

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI**  
**COURSE PLAN (June - November 2026)**

**Department** : B.Com Honours  
**Name/s of the Faculty** : Ms. Preethi Flavia J  
**Course Title** : Computer Applications in Business  
**Course Code** : 23BH/MC/CB54  
**Shift** : II

**COURSE OUTCOMES (COs)**

COs	Description	CL
<b>CO1</b>	Demonstrate understanding of the modern technologies used in business	K1, K2
<b>CO2</b>	Use software to perform statistical analysis	K3
<b>CO3</b>	Compute the value of a project using computer software	K4
<b>CO4</b>	Prepare plans and budgets using software	K5
<b>CO5</b>	Generate financial statements using software	K6

Week	Unit No.	Content	Cognitive Level	Teaching Hours	COs	Teaching Learning Methodology	Assessment Methods
Jun 15 – 22, 2026 (Day Order 1- 6)	1	<b>Accounting Package - Tally</b> 1.1 Introduction to Tally 1.2 Creation, Alteration and Deletion of a Company	K1-K4	5	1-3	Lecture and Demonstration	Quiz

Jun 23 – July 1, 2026 (Day Order 1- 6)	1	1.3 Creation, Alteration and Deletion of Groups and Ledgers	K3-K4	4	2-3	Lecture and Demonstration	Quiz
July 2 – July 8, 2026 (Day Order 1- 6)	1	1.4 Accounting Vouchers – Types, Voucher Entry 1.5 Preparation of Financial Statements – Day Book, Trial Balance, Profit and Loss Account and Balance Sheet - Moving Data to Excel from Tally	K3-K6	6	2-5	Lecture and Demonstration	Group Discussion
July 9 – 16, 2026 (Day Order 1- 6)	2	<b>Analysis using MS Excel</b> 2.1 Introduction to Excel 2.2 Formatting Worksheets	K1-K4	6	1-3	Lecture and Demonstration	Practical Test (07/08/26)
July 17 – 24, 2026 (Day Order 1- 6)	2	2.3 Mathematical and Statistical Operations, Text, Logical, Lookup and References using Excel Functions	K3-K4	6	2-3	Lecture and Demonstration	Case Study
July 25 – 28, 2026 (Day Order 1- 3)	2	2.4 Presentation of Data in MS Excel using Graph, Tables and PIVOT table 2.5 Named Ranges in MS Excel	K4-K6	2	3-5	Lecture and Demonstration	Case Study
July 29 – Aug 3, 2026	<b>C.A. Test - I</b>						
Aug 4 - 6, 2026 (Day Order 4 - 6)	3	<b>Business Evaluation &amp; Control Techniques using Excel</b>	K5-K6	4	4-5	Lecture and Demonstration	Group Discussion

		3.1 Evaluation Techniques – Payback Period, NPV and IRR methods					
Aug 7 – 14, 2026 (Day Order 1- 6)	3	3.2 Preparation of Master Budgets 3.3 Time Value of Money - Future and Present Value of Money and Annuity	K3-K6	6	2-5	Lecture and Demonstration	Short Test (02/09/26)
Aug 17 - 24, 2026 (Day Order 1- 6)	4	<b>Financial Statement Analysis using Excel</b> 4.1. Techniques of Financial Statement Analysis 4.1.1 Comparative Statements	K1-K6	4	1-5	Lecture and Demonstration	Group Discussion
Aug 25 – Sep 2, 2026 (Day Order 1- 6)	4	4.1.2. Common Size Statements	K1-K6	3	1-5	Lecture and Demonstration	Case Study
Sep 3 – 11, 2026 (Day Order 1- 6)	44	4.1.3. Trend Percentages	K1-K6	4	1-5	Lecture and Demonstration	Case Study
Sep 15-17, 2026 (Day Order 1 - 3)	4	4.2 Cash Flow Analysis	K1-K6	2	1-5	Lecture and Demonstration	Group Discussion
Sep 18 –23, 2026	<b>C.A. Test - II</b>						
Sep 24 - 28, 2026 (Day 4 – 6)	5	<b>Application of MS Excel and SPSS in Statistics</b> 5.1. Univariate analysis 5.2. Correlation Analysis – Correlation Coefficient	K4-K6	4	3-5	Lecture and Demonstration	MCQ and Lab Session

