

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

COURSE PLAN (June - November 2026)

Department : B.Voc BFSI
Name/s of the Faculty : Ms. Sruthi P
Course Title : Financial Services
Course Code : 23VB/VM/FS36
Shift : II

COURSE OUTCOMES (COs)

COs	Description	CL					
CO1	Recall the basic concepts and terminologies in financial services	K1					
CO2	Identify the role of financial services in Indian Financial System	K2					
CO3	Examine the difference between various financial services provided in the financial market	K3					
CO4	Appraise the performance of various financial instruments in the market	K4					
CO5	Discuss the impact of financial services on economic development	K5					
Week	Unit No.	Content	Cognitive Level	Teaching Hours	COs	Teaching Learning Methodology	Assessment Methods

Jun 15 – 22, 2026 (Day Order 1- 6)	1	Introduction to Financial services 1.1 Financial services – Meaning, Types - Fund Based and Fee Based Financial Services	K1-K2	6	1 – 2	Lecture with PPT and Group Discussions	Q&A Sessions
Jun 23 – July 1, 2026 (Day Order 1- 6)	1	1.2 Non-Banking Financial Companies and its Functions	K1-K4	6	1 – 4	Lecture with PPT and Group Discussions	Q&A Sessions
July 2 – July 8, 2026 (Day Order 1- 6)	1	1.3 Financial Inclusion- Meaning – Objectives – Approaches to Financial Inclusion in India	K1-K4	6	1 – 4	Lecture with PPT and Group Discussions	Q&A Sessions
July 9 – 16, 2026 (Day Order 1- 6)	2	Leasing and Hire Purchase 2.1 Leasing - Types of Lease - Financial Evaluation of a Lease	K1-K3	6	1 – 3	Lecture with PPT and Quiz	Q&A Sessions
July 17 – 24, 2026 (Day Order 1- 6)	2	2.2 Contents of a Lease Agreement 2.3 Hire Purchase – Features, Legal Position, Bank and Hire Purchase Business	K1-K4 K1-K5	2 4	1 – 4 1 – 5	Lecture with PPT and Quiz	Q&A Sessions

July 25 – 28, 2026 (Day Order 1- 3)	2	2.4 Consumer Durables Finance	K1-K5	3	1 – 5	Lecture with PPT and Quiz	Snap Test
July 29 – Aug 3, 2026	C.A. Test - I						
Aug 4 - 6, 2026 (Day Order 4 - 6)	3	Factoring 3.1 Factoring – Meaning and Types, Bills Discounting, Credit Rating	K1-K3	2	1 – 3	Lecture with PPT and Classroom Discussion	Other Component 1 – MCQ Test from Unit 1 and 2 for 20 Marks to be held on 05/08/2026
Aug 7 – 14, 2026 (Day Order 1- 6)	3	3.1 Factoring – Meaning and Types, Bills Discounting, Credit Rating	K1-K3	3	1 – 3	Lecture with PPT and Classroom Discussion	Snap Test
		3.2 Rating Agencies and its Functions	K1-K4	3	1 – 4		
Aug 17 - 24, 2026 (Day Order 1- 6)	3	3.3 Rating Methodology	K1-K5	2	1 – 5	Lecture with PPT and Classroom Discussion	Snap Test
	4	Merchant Banking 4.1 Merchant Banking – Activities in New Issue Market – Managing Issue of Shares and Bonds	K1-K4	4	1 – 4		

Aug 25 – Sep 2, 2026 (Day Order 1- 6)	4	4.2 SEBI Guidelines for New Issue Market and Role of Lead Managers 4.3 Registrar and Transfer Agent (RTA)	K1-K5 K1-K4	4 2	1 – 5 1 – 4	Lecture with PPT and Test	Other Component 2 – Presentation on Cases regarding Financial Services Scams to be held for 20 Marks on 01/09/2026.
Sep 3 – 11, 2026 (Day Order 1- 6)	4	4.3 Registrar and Transfer Agent (RTA) 4.4 Depository Participants	K1-K4 K1-K5	2 4	1 – 4 1 – 5	Lecture with PPT and Test	Classroom Discussions
Sep 15-17, 2026 (Day Order 1 - 3)	5	Mutual Funds 5.1 Mutual Funds – Mechanism, Types, Features, Methods, Stages and Criteria	K1-K3	3	1 – 3	Lecture with PPT and Test	Other Component 3 – Poster Making and Presentation on Financial Inclusion to be held for 10 Marks on 15/09/2026
Sep 18 –23, 2026	C.A. Test - II						

