

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

Department : Commerce
Name/s of the Faculty : Dr. Shanthi Ranjit
Course Title : Project Management
Course Code : 23CM/PC/PM34
Shift : II

COURSE OUTCOMES (COs)

COs	Description	CL
CO1	Identify the importance of entrepreneurship in new business ventures.	K1, K2
CO2	Explain key strategies for project development in business.	K3
CO3	Analyze the business environment in order to identify business opportunities.	K4
CO4	Generate and evaluate ideas for new business ventures.	K5
CO5	Explore the possibility of setting up a business.	K6

Week	Unit No.	Content	Cognitive Level	Teaching Hours	COs	Teaching Learning Methodology	Assessment Methods
Jun 15 – 22, 2026 (Day Order 1- 6)	I 1.1	Concepts of Project Management Project-Meaning. Need, Nature and Types.	K1-K4	5	CO1-CO3	Lecture & Presentation	Introduction
Jun 23 – July 1, 2026 (Day Order 1- 6)	1.2 1.3	Project Lifecycle-Phases. Project Management - Principles	K1-K4	5	CO1-CO3	Lecture & Presentation	Summing up and discussion
July 2 – July 8, 2026 (Day Order 1- 6)	1.3 1.4	Project Management - Processes Internal and External constraints of a Project	K1-K4	5	CO1-CO3	Lecture & Presentation	Recap and short questions and answers
July 9 – 16, 2026 (Day Order 1- 6)	II 2.1 2.2	Project Identification and Selection Project Environment- Identification of Investment Opportunities. Idea Generation– Sources, SWOT Analysis	K1 – K6	5	CO1-CO3	Lecture & Presentation	Discussion
July 17 – 24, 2026 (Day Order 1- 6)	2.3 2.4	2.3 Project Screening- Pre-Feasibility and Feasibility Study Stages in Project Formulation, Project Report Preparation	K1-K6	5	CO1-CO5	Lecture & Presentation	Quiz

July 25 – 28, 2026 (Day Order 1- 3)	2.4 III 3.1	Planning Commission's Guidelines for Project Formulation Project Appraisal Objectives, Essentials of A Project Methodology.	K1-K6	2	CO1-CO5	Lecture & Presentation	Summing up
July 29 – Aug 3, 2026	C.A. Test - I						
Aug 4 - 6, 2026 (Day Order 4 - 6)	3.2	Market, Technical, Financial, Commercial and Managerial Appraisal.	K1-K6	2	CO1-CO5	Lecture & Presentation Case Study Discussion	Group discussion
Aug 7 – 14, 2026 (Day Order 1- 6)	3.3	Social Cost Benefit Analysis –L and M approach and UNIDO approach-SCBA in India	K1-K6	5	CO1-CO5	Lecture & Presentation	Group discussion
Aug 17 - 24, 2026 (Day Order 1- 6)	3.4	Project Appraisal Techniques-NPV, IRR, ARR, BCC, Payback Period	K1-K6	5	CO1-CO5	Lecture & Presentation Problem Solving	Seminar
Aug 25 – Sep 2, 2026 (Day Order 1- 6)	IV 4.1	Project Planning and Scheduling Project planning-objectives, Project Planning - process and components.	K1-K6	5	CO1-CO5	Lecture & Presentation	Seminar
Sep 3 – 11, 2026 (Day Order 1- 6)	4.2 4.3	Project designing and project scheduling. Estimation of cost of project and means of financing.	K1-K6	5	CO1-CO5	Lecture & Presentation	Component

Sep 15-17, 2026 (Day Order 1 - 3)	4.4	Tools for planning and scheduling– PERT, CPM, Decision Tree Analysis	K1-K6	2	CO1-CO5	Lecture & Presentation	Seminar
Sep 18 –23, 2026	C.A. Test - II						
Sep 24 - 28, 2026 (Day 4 – 6)	V 5.1	Project Contracting	K1-K6	2	CO1-CO5	Lecture & Presentation	Group discussion
Sep 29 – Oct 7, 2026 (Day Order 1 - 6)	5.2	Project direction, communication and co-ordination.	K1-K6	5	CO1-CO5	Lecture & Presentation	Group discussion
Oct 8 - 14, 2026 (Day Order 1 - 6)	5.3	Project monitoring and control techniques – PERT, CPM.	K1-K6	3	CO1-CO5	Lecture & Presentation	Seminar
	5.4	Project review and audit.					
Oct 15 - 21, 2026 (Day Order 1- 4	REVISION						

Third Components:

- **Experiential Learning** - Report Submission on Project proposal–15 marks – 22nd July 2026
- **Participatory Learning** -Seminar on Project Appraisal Techniques – 20 marks - from Aug 11th 2026
- **Experiential Learning** -Case Study–15 marks – Sep 16, 2026

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

Department : Commerce
Name/s of the Faculty : Dr..Valantina.I
Course Title : Advanced Corporate Accounting
Course Code : 23CM/PC/AC34
Shift : II