Sep 29 – Oct 7, 2026 (Day Order 1 - 6)	5	5.3. Regression Analysis – Regression Equations 5.4. Testing of Hypothesis for Small Sample	K3-K6	5	2-5	Lecture and Demonstration	MCQ and Lab Session
Oct 8 - 14, 2026 (Day Order 1 - 6)	5	5.5. Application of Chi-Square Test – Test of goodness fit and Test of Independence 5.6. Analysis of Variance	K3-K4	4	2-3	Lecture and Demonstration	MCQ and Lab Session
Oct 15 - 21, 2026 (Day Order 1- 4)	<b>REVISION</b>						

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI****COURSE PLAN (June - November 2026)**

**Department** : COMMERCE (HONOURS)  
**Name/s of the Faculty** : DR. AMRITHA JESSICA SAMSON  
**Course Title** : CORPORATE ACCOUNTING  
**Course Code** : 23BH/MC/CG55  
**Shift** : II

**COURSE OUTCOMES (COs)**

<b>COs</b>	<b>Description</b>	<b>CL</b>					
CO1	Understand the principles and concepts underlying corporate accounting such as IAS and IFRS	K1					
CO2	Illustrate the accounting methods for issue of shares and debentures redemption	K2					
CO3	Apply the conceptual knowledge in the preparation of financial statements	K3					
CO4	Analyze financial data to make informed decisions about a corporation's financial health	K4					
CO5	Prepare financial statements of publicly traded corporations	K5, K6					
<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>

Jun 15 – 22, 2026 (Day Order 1- 6)	1	<b>Accounting for Share Capital and Debentures</b> 1.1 Introduction to Issue of Shares and Debentures	K1–K3	3	1–3	Lecture and Presentation	Short Test
Jun 23 – July 1, 2026 (Day Order 1- 6)	1	1.2 Issue of Rights and Bonus Shares	K1–K4	4	1–4	Lecture and Case Study	Short Test
July 2 – July 8, 2026 (Day Order 1- 6)	1	1.3 Relevant IAS and IFRS as Applicable	K2–K6	3	2–5	Lecture and Group Discussion	Other Component – Assignment - 20 marks (16/07/2026)
July 9 – 16, 2026 (Day Order 1- 6)	2	<b>Issue and Redemption of Preference Shares</b> 2.1 Meaning – Guidelines for Issue and Redemption of Preference Shares	K1–K3	3	1–3	Lecture and Presentation	Short Test
July 17 – 24, 2026 (Day Order 1- 6)	2	2.2 Redemption at Par and at Premium – Revenue Reserve & Fresh Issue	K1–K4	4	1–4	Lecture	Short Test

July 25 – 28, 2026 (Day Order 1- 3)	2	2.3 Bonus Issue out of Capital Redemption Reserve 2.4 Relevant IAS and IFRS as Applicable	K1–K4  K2-K6	4  4	1–4  2-5	Lecture and Group Discussion	Short Test Other Component – Assignment - 20 marks (16/07/2026)
July 29 – Aug 3, 2026	<b>C.A. Test - I</b>						
Aug 4 - 6, 2026 (Day Order 4 - 6)	3	<b>Redemption of Debentures</b> 3.1 Redemption of Debentures – Introduction	K1–K3	3	1–3	Lecture	Short Test
Aug 7 – 14, 2026 (Day Order 1- 6)	3	3.2 Sinking / Debenture Redemption Fund	K1–K4	4	1–4	Lecture and Presentation	Short Test
Aug 17 - 24, 2026 (Day Order 1- 6)	3	3.3 Open Market Purchase and Conversion of Debentures 3.4 Relevant IAS and IFRS as Applicable	K1–K4	4	1–4	Lecture and Presentation	Short Test Other Component – Assignment - 20 marks (16/07/2026)