Sep 24 - 28, 2026 (Day 4 – 6)		5.2 Mutual Funds Industry in India	K1-K4	2	1 – 4		Classroom Discussions
Sep 29 – Oct 7, 2026 (Day Order 1 - 6)		5.3 Venture Capital – Features – Methods – Stages and Criteria	K1-K5	6	1 – 5		Classroom Discussions
Oct 8 - 14, 2026 (Day Order 1 - 6)		5.4 Buyouts, Private Equity, Crowd Funding	K1-K5	6	1 – 5		Classroom Discussions
Oct 15 - 21, 2026 (Day Order 1- 4)	REVISION						

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

COURSE PLAN (June - November 2026)

Department : B.Voc (BFSI)
Name/s of the Faculty : Ms.Rogini.E
Course Title : Business Management
Course Code : 23VB/VM/BM36
Shift : II

COURSE OUTCOMES (COs)

COs	Description	CL
CO1	Describe the basic terms and concepts of management	K1
CO2	Interpret various contributions by management thinkers	K2
CO3	Examine the skills required for effective management	K3
CO4	Analyse the traits, dimensions, and styles of effective leaders	K4
CO5	Assess the importance of employee motivation in an organization	K5

Week	Unit No.	Content	Cognitive Level	Teaching Hours	COs	Teaching Learning Methodology	Assessment Methods
Jun 15 – 22, 2026 (Day Order 1- 6)	1	Management 1.1- Definition, meaning and Functions Management	K1	3	1	Lecture with PPT	Class discussion

		1.2 -Managerial skills and levels of management	K1-K3	3	1-3		
Jun 23 – July 1, 2026 (Day Order 1- 6)	1	1.2-Managerial skills and levels of management 1.3- Contribution to management thinking by Henry Fayol, F.W. Taylor and Peter F. Drucker	K1-K3 K1-K4	3 3	1-3 1-4	Lecture with PPT/Quiz	Puzzle
July 2 – July 8, 2026 (Day Order 1- 6)	1 2	1.3- Contribution to management thinking by Henry Fayol, F.W. Taylor and Peter F. Drucker Planning 2.1 Nature and Importance of Planning	K1-K4 K1-K3	3 3	1-4 1-3	Lecture with PPT/Role play- Launching a new product or starting a small business	Think-pair -share
July 9 – 16, 2026 (Day Order 1- 6)	2	2.1 Nature and Importance of Planning 2.2 Types of plans- Procedures, Strategies, Objectives, Rules, Budgets	K1-K3 K1-K3	1 5	1-3 1-3	Case study on startup failure due to poor planning,E commerce business facing loss	Concept Mapping
July 17 – 24, 2026 (Day Order 1- 6)	2	2.2 Types of plans- Procedures, Strategies, Objectives, Rules, Budgets 2.3 Obstacles to effective planning	K1-K3 K1-K3	1 5	1-3 1-3	Lecture with PPT/Quiz	Q&A session
July 25 – 28, 2026 (Day Order 1- 3)	3	Organising and Departmentation 3.1 Organizing 3.1.1 Nature and Importance	K1-K3	3	1-3	Lecture with PPT	Other Component 1 – MCQ test on unit I &II for 20 marks

