

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

Department : Commerce
Name/s of the Faculty : Dr. Vanitha Karthikeyan
Course Title : Accounting for Decision Making
Course Code : 23CM/PC/AD14
Shift : II

COURSE OUTCOMES (COs)

COs	Description	CL
CO1	Identify the relevant accounting standards in the preparation of financial statements.	K1
CO2	Explain the concepts in accounting for performance evaluation.	K2
CO3	Apply the accounting techniques in the decision-making process.	K3
CO4	Analyse the cost and financial data for effective cost control and profit planning.	K4
CO5	Evaluate the tools of management accounting in performance measurement.	K5

Week	Unit No.	Content	Cognitive Level	Teaching Hours	COs	Teaching Learning Methodology	Assessment Methods
Jun 22, 2026 (Day Order 6)	1	Unit I Introduction 1.1 Role of accounting in decision making – financial, cost and management accounting	K1-K2	2	CO 1-2	Interactive Lecture, Power point presentation and problem solving	Worksheets for problem solving
			K1-K4	3	CO 1-4		

		1.2 Accounting information for decision making 1.2.1 Cost statement					
Jun 23 – July 1, 2026 (Day Order 1- 6)		1.2.2 Corporate financial statement – contents and formats as per Schedule 6 of Companies Act 2013	K1-K2	1	CO 1-2	Interactive Lecture, Power point presentation	Recap of accounting concepts
		1.2.3 Accounting Standard	K1-K2	1	CO 1-2		
		1.3 An Overview of Accounting Standards and Indian Accounting Standards	K1-K2	3	CO 1-2		
July 2 – July 8, 2026 (Day Order 1- 6)	II	Cost Analysis for Managerial Decision 2.1 Cost-Volume-Profit (CVP) Analysis 2.2 Application of CVP in decision making 2.2.1 Pricing decision for domestic and export order 2.2.2 Key factor	K1-4 K1-5 K1-5	2 2 1	CO 1-4 CO 1-5 CO 1-5	Interactive Lecture, Power point presentation and problem solving	Problem solving

		utilisation decision					
July 9 – 16, 2026 (Day Order 1- 6)		2.2.2 Key factor utilisation decision 2.2.3 Shut down decision 2.2.4 Input and sales mix decision 2.2.5 Make or buy decision	K1-5 K1-5 K1-5 K1-5	1 1 1 2	CO 1-5 CO 1- 5 CO 1- 5 CO 1- 5	Interactive Lecture, Power point presentation and problem solving	Problem Solving
July 17 – 24, 2026 (Day Order 1- 6)		2.3 Life cycle costing – meaning, features and importance 2.4 Other costing techniques for cost ascertainment and decision making – Backflush costing, Target costing – meaning, features and Applications	K1-2 K1-5	2 3	CO1- 2 CO1- 5	Interactive Lecture, Power point presentation and problem solving	Summing up the concepts
July 25 – 28, 2026 (Day Order 1- 3)	III	3.1 Performance Evaluation and Analysis 3.1.1 Ratio Analysis	K1-5	3	CO1- 5	Interactive Lecture, Power point presentation and problem solving	Problem Solving

July 29 – Aug 3, 2026	C.A. Test - I						
Aug 4 - 6, 2026 (Day Order 4 - 6)		3.1.1 Ratio analysis 3.1.2 Cash flow analysis	K1-5 K1-5	1 1	CO1- 5 CO1- 5	Interactive Lecture, Power point presentation and problem solving	Project submission on 6.8.2026 of the study of financial well being of a company using ratio analysis – 20 Marks
Aug 7 – 14, 2026 (Day Order 1- 6)		3.1.2 Cash flow analysis 3.2 Performance Measurement 3.2.1 Activity based costing	K1-5 K1-5	3 2	CO1- 5 CO1- 5	Interactive Lecture, Power point presentation and problem solving	Problem solving
Aug 17 - 24, 2026 (Day Order 1- 6)		3.2.2 Throughput accounting 3.2.3 Value added statements 3.2.4 Balance scorecards	K1-2 K1-2 K1-2	2 2 1	CO1-2 CO1-2 CO1-2	Interactive Lecture, Power point presentation and problem solving	Participative Learning- Case study analysis test on 24.08.2026 on application of