Aug 25 – Sep 2, 2026 (Day Order 1- 6)	4	<b>Financial Statements of a Company</b> 4.1 Preparation of Financial Statement of Single Entity Joint Stock Companies as per Schedule III Part I & II (Division I in detail)	K2–K6	4	2–5	Lecture and Group Discussion	Short Test
Sep 3 – 11, 2026 (Day Order 1- 6)	4	4.1 Preparation of Financial Statement of Single Entity Joint Stock Companies as per Schedule III Part I & II (Division II an overview)	K1–K5	6	1–5	Lecture and Case Study	Short Test
Sep 15-17, 2026 (Day Order 1 - 3)	4	4.2 Relevant IAS and IFRS as Applicable	K2-K6	4	2-5	Lecture and Group Discussion	Other Component – Assignment - 10 marks (06/07/2026)
Sep 18 –23, 2026	<b>C.A. Test - II</b>						
Sep 24 - 28, 2026 (Day 4 – 6)	5	<b>Cash Flow Statements</b> 5.1 Meaning – Importance of Cash Flow Statements	K1	3	1	Lecture and Presentation	Other Component – Test (6/10/2026)

Sep 29 – Oct 7, 2026 (Day Order 1 - 6)	5	5.2 Preparation of a Cash Flow Statement in Accordance with AS 3 5.3 Limitations of Cash Flow Statements	K1-K5  K2	6  2	1-5  2	Lecture and Case Study	Other Component – Test - 20 marks (6/10/2026)
Oct 8 - 14, 2026 (Day Order 1 - 6)	5	5.4 Relevant IAS and IFRS as Applicable	K2-K6	4	2-5	Lecture and Group Discussion	Quiz
Oct 15 - 21, 2026 (Day Order 1- 4)	<b>REVISION</b>						

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI**  
**COURSE PLAN (June - November 2026)**

**Department** : Commerce (Honours)  
**Name of the Faculty** : Dr. C. Deepasri  
**Course Title** : Performance Management  
**Course Code** : 23BH/MC/PM54  
**Shift** : II

**COURSE OUTCOMES (COs)**

<b>COs</b>	<b>Description</b>	<b>CL</b>
<b>CO1</b>	Understand the influence of performance management and quality control on the organisation's productivity	K1,K2
<b>CO2</b>	Apply appropriate strategic performance measurement techniques in evaluating and improving organisational performance	K3
<b>CO3</b>	Analyse data to identify trends, gaps and opportunities for improvement in organisational performance and quality	K4
<b>CO4</b>	Evaluate key performance indicators and quality metrics that align with company's strategic objectives	K5
<b>CO5</b>	Develop and implement effective performance measurement and quality control systems to monitor and track organisational performance and ensure adherence to quality standards	K6

<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>
Jun 15 – 22, 2026 (Day Order 1- 6)	1	<b>Strategic Performance Measurement</b>				Lecture	CA – 1

		1.1 Strategic Performance Measures in Private Sector 1.2 Different Measures of Performance	K2 K1-K3	5	CO2 CO1-2		
Jun 23 – July 1, 2026 (Day Order 1- 6)	1	1.3 Indicators of Liquidity and Gearing 1.4 Use of Benchmarks in Assessing the Performance	K2-K6	5	CO1-5	Lecture and Problem Solving	CA – 1
July 2 – July 8, 2026 (Day Order 1- 6)	1	1.5 Strategic Performance Measures in Not for Profit Sector	K3-K6	5	CO2-5	Lecture and Discussion	Assignment on ‘Performance Measures’ – 25 marks – July 6, 2026
July 9 – 16, 2026 (Day Order 1- 6)	2	<b>Divisional Performance and Transfer Pricing Issues</b> 2.1 ROI, RI and Economic Value Added measures 2.2 Need for Separate Measures in respect of Managerial and Divisional Performance	K1-K6 K2-K3	5	CO1-5 CO1-2	Lecture and Problem Solving	CA – 1 & Other Component
July 17 – 24, 2026 (Day Order 1- 6)	2	2.3 Circumstances in which a Transfer Pricing Policy may be needed 2.4 Alternative Bases for Transfer Pricing	K2-K4 K3-K5	5	CO1-3 CO2-4	Lecture and Problem Solving	CA – 1 & Other Component