							to be held on 25.07.2026
July 29 – Aug 3, 2026	C.A. Test – I						
Aug 4 - 6, 2026 (Day Order 4 - 6)	3	3.1.2 Types – Line, Line and Staff and Functional Organizations	K1-K3	3	1-3	Lecture with PPT	Class discussion
Aug 7 – 14, 2026 (Day Order 1- 6)	3	3.2 Delegation and De-centralization 3.3 Departmentation	K1-K3 K1-K3	4 2	1-3 1-3	Lecture with PPT /Flash Card	Group Activity
Aug 17 - 24, 2026 (Day Order 1- 6)	3 4	3.3 Departmentation Staffing 4.1 Recruitment and Selection	K1-K3 K1-K3	2 4	1-3 1-3	Role play on Recruitment and selection	Other Component 2 – Role play on Recruitment and selection conducted on 19.08.2026 for 10 marks
Aug 25 – Sep 2, 2026 (Day Order 1- 6)	4	4.1 Recruitment and Selection 4.2 Training – Need, Types of Employee Training	K1-K3 K1-K3	4 2	1-3 1-3	Lecture with PPT	Group Activity

Sep 3 – 11, 2026 (Day Order 1- 6)	4	4.2 Training – Need, Types of Employee Training	K1-K3	6	1-3	Lecture with PPT / Memory game Puzzle	Short test
Sep 15-17, 2026 (Day Order 1 - 3)	4	4.3 Motivation – Meaning and Maslow’s Theory of Motivation	K1-K4	2	1-4	Case study analysis on Leadership theories	Brainstorming session
		4.4 Leadership – Types of Leaders, Span of Control	K1-K5	1	1-5		
Sep 18 –23, 2026	C.A. Test – II						
Sep 24 - 28, 2026 (Day 4 – 6)	5	5.1 Meaning, Nature and Elements of Communication	K1-K5	3	1-5	Lecture with PPT/Video presentation	Quiz
Sep 29 – Oct 7, 2026 (Day Order 1 - 6)	5	5.1 Meaning, Nature and Elements of Communication	K1-K5	2	1-5	Lecture with PPT	Other Component 3 – Case study analysis Report Submission on types and process of communication for 20 marks to be held on 25.9.2026
		5.2 Types and Process	K1-K5	4	1-5		

Oct 8 - 14, 2026 (Day Order 1 - 6)	5	5.3 Barriers to effective Communication	K1-K5	6	1-5	Lecture with PPT	Class discussion
Oct 15 - 21, 2026 (Day Order 1- 4)	REVISION						

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

COURSE PLAN (June - November 2026)

Department : B.Voc (BFSI)
Name/s of the Faculty : Ms V S Neela
Course Title : Indian Securities Market
Course Code : 23VB/VM/IS34
Shift : II

COURSE OUTCOMES (COs)

COs	Description	CL					
CO1	Recall and recognize the basics of investing in stock market	K1					
CO2	Explain the importance of regulatory bodies	K2					
CO3	Identify the emerging trends of Indian financial system	K3					
CO4	Analyse the need for financial instruments	K4					
CO5	Evaluate the stock market scams in India	K5					
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 Market of new issues - Need for floating capital	K1 – K2	3	1 – 2	Lecture with PPT presentation	Quiz
Jun 23 – July 1, 2026 (Day Order 1- 6)		1.2 Public offer – Private Placement	K1 – K3	1	1 – 3	Group Discussion	
		1.2 Public offer – Rights Issue – Equity and Debt	K1 – K3	2	1 – 3	Group Discussion	MCQ test
July 2 – July 8, 2026 (Day Order 1- 6)	2	1.3 Recent trends in public issues	K1 – K3	2	1 – 3	Lecture with PPT presentation	
		1.3 Recent trends in public issues	K1 – K3	1	1 – 3	Case study analysis	Short answer test
July 9 – 16, 2026 (Day Order 1- 6)		Stock Exchange					
		2.1 Stock Exchange – Services , Role of Stock Exchange in India	K1 – K2	3	1 - 2	Lecture with PPT presentation	
July 9 – 16, 2026 (Day Order 1- 6)		2.1 Stock Exchange – Organization of Stock Exchange in India	K1 – K2	3	1 – 2	Role Play	Other Component 1 – MCQ test on Unit 1 for

