 –17, 2025	C.A. Test – II			
Mar 18 – 20, 2025 (Day 4 to 6)	5.2 Introduction to Six Sigma	Lecturing through PowerPoint Presentation and Case Study Discussion	Besterfield H Dale, Total Quality Management	Recall the concept
Mar 21 - 28, 2025 (Day Order 1 to 6)	5.3 Six Sigma Process – An Overview	Lecturing through PowerPoint Presentation and Case Study Discussion	Besterfield H Dale, Total Quality Management	Group Discussion
Mar 29- April 3, 2025 (Day Order 1 to 3)	Contd... 5.3 Six Sigma Process – An Overview	Lecturing through PowerPoint Presentation and Case Study Discussion	Besterfield H Dale, Total Quality Management	Recall the concept
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STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

Course Schedule: November 2024 – April 2025

Department : **Business Administration**
Name of the Faculty : **Dr. Deepa. S**
Course Title : **Global Business Management**
Course Code : **19BA/MC/GB63**
Shift : **II**

Week & No. of	Units & Topics	Teaching	Text & References	Method of
Nov 18 – 25, 2024 (Day Order 1-6)	Unit 1 - Understanding Global Business 1.1 Globalization – Meaning and Growth	Lecture	Hodgetts, - Luthas – Doh - International Management, McGrawHill	Group discussion
Nov 26- Dec 3, 2024 (Day Order 1 to 6)	1.2 Understanding Cultural Dimensions 1.2.1 Hofstede’s Cultural Dimensions	Lecture	Hodgetts, - Luthas – Doh - International Management, McGrawHill	Open book assignment
Dec 4-11, 2024 (Day Order 1 to 6)	1.2.2 Trompennar’s Understanding of Cultural Differences	Lecture	Hodgetts, - Luthas – Doh - International Management, McGrawHill	Quiz
Dec 12-19, 2024 (Day Order 1 to 6)	Unit 2 - International Business – Country’s Perspective and Forms 2.1 Porters Model for Understanding Country Competitive Advantage	Lecture	Hodgetts, - Luthas – Doh - International Management, McGrawHill	Puzzles
Dec 20, 2024 (Day Order 1)	2.2 County Risk and Political Risk in International Business	Lecture	Hodgetts, - Luthas – Doh - International Management, McGrawHill	Debate
Jan 3 – 7, 2025 (Day Order 3 to 6)	2.3 Various modes of International Business – Meaning, Features, Pros and Cons: Mergers and Acquisitions, Franchising, Licensing, Wholly Owned Subsidiary	Lecture	Hodgetts, - Luthas – Doh - International Management, McGrawHill	Component 1 - MCQ - Unit 1 and Unit 2 on 06.01.2025 - 15 Marks

Jan 8 – 17, 2024 (Day Order 1 to 6)	Unit 3 - Human Resource Management in a Global Perspective 3.1 Work Diversity	Lecture	Peter.J.Drooling and MaronFesting, International HRM ,Cengage Learning Ind(P) Ltd	Class Activity
Jan 18 - 23, 2025	C.A. Test – I			
Jan 24 - 30, 2025 (Day Order 1 to 6)	3.2 Compensation Planning	Lecture	Peter.J.Drooling and MaronFesting, International HRM ,Cengage Learning Ind(P) Ltd	Recap
Feb 3-8, 2025 (Day Order 1 to 6)	3.3 Decision Making and Organizational Structures	Lecture	Peter.J.Drooling and MaronFesting,	Class discussion
Feb 10– 18, 2025 (Day Order 1 to 4)	Unit 4 - Marketing in A Global Perspective 4.1 Product Planning and Customizing	Lecture	Holton R K, Global Finance, Routlegde, USA and Canada	Role play
Feb 19- 26, 2025 (Day Order 1-6)	4.2 Advertising – Localized Adverting and Customer Loyalty to Domestic Products	Lecture	Holton R K, Global Finance, Routlegde, USA and Canada	Component 2 - Presentation on E-Advertising and Online Marketing for Global Reach done by existing business and how it is been localized from 27.01.2025 - 20 Marks
Feb 27- Mar 6, 2025 (Day Order 1 to 6)	4.3 E-Advertising and Online Marketing for Global Reach	Lecture and Discussion	Holton R K, Global Finance, Routlegde, USA and Canada	Debate
Mar 7 – 11, 2025 (Day Order 1 to 3)	4.4 Establishing International Brand Equity	Lecture	Holton R K, Global Finance, Routlegde, USA and Canada	Component 3 - Case Study discussion from 10.03.2025 – 15 Marks