Sep 24 - 28, 2026 (Day 4 – 6)		5.2 Types of budgets – production, purchases, sales, cash, flexible and master budget	K1-5	2	CO1-5	Interactive Lecture, Power point presentation and problem solving	Problem Solving
Sep 29 – Oct 7, 2026 (Day Order 1 - 6)		5.2 Types of budgets – production, purchases, sales, cash, flexible and master budget	K1-5	5	CO1-5	Interactive Lecture, Power point presentation and problem solving	Problem Solving
Oct 8 - 14, 2026 (Day Order 1 - 6)		5.3 Zero base budget and Performance budgeting requisites and steps in implementation	K1-5	5	CO1-5	Interactive Lecture, Power point presentation and problem solving	Recap and Summing up
Oct 15 - 21, 2026 (Day Order 1- 4)	REVISION						

Other Component

1. Project submission on 6.8.2026 on the study of financial wellbeing of a company using ratio analysis. – 20 Marks
2. Participative Learning- Case study analysis test on 24.08.2026 on application of cost analysis techniques to business situations for 15 marks.
3. Experiential Learning – Objective Test from Unit III to IV -15 marks on 15.09.2026

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

Department : Commerce- General
Name/s of the Faculty : Dr. Christine Stanley
Course Title : Global Business Environment
Course Code : 23CM/PC/GB14
Shift : II

COURSE OUTCOMES (COs)

COs	Description						CL
CO1	Relate the concepts of Indian business environment and the global business environment						K1 & 2
CO2	Present the internal and external environmental factors and its influence on global business						K3
CO3	Analyse the impact of cultural differences on global business operations						K4
CO4	Appraise the business strategies employed in global business operations						K5
CO5	Create a plan for incorporating technology into global business operations						K6
Week	Unit No.	Content	Cognitive Level	Teaching Hours	COs	Teaching Learning Methodology	Assessment Methods

Jun 22, 2026 (Day Order 6)	1.1	Objectives and significance of Business Environment - Micro and Macro Environment	K1-2	1	CO 1	Classroom Lecture, Presentation	Q & A-Discussion
Jun 23 – July 1, 2026 (Day Order 1- 6)	1.2 1.3 1.4	Nature and Scope of Global Business Environment Social, Cultural, Economic, Political and Ecological Environment of Global Business, Ethics in International Business	K1-2 K1-6 K1-5	5	CO 1 CO1-5 CO1-4	Classroom Lecture, Case study analysis, Story telling	Oral Quiz Q & A
July 2 – July 8, 2026 (Day Order 1- 6)	2.1	Global Business Environment-Strategic Decisions in Global Business	K1 -2	5	CO 1	Classroom Lecture, Role Play, Case study analysis	Other component – News analysis
July 9 – 16, 2026 (Day Order 1- 6)	2.2	Concepts of Human Development Index-Significance and Components	K1 -2	5	CO 1	Classroom Lecture, Presentation, Experiments	Q & A – Discussion
July 17 – 24, 2026 (Day Order 1- 6)	2.3	Trends in Human Development Index, Human Development Indicators, Important Aspects of Human Development Index	K1-4	5	CO1-3	Classroom Lecture, Presentation, Experiments	Other component – Case study