							10 marks on 13.7.2026
July 17 – 24, 2026 (Day Order 1- 6)		2.2 Listing of Securities – Requirements	K1 – K4	4	1 – 4	Video presentation on listing requirements	Journaling of points in booklet
July 25 – 28, 2026 (Day Order 1- 3)		2.2 Listing of Securities – Procedures	K1 – K4	2	1 - 4	Lecture with PPT presentation	Oral test
July 29 – Aug 3, 2026	C.A. Test – I						
Aug 4 - 6, 2026 (Day Order 4 - 6)	3	Stock Market Participants 3.1 Types of Brokers	K1 – K5	3	1 – 5	Group Discussion	Short answer test
Aug 7 – 14, 2026 (Day Order 1- 6)		3.2 Methods of Trading in Stock Exchange – Carry over or Badla	K1 – K5	4	1 – 5	Lecture with PPT	Other Component 2 – Presentation on Listing requirements of individual Company in Stock exchanges for 20 marks on 7/8/2026

Aug 17 - 24, 2026 (Day Order 1- 6)	4	3.2 Methods of Trading in Stock Exchange – Genuine and Speculative Trading	K1 – K5	3	1 – 5	Case study Analysis	Quiz
		Speculators 4.1 Types of Speculators	K1 – K3	1	1 – 3	Story Telling	
Aug 25 – Sep 2, 2026 (Day Order 1- 6)		4.1 Types of Speculators	K1 – K3	4	1 - 3	Lecture with PPT	Q & A session
Sep 3 – 11, 2026 (Day Order 1- 6)		4.1 Types of Speculators	K1 – K3	1	1 – 3	Lecture with PPT	Quiz
		4.2 Mechanism of Trading and Settlement	K1 – K5	3	1 - 5	Group Discussion	
Sep 15-17, 2026 (Day Order 1 - 3)		4.2 Mechanism of Trading and Settlement	K1 – K5	3	1 - 5	Display live stock market data from NSE /BSE websites	Q & A session
Sep 18 –23, 2026	C.A. Test – II						
Sep 24 - 28, 2026 (Day 4 – 6)	5	Stock Market Regulation	K1 – K4	3	1 – 4	Role play	Other Component 3 – Case study analysis on Types of speculators

		5.1 Regulations and Regulatory Agencies for Secondary Markets					for 20 marks on 24/9/2026
Sep 29 – Oct 7, 2026 (Day Order 1 - 6)		5.2 Stock Holding Corporation	K1 – K4	4	1 - 5	Lecture with PPT presentation	Quiz
Oct 8 - 14, 2026 (Day Order 1 - 6)		5.3 Depository System in India	K1 – K5	2	1 - 5	Group Discussion	Short Test
Oct 15 - 21, 2026 (Day Order 1- 4)	REVISION						

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

COURSE PLAN (June - November 2026)

Department : B.Voc (BFSI)
Name/s of the Faculty : Ms. Monisha Carol M, Ms. Rogini E
Course Title : Essentials of Marketing
Course Code : 23VB/VM/EM34
Shift : II

COURSE OUTCOMES (COs)

COs	Description	CL
CO1	Outline various concepts, tools and principles of marketing	K1
CO2	Associate the recent marketing practices and its application in business scenario	K2
CO3	Apply modern marketing concepts and its usefulness	K3
CO4	Recommend socially relevant Marketing initiatives	K4
CO5	Evaluate existing marketing strategies and tactics	K5

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 Marketing - Meaning and Definition	K1-K3	2	1-3	Lecture with PPT	Class discussion