July 25 – 28, 2026 (Day Order 1- 3)	3	<b>Non-Financial Performance Indicators and Quality Control</b> 3.1 Interaction of Non-Financial Indicators with Financial Performance Indicators 3.2 Significance and Difficulties of Non-Financial Performance Indicators	K1-K6	2	CO1-5	Lecture and Problem Solving	Other Component
July 29 – Aug 3, 2026	<b>C.A. Test - I</b>						
Aug 4 - 6, 2026 (Day Order 4 - 6)	3	3.3 Japanese Business Practices and Management Accounting Techniques for Quality 3.4 Six Sigma as a Quality Improvement Method	K3-K5 K3-K6	1 2	CO2-4 CO2-5	Lecture and Group Discussions Lecture	CA – 2 & Other Component
Aug 7 – 14, 2026 (Day Order 1- 6)	3	3.5 Issues Related to Remuneration and Rewards	K1-K3	5	CO1-2	Lecture	Case Study Analysis on ‘Performance Indicators’ – 25 marks – August 14, 2026
Aug 17 - 24, 2026 (Day Order 1- 6)	4	<b>Sourcing and Coordination in Supply Chain</b> 4.1 Role of Sourcing in Supply Chain - Supply Selection Assessment and Contracts	K2-K3	5	CO1-2	Lecture and Discussion	CA – 2

		4.2 Source Planning and Analysis –Bull Whip Effect	K3-K5		CO2-4		
Aug 25 – Sep 2, 2026 (Day Order 1- 6)	4	4.3 Supply Chain Coordination- Effect of Lack of Coordination, Obstacles	K2-K4	5	CO1-3	Lecture and Discussion	CA – 2
Sep 3 – 11, 2026 (Day Order 1- 6)	4	4.3 Balanced Scorecard – Advantages, Limitations, Performance Indicators, Critical Success Factors, Key Performance Indicators	K4-K5	5	CO4-5	Lecture and Discussion	CA – 2
Sep 15-17, 2026 (Day Order 1 - 3)	4	4.4 Building Strategic Partnership and Trust within a Supply Chain	K2-K6	2	CO1-5	Lecture and Case Study	CA – 2
Sep 18 –23, 2026	<b>C.A. Test - II</b>						
Sep 24 - 28, 2026 (Day 4 – 6)	5	<b>Performance Evaluation and Corporate Failure</b> 5.1 Alternative Views of Performance Measurement and Management – Balanced Scorecard, Performance Pyramid, Fitzgerald and Moon, Activity-Based Management, Value-Based Management	K1-K6	5	CO1-5	Lecture	Class Discussions
Sep 29 – Oct 7, 2026 (Day Order 1 - 6)	5	5.2 Strategic Performance Issues in Complex Business Structures – Problems and Impact	K1-K6	5	CO1-5	Lecture & Group Discussions	Class Discussions

		5.3 Predicting and Preventing Corporate Failure – Z scores and Argenti Models					
Oct 8 - 14, 2026 (Day Order 1 - 6)	5	5.4 Critique Quantitative and Qualitative Corporate Failure Prediction Models 5.5 Performance Improvement Strategies and Changes to Performance Management Systems	K4-K6  K3-K6	4	CO3-5  CO2-5	Lecture & Group Discussions	Class Discussions
Oct 15 - 21, 2026 (Day Order 1- 4)	<b>REVISION</b>						

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI**  
**COURSE PLAN (June - November 2026)**

**Department** : B.Com Honours  
**Name/s of the Faculty** : Ms. R P Suvethashri  
**Course Title** : Business Policy and Environment  
**Course Code** : 23BH/MC/BP54  
**Shift** : II

**COURSE OUTCOMES (COs)**

COs	Description		CL				
<b>CO1</b>	Understand the various government policies that affect business operations		K1, K2				
<b>CO2</b>	Apply knowledge of the external environment to analyze and develop business strategies		K3				
<b>CO3</b>	Analyse the effects of different government policies on business operations		K4				
<b>CO4</b>	Evaluate the ethical implications of different business policies and practices		K5				
<b>CO5</b>	Develop creative solutions to complex business policy and environment issues		K6				
Week	Unit No.	Content	Cognitive Level	Teaching Hours	COs	Teaching Learning Methodology	Assessment Methods
Jun 15 – 22, 2026 (Day Order 1- 6)	1	<b>Business Policies</b> 1.1 Introduction 1.2 Overview- Importance of Business Policies	K1,K2	5	1	Lecture and Presentation	Quiz