Mar 12 –17, 2025	C.A. Test – II			
Mar 18 – 20, 2025 (Day 4 to 6)	Unit 5 - International Financial Institutions 5.1 International Monetary Fund	Lecture and Discussion	Holton R K, Global Finance, Routlegde, USA and Canada	Group Discussion
Mar 21 - 28, 2025 (Day Order 1 to 6)	5.2 World Bank	Lecture	Holton R K, Global Finance, Routlegde, USA and Canada	Group Discussion
Mar 29- April 3, 2025 (Day Order 1 to 3)	5.3 World Trade Organisation	Lecture and Discussion	Holton R K, Global Finance, Routlegde, USA and Canada	Class Activity
	REVISION			

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

Course Schedule: November 2024 – April 2025

Department : Business Administration

Name of the Faculty : Ms. Pushpalatha R

Course Title : Project Management

Course Code : 19BA/MC/PJ64

Shift : II

Week & No. of hours	Units & Topics	Teaching Methodology	Text & References	Method of Evaluation
Nov 18 – 25, 2024 (Day Order 1-6)	Unit 1-Introduction of Project Management 1.1 Understanding Project – Characteristics and Types	Lecture	Passenheim Olaf, Project Management, A E-Book Company & Harold Kerzner Project Management, Wiley Publication	Written reflection using Padlet
Nov 26- Dec 3, 2024 (Day Order 1 to 6)	1.2 Constraints of a Project 1.3 Project Life Cycle- 1.3 Project Life Cycle – Importance and Phases	Lecture and Presentation	PMBOK Guide Project Manager Institute	Quiz using Quizzes
Dec 4-11, 2024 (Day Order 1 to 6)	Unit 2-Project Identification and Selection, 2.1 Project Management Process	Lecture and Presentation	PMBOK Guide Project Manager Institute	Reflection Questioning
Dec 12-19, 2024 (Day Order 1 to 6)	2.2 Feasibility Study – Technical, Social, Ecological, Economic	Lecture and Discussion	Gautam V Desai, Eril W Larson, Project Management	One minute paper

Dec 20, 2024 (Day Order 1)	2.3 Project Initiation Document (PID) – Contents and Importance	Lecture and Template	Gautam V Desai, Eril W Larson, Project Management	Case study
Jan 3 – 7, 2025 (Day Order 3 to 6)	2.3 Project Initiation Document (PID) – Contents and Importance	Lecture and Presentation	Passenheim Olaf, Project Management, A E-Book Company	Component 1 - Group Presentation on topics from the syllabus for 15 marks – 03.01.25
Jan 8 – 17, 2024 (Day Order 1 to 6)	Unit 3-Project Planning 3.1 Tools, Structure, Sub Plan 3.2 Budgeting	Lecture and Presentation	Gautam V Desai, Eril W Larson Project Management	KWL, Group Presentation
Jan 18 - 23, 2025	C.A. Test – I			
Jan 24 - 30, 2025 (Day Order 1 to 6)	(Contd) 3.2 Budgeting 3.3 Risk Management Process	Lecture	Harold Kerzner Project Management, Wiley Publication	Pro-Con grid, Group Presentation
Feb 3-8, 2025 (Day Order 1 to 6)	(Contd) 3.3 Risk Management Process Unit 4-Project Evaluation, Measurement and Control, 4.1 Managing Changes	Lecture and Presentation	PMBOK Guide Project Manager Institute	Brain storming, Group Presentation
Feb 10– 18, 2025 (Day Order 1 to 4)	4.2 Measurement – Using Tools and Charts	Lecture and Presentation	Gautam V Desai, Eril W Larson Project Management	Group Presentation
Feb 19- 26, 2025 (Day Order 1-6)	4.3 Project Control Management System – Performance and Report	Lecture and Presentation	Gautam V Desai, Eril W Larson Project Management	Component 2 - Objective Test from Unit 1,2,3 - 15 marks on 19.02.25