July 25 – 28, 2026 (Day Order 1- 3)	2.4	Global Development Index-World Bank Human Development Index	K 5	2	CO 4	Classroom Lecture, Group discussions	Q & A- Discussion
July 29 – Aug 3, 2026	C.A. Test – I						
Aug 4 - 6, 2026 (Day Order 4 - 6)	3.1	Balance of Payments	K 1- 2	3	CO 1	Classroom Lecture, Presentation	Class discussion
Aug 7 – 14, 2026 (Day Order 1- 6)	3.2	Trade Protection Methods-Methods of Trade Protection Policy	K 1-4	5	CO1-3	Classroom Lecture, Case study analysis	Other component – News analysis
Aug 17 - 24, 2026 (Day Order 1- 6)	3.3	International Commodity Agreements International Coffee Agreement, International Timber Agreement	K 1-6	5	CO1-5	Classroom Lecture, Group discussions	Summing up
Aug 25 – Sep 2, 2026 (Day Order 1- 6)	4.1	Regional Grouping- European Union, SAARC, NAFTA, ASEAN	K 1-3	5	CO1-2	Classroom Lecture, Presentation	Other component - Role Play
Sep 3 – 11, 2026 (Day Order 1- 6)	4.2	Role of WTO-GATT, TRIMS, TRIPS, World Economic Forum	K 1-3	5	CO1-2	Classroom Lecture, Presentation	Other component - Role Play

Sep 15-17, 2026 (Day Order 1 - 3)	4.3	Anti-Dumping Measures	K 1-4	2	CO1-3	Classroom Lecture, Surveys, Real cases	Summing up
Sep 18 –23, 2026	C.A. Test - II						
Sep 24 - 28, 2026 (Day 4 – 6)	5.1	Role and Functions of International Organizations in Promoting and Regulating Global Business	K 1-6	3	CO1-5	Classroom Lecture, Presentation, Role Play	Other component - Role Play
Sep 29 – Oct 7, 2026 (Day Order 1 - 6)	5.2	International Organizations-IMF, World Bank, IDA, IFC, UNCTAD, UNIDO	K 1-6	5	CO1-5	Classroom Lecture, Presentation	Other component - Role Play
Oct 8 - 14, 2026 (Day Order 1 - 6)	5.3	BRICS Development Bank	K 1-5	5	CO1-4	Classroom Lecture, Presentation	Q & A- Discussion
Oct 15 - 21, 2026 (Day Order 1- 4)	REVISION						

Other Component :

1. **Experiential Learning Method :** News Analysis on Global Business trends in July 2026 - 15 Marks
2. **Problem Solving Method :** Case study Analysis on Human Development Indicators and HDI in August 2026-20 Marks
3. **Participatory Learning Method :** Role Play on Functions of International Organisations in September 2026 -15 Marks

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

Department : M.COM DEGREE
Name/s of the Faculty : Dr. Catherine Irudayamary Anita
Course Title : MANAGERIAL ECONOMICS
Course Code : 23CM/PC/ME14
Shift : II

COURSE OUTCOMES (COs)

COs	Description	CL
CO1	describe the fundamental concepts in managerial economics for decision making	K1, K2
CO2	relate the effect of government policies and its interventions in business decisions	K3
CO3	analyse the techniques for demand forecasting	K4
CO4	evaluate the market forces and macro-economic aspects influencing business	K5
CO5	formulate the optimal price and output for firms under different market structures	K6

CL – Cognitive Level**K1 – Remember | K2 – Understand | K3 – Apply | K4 – Analyse | K5 – Evaluate | K6 – Create**

Week	Unit No.	Content	Cognitive Level	Teaching Hours	COs	Teaching Learning Methodology	Assessment Methods
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Jun 22, 2026 (Day Order 6)	I	Introduction to Managerial Economics 1.1 Managerial Economics – Definition – Nature and Scope	K1, K2	1	1-5	Lecture & Discussion	Group Discussion
Jun 23 – July 1, 2026 (Day Order 1- 6)		(Contd.) 1.1 Managerial Economics – Definition – Nature and Scope 1.2 Fundamental concepts in Managerial Economics for decision making: Incremental Principle, Opportunity Cost, Discounting Principle, Time Concept, Equi- Marginal Principle – Illustrations	K1, K2 K1-K6	1 4	1-2 1-4	Lecture & Discussion Lecture with PPT	Recall definition and concepts
July 2 – July 8, 2026 (Day Order 1- 6)	II	1.3 Decision Making – Process and Conditions – Difference between Risk Uncertainty Demand Analysis and Forecasting 2.1 Meaning of Demand- Types of Demand – Law of Demand and its Exceptions, Elasticity of Demand – Price	K1-K6 K1-K3	4 1	1-5 1-2	Lecture & Discussion Lecture and Presentation	Other Component 1