Jun 23 – July 1, 2026 (Day Order 1- 6)	1	1.3 Definitions of Policy, Procedure, Process and Programmes	K1-K4	2	1-3	Lecture and Presentation	Quiz
July 2 – July 8, 2026 (Day Order 1- 6)	1	1.4 Types of Policies, Business Policy Statements	K1-K3	3	1-2	Lecture and Presentation	Q&A
July 9 – 16, 2026 (Day Order 1- 6)	2	<b>Business Policy and Decision Making</b> 2.1 Factors Considered Before Framing Business Policies	K1-K5	2	1-4	Lecture and Presentation	Assignment
July 17 – 24, 2026 (Day Order 1- 6)	2	2.2 Steps Involved in Framing Business Policies 2.3 Policy Cycle and its Stages – Implementation of Policy Change	K1-K6	6	1-5	Lecture and Presentation	Policy framing exercise
July 25 – 28, 2026 (Day Order 1- 3)	2	2.4 Role of Policies in Strategic Management	K1-K4	2	1-3	Lecture and Presentation	Case Study test - 25 marks (July 27, 2026)
July 29 – Aug 3, 2026	<b>C.A. Test – I</b>						

Aug 4 - 6, 2026 (Day Order 4 - 6)	3	<b>Business Continuity Plan</b> 3.1 Introduction 3.2 Concepts of Business Continuity Plan (BCP)	K1-K3	3	1-2	Lecture and Presentation	Quiz
Aug 7 – 14, 2026 (Day Order 1- 6)	3	3.3 Relevance and Importance of BCP 3.4 Steps in Business Continuity Plan - Business Impact Areas	K1-K6	4	1-5	Lecture and Presentation	Case Analysis
Aug 17 - 24, 2026 (Day Order 1- 6)	3	3.5 BCP and its Influence on Strategic Management and Policy Making 3.6 Contingency Planning	K1-K6	5	1-5	Lecture and Presentation	Group Discussion
Aug 25 – Sep 2, 2026 (Day Order 1- 6)	4	<b>Business Environment</b> 4.1 Introduction – Nature and Significance	K1-K2	2	1	Lecture and Presentation	Quiz
Sep 3 – 11, 2026 (Day Order 1- 6)	4	4.2 Elements of Environment – Internal and External 4.3 Changing Dimensions of	K1-K4	5	1-3	Lecture and Presentation	Q&A

		Business Environment					
Sep 15-17, 2026 (Day Order 1 - 3)	4	4.4 Environmental Scanning - Techniques	K1-K6	3	1-5	Lecture and Presentation	Group Discussion
Sep 18 –23, 2026	<b>C.A. Test – II</b>						
Sep 24 - 28, 2026 (Day 4 – 6)	5	<b>Culture in an Organisation</b> 5.1 Meaning and Need of Business Culture	K1-K2	3	1	Lecture and Presentation	Mini project - 25 marks (Sep 25, 2026)
Sep 29 – Oct 7, 2026 (Day Order 1 - 6)	5	5.2 Theories on Culture – Schein’s Theory on Culture, Handy’s Cultural Types, Hofstede’s National Cultural Differences	K4-K5	4	3-4	Lecture and Presentation	Group Discussion
Oct 8 - 14, 2026 (Day Order 1 - 6)	5	5.3 Cultural Web	K1-K3	3	1-2	Lecture and Presentation	Case Analysis
Oct 15 - 21, 2026 (Day Order 1- 4)	<b>REVISION</b>						

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

**COURSE PLAN (June - November 2026)**

**Department** : COMMERCE (HONOURS)  
**Name/s of the Faculty** : MS. SUVETHASHRI R.P., DR. AMRITHA JESSICA SAMSON  
**Course Title** : RESEARCH METHODOLOGY  
**Course Code** : 23BH/MC/RM54  
**Shift** : II

**COURSE OUTCOMES (COs)**

<b>COs</b>	<b>Description</b>	<b>CL</b>
<b>CO1</b>	Know the concepts of Research	K1, K2
<b>CO2</b>	Analyse quantitative and qualitative data	K3
<b>CO3</b>	Frame research questions to meet the research objectives	K4
<b>CO4</b>	Discuss limitations and potential contribution to theory and practice of research	K5
<b>CO5</b>	Construct and document an appropriate research design	K6

<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>
Jun 15 – 22, 2026 (Day Order 1- 6)	1	<b>Introduction</b>					
		1.1 Research – Meaning – Definition – Characteristics - Purpose – Types – Significance	1-2	2	1	Lecture and Presentation	Quiz
		1.2 Attributes of a Good Research and a Good Researcher	2	2	1		Case Study