		1.2 Functions of Marketing	K1-K2	2	1-2	Lecture with PPT	Puzzle
Jun 23 – July 1, 2026 (Day Order 1- 6)	1	1.3 Role and Importance of Marketing	K1-K4	2	1-4	Lecture with PPT - Simulation on creating a market	Group activity
		1.4 Classification of Markets	K1-K5	2	1-5		
July 2 – July 8, 2026 (Day Order 1- 6)	2	Market Segmentation and Consumer Behaviour 2.1 Market Segmentation - Concept - Benefits - Basis and Levels.	K1-K3	2	1-3	Lecture with PPT	Flash card
		2.2 Introduction to Consumer Behaviour - Need & Importance	K1-K5	2	1-5		
July 9 – 16, 2026 (Day Order 1- 6)	2	2.3 Consumer Buying Decision Process, Buying Motives	K1-K3	4	1-3	Lecture with PPT - Role play on buying decision process	Think-pair-share
July 17 – 24, 2026 (Day Order 1- 6)	2	2.4 Marketing Research - MIS - Meaning and Importance	K1-K3	4	1-3	Lecture with PPT - Gamification	Other Component 1 - MCQ test on Unit 1 on 17.07.2026 for 15 marks

July 25 – 28, 2026 (Day Order 1- 3)	3	Marketing Mix and Product Policy 3.1 Marketing Mix	K1-K3	2	1-3	Lecture with PPT	Content Mapping
July 29 – Aug 3, 2026	C.A. Test – I						
Aug 4 - 6, 2026 (Day Order 4 - 6)	3	3.2 Product – Introduction, Product Policy, Product Planning, Stages of New Product Development, Product Life Cycle	K1-K4	2	1-4	Lecture with PPT - Video presentation	Recap
Aug 7 – 14, 2026 (Day Order 1- 6)	3	3.2 Product – Introduction, Product Policy, Product Planning, Stages of New Product Development, Product Life Cycle 3.3 Product Packaging, Branding, Labelling, Product Mix, Price, Pricing Policies and Methods	K1-K4 K1-K5	3 1	1-4 1-5	Lecture with PPT	Recap
Aug 17 - 24, 2026 (Day Order 1- 6)	4	Channels of Distribution 4.1 Channels of Distribution - Levels and Channel Members	K1-K4	4	1-4	Lecture with PPT	Other Component 2 - Designing a new product and its product mix strategy on 17.08.2026 for 20 marks

Aug 25 – Sep 2, 2026 (Day Order 1- 6)	4	4.2 Promotion and Communication Mix	K1-K3	4	1-3	Lecture with PPT - Memory game	Other Component 3 - Poster making on Promotion and Communication mix on 27.8.26 for 15 marks
Sep 3 – 11, 2026 (Day Order 1- 6)	5	Recent trends in Marketing 5.1 Digital Marketing	K1-K3	4	1-3	Lecture with PPT - AD copy –Launch your digital campaign	Group Activity
Sep 15-17, 2026 (Day Order 1 - 3)	5	5.2 Recent trends in social media marketing	K1-K4	2	1-4	Lecture with PPT - Case study analysis on recent trends in marketing	Brainstorming session
Sep 18 –23, 2026	C.A. Test – II						
Sep 24 - 28, 2026 (Day 4 – 6)	5	5.2 Recent trends in social media marketing	K1-K4	2	1-4	Lecture with PPT	Q&A session

Sep 29 – Oct 7, 2026 (Day Order 1 - 6)	5	5.3 Influencer marketing in social media	K1-K5	4	1-5	Lecture with PPT - Scenario based learning	Snap Test
Oct 8 - 14, 2026 (Day Order 1 - 6)	5	5.3 Influencer marketing in social media	K1-K5	4	1-5	Lecture with PPT	Class Discussion
Oct 15 - 21, 2026 (Day Order 1- 4)	REVISION						

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

COURSE PLAN (June - November 2026)

Department : B.Voc (BFSI)
Name/s of the Faculty : Ms.Abirami D.
Course Title : Customer Relationship Management
Course Code : 23VB/VE/CR35
Shift : II

COURSE OUTCOMES (COs)

COs	Description	CL
CO1	Describe the basic concepts related to customer relationship management	K1
CO2	Summarize on importance of customer satisfaction and loyalty in business	K2
CO3	Apply CRM strategies to real time business scenarios	K3
CO4	Classify the effectiveness of CRM strategies in improving customer relationships and achieving organizational goals	K4
CO5	Recommend the impact of CRM on customer satisfaction, loyalty, and overall business performance	K5