Feb 27- Mar 6, 2025 (Day Order 1 to 6)	4.4 Reviews, Reports, Meetings and Post Completion Audit	Lecture and Presentation	Gautam V Desai, Eril W Larson Project Management	Brain storming, Group Presentation
Mar 7 – 11, 2025 (Day Order 1 to 3)	Unit 5- Human Aspects of Projects, 5.1 Pre requisites of a Good Project Manager	Lecture and Discussion	Passenheim Olaf Project Management Harold Kerzner Project Management	Component 3 - Individual Submission - Project Initiation Document for a new project 20 marks – 07.03.25
Mar 12 –17, 2025	C.A. Test – II			
Mar 18 – 20, 2025 (Day 4 to 6)	5.2 Roles within the Project Team	Lecture	PMBOK Guide Project Manager Institute	Questioning
Mar 21 - 28, 2025 (Day Order 1 to 6)	5.3 Project Termination and reasons for failure of a project	Lecture	PMBOK Guide Project Manager Institute	Discussion
Mar 29- April 3, 2025 (Day Order 1 to 3)	5.4 Case Study	Lecture and Discussion	Project Management Case study	Case study
REVISION				

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

Course Schedule: November 2024 – April 2025

Department : **Business Administration**
Name of the Faculty : **Dr. Deepa. S**
Course Title : **Product and Brand Management**
Course Code : **19BA/ME/PB45**
Shift : **II**

Week & No. of hours	Units & Topics	Teaching Methodology	Text & References	Method of Evaluation
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Nov 18 – 25, 2024 (Day Order 1-6)	Unit1-Product Management, 1.1 Product Planning and Prelaunch,	Lecture	Donald R. Lehmann, Russell S. Winer, <i>Product Management,</i>	Recap
Nov 26- Dec 3, 2024 (Day Order 1 to 6)	1.2 Product Dimensions, 1.3New Product Management,	Lecture	Donald R. Lehmann, Russell S. Winer, <i>Product Management,</i>	Quiz and Puzzle
Dec 4-11, 2024 (Day Order 1 to 6)	1.4 Product Portfolio Analysis and Market Strategies, 1.5 Product Life Cycle Stages and Corresponding Strategies	Lecture	Donald R. Lehmann, Russell S. Winer, <i>Product Management,</i> New Delhi: TMH, 2006	Class Interaction
Dec 12-19, 2024 (Day Order 1 to 6)	Unit 2 -Brand Positioning, 2.1 Brand Concepts and Strategies, 2.2 Brand Value, Benefits, Functions and Types of Brands,	Lecture	Keller. L. Kevin & Parameswaran M.G. <i>Strategic Brand Management,</i> New Delhi: Pearson	Role Play
Dec 20, 2024 (Day Order 1)	2.3 Brand Image, Personality and Loyalty	Lecture	Keller. L. Kevin & Parameswaran M.G. <i>Strategic Brand Management,</i> New Delhi: Pearson	Debate
Jan 3 – 7, 2025 (Day Order 3 to 6)	2.4 Brand Identity – Kepferer Brand Identity Prism Model, 2.5 Challenges & Opportunities, Co-branding, Store brands, In-Store	Lecture	Keller. L. Kevin & Parameswaran M.G. <i>Strategic Brand Management,</i> New Delhi: Pearson	Open Book Assignment