		Elasticity, Income Elasticity, Cross Elasticity, Promotion Elasticity, Applications of the concepts of Elasticity					
July 9 – 16, 2026 (Day Order 1- 6)		(Contd.) 2.1 Meaning of Demand – Types of Demand – Law of Demand and its Exceptions, Elasticity of Demand – Price Elasticity, Income Elasticity, Cross Elasticity, Promotion Elasticity, Applications of the concepts of Elasticity 2.2 Demand Forecasting - Process - Statistical and Non-statistical Techniques	K1-K3 K1-K4	4 1	1-2 1-3	Presentation and Discussion Lecture with PPT	Recall and analyse elasticities based on price, income and commodities Learn the concepts
July 17 – 24, 2026 (Day Order 1- 6)		(Contd.) 2.2 Demand Forecasting – Process – Statistical and Non Statistical Techniques 2.3 Utility Analysis and Consumer Behaviour – Equilibrium of the consumer using Cardinal and Ordinal Utility (Indifference Curve) Theories.	K1-K4 K1-K4	4 1	1-3 1-3	Presentation & Lecture Discussion and Lecture	Quiz Debate

July 25 – 28, 2026 (Day Order 1- 3)		(Contd.) 2.3 Utility Analysis and Consumer Behaviour – Equilibrium of the consumer using Cardinal and Ordinal Utility (Indifference Curve) Theories.	K1-K4	3	1-3	Discussion and Lecture	Recall the concepts
July 29 – Aug 3, 2026	C.A. Test – I						
Aug 4 - 6, 2026 (Day Order 4 - 6)	III	(Contd.) 2.3 Utility Analysis and Consumer Behaviour – Equilibrium of the consumer using Cardinal and Ordinal Utility (Indifference Curve) Theories Supply and Production Theory 3.1 Meaning of Production Function, Production Function with one Variable input – Law of Variable Proportions – Returns to Scale, Production Function with two Variable Inputs – Iso-quants – Producers’ Equilibrium	K1-K4 K1-K3	1 2	1-3 1-2	Discussion and Lecture Discussion and Lecture	Debate Recap with tables and diagrams
Aug 7 – 14, 2026 (Day Order 1- 6)		(Contd.) 3.1 Meaning of Production Function,	K1-K3	2	1-2	Lecture, Presentation & Discussion	Recall and Practice diagrams

		Production Function with one Variable input – Law of Variable Proportions – Returns to Scale, Production Function with two Variable Inputs – Iso-quants – Producers' Equilibrium 3.2 Economies of Scale – Types – Economies of Scope 3.3 Theory of Costs – Classification of Costs - Short Run and Long Run Cost Curves, Revenue Curves	K1-K4 K1-K4	2 1	1-3 1-3	Lecture, Presentation & Discussion Discussion and Lecture	Quiz Quiz
Aug 17 - 24, 2026 (Day Order 1- 6)	IV	3.3 Theory of Costs – Classification of Costs - Short Run and Long Run Cost Curves, Revenue Curves Market Structure 4.1 Meaning and Elements, Classification of Markets – Markets based on Competition, Theory of Firm – Profit Maximization Rules	K1-K4 K1-K2	3 3	1-3 1	Discussion and Lecture Lecture, discussion and cases	Quiz Group discussion with cases
Aug 25 – Sep 2, 2026 (Day Order 1- 6)		4.2 Price and Output Determination under Perfect Competition 4.3 Price and Output Determination under	K1-K5 K1-K6	3 2	1-4 1-5	PPT and Lecture Lecture with PPT	Case Analysis Discussion