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 Definition and	K1-K2	2	1-2	Lecture with PPT	General Quiz on CRM

		Concepts of Customer Relationship Management 1.2 Understanding Customer Buying Decision Making Process	K1-K3	3	1-3		Concepts
Jun 23 – July 1, 2026 (Day Order 1- 6)		1.3 Customer Life Cycle 1.4 Elements of Customer Relationship Management	K1-K3 K1-K5	3 2	1-3 1-5	Lecture with PPT – Group Discussion on Customer satisfaction	Q & A Session
July 2 – July 8, 2026 (Day Order 1- 6)	2	Customer Relationship Management Process and Planning 2.1 Phases and Objectives of CRM process	K1-K2	5	1-2	Lecture with PPT	Quiz
July 9 – 16, 2026 (Day Order 1- 6)		2.2 Phases of CRM cycle	K1-K4	5	1-4	Lecture with PPT	Q & A Session
July 17 – 24, 2026 (Day Order 1- 6)		2.3 Customer knowledge and Relationship Policy	K1-K4	5	1-4	Lecture with PPT – Field Visit to Banks to observe CRM practices	Other Component 1 – Test with MCQ, Short answer Questions and Application Based questions on

							24.07.26 for 20 marks
July 25 – 28, 2026 (Day Order 1- 3)	3	Customer Relationship Management and Marketing 3.1 Evaluation of Customer Relationship Marketing	K1-K4	2	1-4	Lecture with PPT	Crossword Puzzle
July 29 – Aug 3, 2026	C.A. Test – I						
Aug 4 - 6, 2026 (Day Order 4 - 6)		3.2 Types of CRM – Win Back	K1-K5	2	1-5	Lecture with PPT –SWOT Analysis – Analyse strengths and weaknesses of a company’s CRM practices	Online Quiz
Aug 7 – 14, 2026 (Day Order 1- 6)		3.2 Prospecting, Cross Selling , Up Selling	K1-K5	5	1-5	Lecture with PPT	Q & A Session
Aug 17 - 24, 2026 (Day Order 1- 6)		3.3 Brand Loyalty and Brand Equity	K1-K5	5	1-5	Lecture with PPT	Other Component 2 - Live interview video from customers and business owners

							regarding CRM practices on 24.08.26 for 15 marks
Aug 25 – Sep 2, 2026 (Day Order 1- 6)	4	Customer Relationship Management and Implementation 4.1 CRM Implementation – Structure, Choice of Technology, Reporting	K1-K5	5	1-5	Lecture with PPT	Scenario based Q & A Session
Sep 3 – 11, 2026 (Day Order 1- 6)		4.2 Data Storage and Data Mining and Retrieval	K1-K5	5	1-5	Lecture with PPT - Real customer experience to highlight CRM principles	Quiz
Sep 15-17, 2026 (Day Order 1 - 3)		4.3 Market Intelligence and Information systems for Effective CRM	K1-K5	3	1-5	Lecture with PPT	Develop CRM Plan
Sep 18 –23, 2026	C.A. Test – II						
Sep 24 - 28, 2026 (Day 4 – 6)	5	Recent Trends in Customer Relationship Management 5.1 Managing Customer Retention in	K1-K5	3	1-5	Lecture with PPT	Other Component 3 - Create Posters, Taglines promoting customer loyalty

		Retail Industry					and service quality on 28.09.26 for 15 marks
Sep 29 – Oct 7, 2026 (Day Order 1 - 6)		5.2 Technology changes – Call Centre, Information Centres, social media in CRM	K1-K5	5	1-5	Lecture with PPT – Prepare Strategies to improve customer relationship and loyalty for an organisation	Kahoot Quiz
Oct 8 - 14, 2026 (Day Order 1 - 6)		5.3 CRM in New Industries	K1-K5	5	1-5	Lecture with PPT	Discussion
Oct 15 - 21, 2026 (Day Order 1- 4)	REVISION						