Jan 8 – 17, 2024 (Day Order 1 to 6)	Unit 3 - Brand Equity and Extension, 3.1 Strategic Brand Management Process, 3.2 Brand Attribute Management and Architecture	Lecture	Keller. L. Kevin & Parameswaran M.G. <i>Strategic Brand Management,</i> New Delhi: Pearson	Class Discussion
Jan 18 - 23, 2025	C.A. Test – I			
Jan 24 - 30, 2025 (Day Order 1 to 6)	3.3 Brand Portfolio Strategy - Making a Brand Strong, 3.3.1 Brand Equity and Sources	Lecture	Keller. L. Kevin & Parameswaran M.G. <i>Strategic Brand Management,</i> New Delhi: Pearson	Component 1 - Individual presentation and report on Designing Marketing Programs to Build Online Brands by 28.01.2025 - 25 Marks
Feb 3-8, 2025 (Day Order 1 to 6)	3.3.2 Aakers Brand Equity Model 3.4 Brand Leveraging, Brand Extension and Stretching,	Lecture	Keller. L. Kevin & Parameswaran M.G. <i>Strategic Brand Management,</i> New Delhi: Pearson	Debate
Feb 10– 18, 2025 (Day Order 1 to 4)	3.4.1 Types of Brand Extension 3.4.2 Factors Influencing Decision for Extension,	Lecture	Dutta Kirti, <i>Brand Management: Principles and Practices,</i> New Delhi, OUP India, 2012	Class Activity
Feb 19- 26, 2025 (Day Order 1-6)	3.5 Re-branding and Re-launching Unit 4 - Brand Positioning and Audit, 4.1 Types of Brand Positioning,	Lecture	Dutta Kirti, <i>Brand Management: Principles and Practices,</i> New Delhi, OUP India, 2012	Component 2 - Real Life examples and Case Study discussion of Re-branding and Re-launching to be presented by students in group on

				25.02.2025 - 25 Marks
Feb 27- Mar 6, 2025 (Day Order 1 to 6)	4.2 Brand Differentiation and Identifying Gaps using Perceptual Maps, 4.3 Brand Audit,	Lecture	Dutta Kirti, <i>Brand Management: Principles and Practices,</i> New Delhi, OUP India, 2012	Recap
Mar 7 – 11, 2025 (Day Order 1 to 3)	4.4 Brand Valuation Components and Types of Valuation	Lecture	Dutta Kirti, <i>Brand Management: Principles and Practices,</i> New Delhi, OUP India, 2012	Quiz and Puzzle
Mar 12 –17, 2025	C.A. Test – II			
Mar 18 – 20, 2025 (Day 4 to 6)	Unit 5 - Designing Marketing Programs to Build Online Brands 5.1 Building and Managing Online Brands – Case Study on Reputed Brands like Amazon, Flipkart, etc. 5.2 Marketing Communication Options,	Lecture	Dutta Kirti, <i>Brand Management: Principles and Practices,</i> New Delhi, OUP India, 2012	Group Discussion
Mar 21 - 28, 2025 (Day Order 1 to 6)	5.3 Using social media to build Brands,	Lecture	Kotler Philip & Pfoertsch Waldermar, <i>B2B Brand Management,</i> Springer online	Class Interaction
Mar 29- April 3, 2025 (Day Order 1 to 3)	5.4 Building Brands on E-Commerce Platform – Case Study on Brands like Pepperfry	Lecture	Kotler Philip & Pfoertsch Waldermar, <i>B2B Brand Management,</i> Springer online	Role Play
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STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