		Monopoly – Monopoly Price Discrimination					
Sep 3 – 11, 2026 (Day Order 1- 6)		4.3 Price and Output Determination under Monopoly – Monopoly Price Discrimination	K1-K6	1	1-5	Lecture with PPT	Other Component 2
		4.4 Price and Output Determination under Monopolistic Competition	K1-K6	3	1-5	Lecture, discussion and cases	
		4.5 Price and Output Determination under Oligopoly – Game Theory, Kinky Demand Curve Model	K1-K6	1	1-5	Lecture, discussion and cases	
Sep 15-17, 2026 (Day Order 1 - 3)	V	4.5 Price and Output Determination under Oligopoly – Game Theory, Kinky Demand Curve Model	K1-K6	2	1-5	Lecture, discussion and cases	Recap and case analysis
		Macro Aspects of Economics 5.1 Macro Economic Concepts National Income Concepts – Measurement of National Income, Economic Indicators	K1-K6	2	1-4	Lecture and Discussion	Recall
Sep 18 –23, 2026	C.A. Test – II						
Sep 24 - 28, 2026 (Day 4 – 6)		5.1 Macro Economic Concepts National	K1-K5	1	1-4	Lecture and Discussion	Recall

		Income Concepts – Measurement of National Income, Economic Indicators 5.2 Business Cycles: Phases and Management	K1-K6	2	1-5	Discussion and Lecture	Recall phases of business cycles
Sep 29 – Oct 7, 2026 (Day Order 1 - 6)		5.2 Business Cycles: Phases and Management	K1-K6	1	1-5	Lecture & discussion	Recall phases
		5.3 An overview of Financial System in India, An overview of Fiscal and Monetary Policies in India	K1-K2	4	1	Lecture & discussion	Discussion
Oct 8 - 14, 2026 (Day Order 1 - 6)		5.4 Need for Government Intervention – Role and Reforms that impact Business, Public- Private Participation (PPP) , Viability Gap Funding	K1-K5	5	1-4	Lecture & discussion	Other Component Test 3
Oct 15 - 21, 2026 (Day Order 1- 4)	REVISION						

Other Components

1. Problem-Solving Methods - Objective test in Unit 1.2 (20 Marks) - 7.07.2026
2. Participatory Learning Methods – Case Analysis in Unit 4 (10 Marks) – 03.09.2026
3. Participatory Learning Methods – Group Assignment in Unit 5 on “Government as a Facilitator: Role, Reforms, PPP and VGF in Building Infrastructure” (20 Marks)- 05.10.2026

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

Department : Commerce
Name/s of the Faculty : Dr. Nithya K
Course Title : Organisational Theory and Behaviour
Course Code : 23CM/PC/OB14
Shift : II

COURSE OUTCOMES (COs)

COs	Description						CL
CO1	Define the factors influencing individual behavior						K1
CO2	Explain the relevance of group behaviour						K2
CO3	Relate theories and concepts around work-life balance to workplace stress management						K3
CO4	Examine relevant theories to solve problems of change and conflict within an organisation						K4
CO5	Develop programmes to reduce conflicts and stress of employees in an organisation						K5
Week	Unit No.	Content	Cognitive Level	Teaching Hours	COs	Teaching Learning Methodology	Assessment Methods
Jun 22, 2026 (Day Order 6)	I	Introduction 1.1 Meaning, Definition, Determinants, Nature and Concepts	K1-K2	2	CO1-2	Lecture and Power Point Presentation	Group discussion

Jun 23 – July 1, 2026 (Day Order 1- 6)	1	1.2 Organisational Theories- Classical, Neo-Classical and Contemporary 1.3 Models of Organisational Behaviour	K 2 K3-K4	2 2	CO 2 CO 3-4	Lecture and Power Point Presentation	Summing up and discussion
July 2 – July 8, 2026 (Day Order 1- 6)	I	1.4 Challenges and Opportunities for Organizational Behaviour 1.5 International Dimensions of Organisational Behaviour	K4-K5 K 4	2 2	CO 4 CO 4	Lecture and Power Point Presentation	Recap and short questions and answers
July 9 – 16, 2026 (Day Order 1- 6)	II	Individual Behavior and Personality 2.1 Factors Influencing Individual Behaviour - Environmental, Personal and Other Factors	K 3-K5	3	CO 3-5	Guest Lecture and Power Point Presentation	Discussion