Jun 23 – July 1, 2026 (Day Order 1- 6)	1	1.3 Business Research - Research and Business Decisions	1-6	2	1-5	Lecture and Group Discussions	Case Study
		1.4 Ethics in research - Scope of Research in Business and Commerce – Research in India	1-4	2	1-3		
July 2 – July 8, 2026 (Day Order 1- 6)	1	1.5 Formulation of Research Problem – Criteria, Sources, Selection of Research Problem	1-5	2	1-4	Lecture and Group Discussions	Short Test
July 9 – 16, 2026 (Day Order 1- 6)	2	<b>Literature Review and Research Design</b>				Lecture and Systematic Literature Review	Systematic Literature Review Submission – 25 marks - 16/07/2026
		2.1 Literature Review Sources – Library Usage	1-2	1	1		
		2.1.2 Different Types of Literature Review – Process of Literature Review	2	2	1		
July 17 – 24, 2026 (Day Order 1- 6)	2	2.1.3 Different Formats of presenting Literature Review	3	2	2	Lecture and Systematic Literature Review	Systematic Literature Review Submission – 25 marks - 16/07/2026
		2.1.4 Identification of Research Gap – Softwares Available for Literature Review and Citation - APA 6th Edition Formats	2	2	2-5		

July 25 – 28, 2026 (Day Order 1- 3)	2	2.2 Research Design 2.2.1 Meaning – Characteristics – Importance 2.2.2 Types of Variables Classification of Research Design	1-2 2  2	1 1  1	1 1  1	Lecture and Project  Lecture and Project	Systematic Literature Review Submission – 25 marks - 16/07/2026
July 29 – Aug 3, 2026	<b>C.A. Test – I</b>						
Aug 4 - 6, 2026 (Day Order 4 - 6)	3	<b>Sampling Techniques and Data Collection</b> 3.1 Sampling Techniques 3.1.1 Probability and Non-Probability Sampling	1-2  1-2	2  1	1  1	Lecture and Project	Quiz
Aug 7 – 14, 2026 (Day Order 1- 6)	3	3.1.2 Sampling and Sampling Errors 3.1.3 Calculation of Sample Size	1-4	1	1-3	Lecture	Short Test
Aug 17 - 24, 2026 (Day Order 1- 6)	3	3.2 Sources of Data 3.2.1 Primary Data – Interview, Questionnaire, Schedule, Observation, Case Study 3.2.2 Secondary Data – Sources, Collection, Organisation and Evaluation	1-4  1-4	2  2	1-3  1-3	Lecture  Lecture and Project	Quiz  Quiz

Aug 25 – Sep 2, 2026 (Day Order 1- 6)	4	<b>Data Analysis and Interpretation</b> 4.1 Introduction to Data Processing	3	1	2	Lecture and Practical Demonstration	Research Paper Submission – 25 marks - 01/10/2026
Sep 3 – 11, 2026 (Day Order 1- 6)	4	4.2 Methods of Data Processing – Editing, Coding, Classification, Tabulation, Pictorial and Graphical Representation	1-4	4	1-3	Lecture and Practical Demonstration	Research Paper Submission – 25 marks - 01/10/2026
Sep 15-17, 2026 (Day Order 1 - 3)	4	4.3 Data Analysis – Factors Influencing Data Analysis – Tools for Data Analysis 4.4 Interpretation of the Outputs	4-6 4-6	4 3	3-5 3-5	Lecture and Practical Demonstration	Research Paper Submission – 25 marks - 01/10/2026
Sep 18 –23, 2026	<b>C.A. Test - II</b>						
Sep 24 - 28, 2026 (Day 4 – 6)	5	<b>Report Writing</b> 5.1 Research Reports – Meaning, Importance	1-2	4	1	Lecture and Group Discussion	Quiz
Sep 29 – Oct 7, 2026 (Day Order 1 - 6)	5	5.2 Layout of the Research Report	2-3	4	1-2	Lecture	Quiz
Oct 8 - 14, 2026 (Day Order 1 - 6)	5	5.3 Types of Reports	3-4	4	2-3	Lecture	Short Test
Oct 15 - 21, 2026 (Day Order 1- 4)	<b>REVISION</b>						