Course Schedule: November 2024 – April 2025

Department : Business Administration

Name of the Faculty : Dr. Deepa.S

Course Title : Corporate Etiquettes

Course Code : 19BA/GE/CE22

Shift : II

Week & No. of hours	Units & Topics	Teaching Methodology	Text & References	Method of Evaluation
Nov 18 – 25, 2024 (Day Order 1-6)	Unit 1 - Etiquette at Workplace 1.1 Essentials of Corporate Etiquette	Lecturing through PowerPoint Presentation and Discussion	Saurabh Bhatia- Indian Corporate Etiquette	Recap
Nov 26- Dec 3, 2024 (Day Order 1 to 6)	1.1 Essentials of Corporate Etiquette	Lecturing through PowerPoint Presentation and Discussion	Saurabh Bhatia- Indian Corporate Etiquette	Class discussion
Dec 4-11, 2024 (Day Order 1 to 6)	1.2 Classifications of Corporate Etiquette – Clothing Etiquette and their do's and dont's	Lecturing through PowerPoint Presentation and Discussion	Vivek Bindra- Everything About Corporate Etiquette	Roleplay
Dec 12-19, 2024 (Day Order 1 to 6)	1.2 Email Etiquette, Telephone and Meeting Etiquette and their do's and dont's	Lecturing through PowerPoint Presentation and Discussion	Saurabh Bhatia- Indian Corporate Etiquette	Class Activity
Dec 20, 2024 (Day Order 1)	1.3 Desktop Etiquette - Codes of Conduct required at the Workstation	Lecturing through PowerPoint Presentation and Discussion	Vivek Bindra- Everything About Corporate Etiquette	Group discussion
Jan 3 – 7, 2025 (Day Order 3 to 6)	1.3 Desktop Etiquette - Codes of Conduct required at the Workstation	Lecturing through PowerPoint Presentation and Discussion	Vivek Bindra- Everything About Corporate Etiquette	Open book assignment

Jan 8 – 17, 2024 (Day Order 1 to 6)	Unit 2 - Communication skills 2.1 Principles of Communication	Lecturing through PowerPoint Presentation and Discussion	Vivek Bindra- Everything About Corporate Etiquette	Quiz
Jan 18 - 23, 2025	C.A. Test – I			
Jan 24 - 30, 2025 (Day Order 1 to 6)	2.1 Process of Communication	Lecturing through PowerPoint Presentation and Discussion	Lesikar and Flatley.Basic- Business Communication.	Puzzles
Feb 3-8, 2025 (Day Order 1 to 6)	2.2 Types of Communication Barriers	Lecturing through PowerPoint Presentation and Discussion	Paul. A. Argenti- Corporate Communication	Group discussion
Feb 10– 18, 2025 (Day Order 1 to 4)	2.2 Types of Communication Barriers	Lecturing through PowerPoint Presentation and Discussion	Paul. A. Argenti- Corporate Communication	Open book assignment
Feb 19- 26, 2025 (Day Order 1- 6)	2.3 Communication gaps	Lecturing through PowerPoint Presentation and Discussion	Paul. A. Argenti- Corporate Communication	Class Activity
Feb 27- Mar 6, 2025 (Day Order 1 to 6)	2.4 Tips to improve the communication skills	Lecturing through PowerPoint Presentation and Discussion	Paul. A. Argenti- Corporate Communication	Component 1 - Individual Presentation on any topic of the Corporate Etiquettes - 25 Marks - 27.02.2025
Mar 7 – 11, 2025 (Day Order 1 to 3)	Unit 3 - Interview Etiquette and Emotional Intelligence 3.1 Types of Interview, Codes of Conduct for Interview	Lecturing through PowerPoint Presentation and Discussion	Paul. A. Argenti- Corporate Communication	Roleplay
Mar 12 –17, 2025	C.A. Test – II			

Mar 18 – 20, 2025 (Day 4 to 6)	3.2 Preparation for Group Discussion	Lecturing through PowerPoint Presentation and Discussion	Vivek Bindra- Everything About Corporate Etiquette	Puzzles
Mar 21 - 28, 2025 (Day Order 1 to 6)	3.3 Emotional Intelligence – Meaning, Tips to enhance interpersonal relationship at Workplace	Lecturing through PowerPoint Presentation and Discussion	Vivek Bindra- Everything About Corporate Etiquette	Recap
Mar 29- April 3, 2025 (Day Order 1 to 3)	3.4 Significance of interpersonal relationships in professional life	Lecturing through PowerPoint Presentation and Discussion	Vivek Bindra- Everything About Corporate Etiquette	Class discussion
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