		2.2 Personality – Determinants, Personality Traits, The Big Five Personality Traits					
July 17 – 24, 2026 (Day Order 1- 6)	II	2.3 Theories of Personality-Types, Major Personality Attributes Influencing Organisational Behaviour 2.4 Attitudes-Formation of Attitude, Key Work related Attitude	K 3-K4 K 3-K4	3 3	CO 3-4 CO 3-4	Lecture and Power Point Presentation	Surprise Quiz
July 25 – 28, 2026 (Day Order 1- 2)	II & III	2.5 Perception- Factors influencing Perception Individual Dynamics 3.1 Perception – Meaning and Definition, Factors influencing Perception, Perceptual Process	K 1-K4	3	CO 1-4	Lecture and Power Point Presentation	Summing up
July 29 – Aug 3, 2026	C.A. Test – I						
Aug 4 - 6, 2026 (Day Order 3 - 6)	III	3.1 Perceptual Biases/Errors –	K 2-K3	3	CO 2-3		

		Honing Perceptual Skills				Lecture and Power Point Presentation	Other Component Presentation- Designing a training program
Aug 7 – 14, 2026 (Day Order 1- 6)	III	3.2 Learning – Theories of Learning, Principles of Learning	K 2-K3	3	CO 2-3	Lecture and Power Point Presentation Presentation by Students	Summing up and Other Component Presentation - Designing a training program
Aug 17 - 24, 2026 (Day Order 1- 6)	III	3.4 Motivation – Theories of Motivation – Maslow’s, Herzberg’s, Alderfer’s and McClelland’s Theory, Motivation and Organisational Effectiveness	K 2-K3	3	CO 2-3	Lecture and Power Point Presentation	Other Component Case study Analysis and role play presentation on various Learning Styles and Discussion
Aug 25 – Sep 2, 2026 (Day Order 1- 6)	III & IV	3.5 Case Studies on Individual Dynamics Group Dynamics 4.1 Group Dynamics – Meaning and Types, Stages of Group	K 1-K5	3	CO1- 5	Lecture and Power Point Presentation	Other Component Case study Analysis and role play presentation

		Development and Group Effectiveness					
Sep 3-11, 2026 (Day Order 1 - 6)	IV	4.2 Team Building – Ingredients of Effective Team, Process and Skills in Team Building	K 3-K4 K 3-K5	5 1	CO 3-4 CO 3-5	Lecture and Power Point Presentation	Group Discussion
Sep 15-17, 2026 (Day Order 1 - 3)	IV & V	4.3 Stress – Nature of Stress, Causes of Stress 4.3 Consequences of Stress, Managing Stress in the Work Place, Work Life Balance Organisational Culture, Change and Development 5.1 Concept and Determinants of Organizational Culture	K3-K5 K1-K3	2 1	CO 3-5 CO1-3	Lecture and Power Point Presentation	Summing up
Sep 18 –23, 2026	C.A. Test – II						
Sep 24 - 28, 2026 (Day 4 – 6)	V	5.1 Creating, Sustaining and Impact of Culture on Organizational Effectiveness	K 5	2	CO 5	Lecture and Power Point Presentation	Discussion
Sep 29 – Oct 7, 2026 (Day Order 1 - 6)	V	5.2 Conflict in Organisation- Nature	K 1-K4	2	CO 1-4		

		of Conflict, Functional and Dysfunctional Conflict, the Process of Conflict and Managing Conflict				Lecture and Power Point Presentation	Summing up and Discussion
Oct 8 - 14, 2026 (Day Order 1 - 6)	V	5.3 Organisational Change – Significance and Types 5.4 Organisational Development – Concept, Process, Values and Intervention Techniques	K 3-K4 K3-K5	2 2	CO 3-4 CO 3-5	Lecture and Power Point Presentation	Surprise Quiz
Oct 15 - 21, 2026 (Day Order 1- 4)	REVISION						

OTHER COMPONENTS

1. Group presentation for 25 Marks from August 18, 2026 onwards
2. Case study analysis and Presentation for 25 marks from September 8 to 10, 2026

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

Department : Commerce-M.Com
Name/s of the Faculty : Dr.Nisha Guruharan
Course Title : Customer Relationship Management
Course Code : 23CM/PE/CR15
Shift : II