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI**  
**COURSE PLAN (June - November 2026)**

**Department** : B.Com Honours  
**Name/s of the Faculty** : Ms. Nisha S  
**Course Title** : Strategic Management Dynamics  
**Course Code** : 23BH/MC/SD54  
**Shift** : II

**COURSE OUTCOMES (COs)**

COs	Description	CL
<b>CO1</b>	Understand the nature of strategy and strategic decisions	K1, K2
<b>CO2</b>	Demonstrate working of a strategic plan for the organisation	K3
<b>CO3</b>	Analyse the strengths and weakness of organisational process and suggest improvements	K4
<b>CO4</b>	Evaluate the importance of talent management for business success	K5
<b>CO5</b>	Develop and manage business projects understanding the constraints and implications	K6

Week	Unit No.	Content	Cognitive Level	Teaching Hours	COs	Teaching Learning Methodology	Assessment Methods
Jun 15 – 22, 2026 (Day Order 1-6)	1	<b>Strategic Analysis- External</b> 1.1 Nature of Strategy and Strategic decisions 1.2 Johnson, Scholas and Whittington Model	K1-K4	4	CO1-3	Lecture	Class Discussion

Jun 23 – July 1, 2026 (Day Order 1- 6)	1	1.3 Environmental issues - Strategic drift, Key drivers for change, Porter’s diamond	K1-K5	4	CO1-4	Lecture & Group Discussions	Class Discussion
July 2 – July 8, 2026 (Day Order 1- 6)	1	1.4 Competitive forces – Porter’s five forces model, Market Segmentation, Porter’s value chain, Value Networks	K1-K6	4	CO1-5	Lecture & Project Design	Class Discussion and Case Study
July 9 – 16, 2026 (Day Order 1- 6)	2	<b>Strategic Analysis - Internal</b> 2.1 Internal Resources, Capabilities and Competencies of an Organisation 2.2 Sustaining competitive advantage	K1-K5	4	CO1-4	Lecture & Project Design	Class Discussion
July 17 – 24, 2026 (Day Order 1- 6)	2	2.3 Contribution of Organisational Knowledge to the Strategic Capability	K1-K5	4	CO1-4	Lecture & Project Design	Class Discussion
July 25 – 28, 2026 (Day Order 1- 3)	3	<b>Strategic choice</b> 3.1 Suitability, Feasibility and Acceptability 3.2 Price based strategies -7Ps	K1-K4	2	CO1-3	Lecture & Case Studies	Class Discussion and Case Study
July 29 – Aug 3, 2026	<b>C.A. Test – I</b>						
Aug 4 - 6, 2026 (Day Order 4 - 6)	3	3.3 Boston Consulting Group, Public sector matrix portfolio models, Ansoff Matrix	K1-K5	2	CO1-4	Lecture & Group Discussions	Class Discussion

Aug 7 – 14, 2026 (Day Order 1-6)	3	3.4 Business Growth, Internal Development or Business Combinations - Strategic Alliances and Partnering	K1-K5	4	CO1-4	Lecture	Class Discussion
Aug 17 - 24, 2026 (Day Order 1-6)	4	<b>Strategic Action</b> 4.1 Implementing Strategic Plan	K1-K4	4	CO1-3	Lecture	Report Submission - August 20, 2026 (25 marks)
Aug 25 – Sep 2, 2026 (Day Order 1-6)	4	4.2 Aspects of the Change Management Process – Challenges 4.3 Business Change Life Cycle	K1-K5	4	CO1-4	Lecture	Class Discussion
Sep 3 – 11, 2026 (Day Order 1-6)	4	4.4 Harmon’s Process- Strategy Matrix 4.5 Improving Processes in Organisation	K1-K6	4	CO1-5	Lecture & Group Discussions	Class Discussion
Sep 15-17, 2026 (Day Order 1 - 3)	5	<b>Role Of Technology in developing Strategic Alternatives</b> 5.1 Mobile and Cloud Technology – Benefits and Challenges	K1-K4	2	CO1-3	Lecture	Class Discussion
Sep 18 –23, 2026	<b>C.A. Test – II</b>						
Sep 24 - 28, 2026 (Day 4 – 6)	5	5.2 Big Data and Data Analytics	K1-K4	2	CO1-3	Lecture	Assignment - September 17, 2026 (25 marks)