COURSE OUTCOMES (COs)

COs	Description						CL
CO1	Elaborate and apply the relationship marketing concepts.						K1, K2
CO2	Demonstrate an understanding of customer acquisition practices.						K3
CO3	Appraise the loyalty based relationship strategies of firm.						K4
CO4	Analyze the customer retention adopted by different organizations.						K5
CO5	Design the relationship marketing strategy.						K6
Week	Unit No.	Content	Cognitive Level	Teaching Hours	COs	Teaching Learning Methodology	Assessment Methods

Jun 22, 2026 (Day Order 6)	1	Unit 1 - Fundamental concepts in Relationship Marketing 1.1 Defining Relationship Marketing Concepts	K1 – K2	5	CO1-5	Lecture and Presentation	Class Discussion
Jun 23 – July 1, 2026 (Day Order 1- 6)	1	1.2 Relationship Marketing programmers-types 1.3 Steps involved in building customer based brand equity	K3 – K5	5	CO1-5	Lecture and Presentation	Recap and short Q & A
July 2 – July 8, 2026 (Day Order 1- 6)	2	Unit 2 - Customer Acquisition 2.1 Customer Life Cycle	K1 – K2	5	CO1-5	Lecture and Presentation	Discussion
July 17 – 24, 2026 (Day Order 1- 6)	2	2.3 Customer Profiling	K4 – K5	5	CO1-5	Lecture and Presentation	Discussion and summing up
July 25 – 28, 2026 (Day Order 1- 3)	3	Unit 3 - Customer Loyalty 3.1 Loyalty Effect	K1 – K2	5	CO1-5	Lecture and Presentation	Discussion

July 29 – Aug 3, 2026	C.A. Test - I						
Aug 4 - 6, 2026 (Day Order 4 - 6)	3	3.2 Building Loyalty through customer retention	K2 – K3	5	CO1-5	Lecture, Presentation and Discussion	Recap and short Q& A
Aug 7 – 14, 2026 (Day Order 1- 6)	3	3.3 Devising a Loyalty based relationship building strategy	K3 – K4	5	CO1-5	Lecture, Presentation and Discussion	Case Analysis
Aug 17 - 24, 2026 (Day Order 1- 6)	4	3.3 Loyalty based relationship building strategy	K4– K5	5	CO1-5	Lecture, Presentation and Discussion	Case Analysis
Aug 25 – Sep 2, 2026 (Day Order 1- 6)	4	Unit 4 - Customer Satisfaction and Retention 4.1 Significance of Customer Retention	K1– K2 K2– K3	5	CO1-5	Lecture and Discussion	Class discussion
Sep 3 – 11, 2026 (Day Order 1- 6)	4	4.2 Major Customer Retention Stages	K3 – K4	3	CO1-5	Lecture and Discussion	Class discussion
Sep 15-17, 2026 (Day Order 1 - 3)	4	4.3 Customer satisfaction- Factors and Levels	K4– K5	2	CO1-5	Lecture and Discussion	Summing up

Sep 18 –23, 2026	C.A. Test - II						
Sep 24 - 28, 2026 (Day 4 – 6)	5	Unit 5 Integrated Marketing Strategies 5.1 Preparing for a Relationship Marketing Strategy	K1 – K2	5	CO1-5	Lecture and Discussion	Case analysis
Sep 29 – Oct 7, 2026 (Day Order 1 - 6)	5	5.2 Strategy for improvement	K3 – K4	2	CO1-5	Lecture and Discussion	Discussion
Oct 8 - 14, 2026 (Day Order 1 - 6)	5	5.3 Guidelines for implementation	K4 – K5	3	CO1-5	Lecture and Discussion	Summing up
Oct 15 - 21, 2026 (Day Order 1- 4)	REVISION						

Other Components

1. Design a CRM strategy or a mock CRM app interface for a small business in your local area.-30 marks -18-08-2026
2. A Study on Customer Satisfaction and Retention of a Selected Brand project report-20 marks-03-09-2026