Sep 29 – Oct 7, 2026 (Day Order 1 - 6)	5	5.3 Data analytics for Product Development, Marketing and Pricing	K1-K6	4	CO1-5	Lecture & Group Discussions	Class Discussions
Oct 8 - 14, 2026 (Day Order 1 - 6)	5	5.4 Value chain for E-Business 5.5 Information Technology Systems Security and Control	K1-K6	4	CO1-5	Lecture & Group Discussions	Class Discussions
Oct 15 - 21, 2026 (Day Order 1- 4)	<b>REVISION</b>						

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI**  
**COURSE PLAN (June - November 2026)**

**Department** : B.Com Honours  
**Name/s of the Faculty** : Ms. Preethi Flavia J  
**Course Title** : Corporate Communication  
**Course Code** : 23BH/SS/CC50  
**Shift** : II

**COURSE OUTCOMES (COs)**

COs	Description						CL
CO1	Apply theories and concepts of corporate communication						K1
CO2	Comprehend the different models of communication						K2
CO3	Undertake media research						K3
CO4	Explain the process of effective communication						K4
Week	Unit No.	Content	Cognitive Level	Teaching Hours	COs	Teaching Learning Methodology	Assessment Methods
Jun 15 – 22, 2026 (Day Order 1- 6)	1	Introduction 1.1 Conceptualising communication	K1-K2	2	1-2	Lecture and Group Discussion	Discussion

Jun 23 – July 1, 2026 (Day Order 1- 6)	1	1.1 Conceptualising communication	K1-K2	2	1-2	Lecture	Case Study
July 2 – July 8, 2026 (Day Order 1- 6)	1	1.2 Models of communication - Classical, Intermediary, Interactive and Transactional models	K1-K2	2	1-2	Lecture	Group Discussion
July 9 – 16, 2026 (Day Order 1- 6)	1	1.2 Models of communication - Classical, Intermediary, Interactive and Transactional models	K1-K2	2	1-2	Group Discussion	Short Test – 25 marks (20/07/26)
July 17 – 24, 2026 (Day Order 1- 6)	1	1.3 Theories of Ideologies of mass communication	K1-K3	1	1-3	Lecture	Short Test
July 25 – 28, 2026 (Day Order 1- 3)	1	1.3 Theories of Ideologies of mass communication	K1-K3	1	1-3	Lecture	Short Test
July 29 – Aug 3, 2026	<b>C.A. Test - I</b>						
Aug 4 - 6, 2026 (Day Order 4 - 6)	2	Media Research 2.1 Research concept, elements, design and methods	K1-K2	1	1-2	Lecture	Case Study
Aug 7 – 14, 2026 (Day Order 1- 6)	2	2.1 Research concept, elements, design and methods	K1-K2	1	1-2	Lecture	Case Study
Aug 17 - 24, 2026 (Day Order 1- 6)	2	2.2 Sampling techniques	K1-K2	1	1-2	Group Discussion	Presentation and Discussion – 25 marks

							(09/09/25)
Aug 25 – Sep 2, 2026 (Day Order 1- 6)	2	2.2 Sampling techniques	K1-K2	1	1-2	Lecture	Presentation and Discussion
Sep 3 – 11, 2026 (Day Order 1- 6)	2	2.3 Qualitative and quantitative media research methods	K1-K3	1	1-3	Lecture	Presentation and Discussion
Sep 15-17, 2026 (Day Order 1 - 3)	2	2.3 Qualitative and quantitative media research methods	K1-K3	1	1-3	Group Discussion	Presentation and Discussion
Sep 18 –23, 2026	<b>C.A. Test - II</b>						
Sep 24 - 28, 2026 (Day 4 – 6)	3	Internal Communication 3.1.1 Importance of communication	K1-K2	3	1-2	Lecture	Quiz
Sep 29 – Oct 7, 2026 (Day Order 1 - 6)	3	3.1.2 Methods of Internal Communication	K1-K2	4	1-2	Lecture	Quiz
Oct 8 - 14, 2026 (Day Order 1 - 6)	3	3.1.3 Elements and process of effective communication	K1-K3	3	1-3	Group Discussion	Quiz
Oct 15 - 21, 2026 (Day Order 1- 4)	<b>REVISION</b>						