COURSE OUTCOMES (COs)

Cos	Description						CL
CO1	Comprehend the accounting procedures for mergers and acquisition						K1
CO2	Prepare the consolidated financial statements of Holding Companies						K2
CO3	Solve problems relating to the final accounts of banking companies						K3
CO4	Categorize and prepare Final statements of and Insurance companies.						K4
CO5	Summarize accounts pertaining to Liquidation of companies						K5
Week	Unit No.	Content	Cognitive Level	Teaching Hours	COs	Teaching Learning Methodology	Assessment Methods
Jun 15 – Jun 22, 2026 (Day Order 1- 6)	1	Mergers and Acquisitions 1.1 Legal provisions relating to mergers and acquisitions 1.2 Calculation of purchase consideration	K1-K5	5	CO 1-5	Lecture & Problem Solving	MCQ

Jun 23 – July 1, 2026 (Day Order 1- 6)		1.3 Accounting treatment in the books of the purchasing company and vendor company for merger and purchase excluding inter-company holdings	K1-K5	5	CO 1-5	Lecture & Problem Solving	MCQ
July 2 – July 8, 2026 (Day Order 1- 6)	2	Holding Company Accounts 2.1 Preparation of Consolidated Balance Sheet – Calculation of Minority Interest, Capital Profit and Goodwill or Cost of Control	K1-K5	5	CO 1-5	Lecture & Problem Solving	MCQ
July 9 – 16, 2026 (Day Order 1- 6)		2.2 Intercompany Owings with One Subsidiary Company	K1-K5	5	CO 1-5	Lecture & Problem Solving	MCQ
July 17 – 24, 2026 (Day Order 1- 6)		2.3 Dividend Received and Bonus Shares	K1-K5	5	CO 1-5	Lecture & Problem Solving	MCQ
July 25 – 28, 2026 (Day Order 1- 3)	3	Insurance Company Accounts 3.1 Accounts of General Insurance	K1-K5	3	CO 1-5	Lecture & Problem Solving	MCQ and Problem solving
July 29 – Aug 3, 2026	C.A. Test – I						
Aug 4 - 6, 2026 (Day Order 4 - 6)		3.2 Accounts of Life Insurance Companies	K1-K5	2	CO 1-5	Lecture & Problem Solving	MCQ

Aug 7 – 14, 2026 (Day Order 1- 6)		3.3 Accounting Entries and Preparation of Balance Sheet	K1-K5	5	CO 1-5	Lecture & Problem Solving	MCQ and Problem solving
Aug 17 - 24, 2026 (Day Order 1- 6)	4	Bank Accounts 4.1 Treatment of Rebate on bills discounted 4.2 Computation of provision to be made for advances	K1-K5	5	CO 1-5	Lecture & Problem Solving	Problem-solving test
Aug 25 – Sep 2, 2026 (Day Order 1- 6)		4.3 Preparation of Profit and Loss account with schedules	K1-K5	5	CO 1-5	Lecture & Problem Solving	Problem-solving test
Sep 3 – 11, 2026 (Day Order 1- 6)		4.4 Preparation of Balance Sheet with schedules	K1-K5	5	CO 1-5	Lecture & Problem Solving	Problem-solving test
Sep 15-17, 2026 (Day Order 1 - 3)	5	Liquidation 5.1 Legal Provisions of Companies Act and Insolvency and Bankruptcy Code	K1-K5	3	CO 1-5	Lecture & Problem Solving	Presentation on case studies
Sep 18 –23, 2026	C.A. Test – II						
Sep 24 - 28, 2026 (Day 4 – 6)		5.2 Statements relating to winding up	K1-K5	2	CO 1-5	Lecture & Problem Solving	Presentation on case studies
Sep 29 – Oct 7, 2026 (Day Order 1 - 6)		5.2 Statements relating to winding up continued...	K1-K5	5	CO 1-5	Lecture & Problem Solving	Presentation on case studies

Oct 8 - 14, 2026 (Day Order 1 - 6)		5.3 Statements relating to IBC	K1-K5	5	CO 1-5	Lecture & Problem Solving	Presentation on case studies
Oct 15 - 21, 2026 (Day Order 1- 4)	REVISION						

Other Component

1. **Problem Solving method** – MCQ in Unit 1, 2 and 3 15 marks - August 22nd, 2026
2. **Problem-solving test in Bank accounts** – 25 Marks – September 16th, 2026
3. **Participative Learning method**- Presentation on case studies of successful resolutions and liquidations under IBC. -10 Marks – October 6th 2026.

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

Department : Commerce – II M.Com.

Name/s of the Faculty : Dr. Violet Gladys P

Course Title : Data Analysis for Research

Course Code : 23CM/PC/DR34

Shift II

COURSE OUTCOMES (COs)

COs	Description						CL
CO1	Overview about the importance of taking up research						K1
CO2	Acquire knowledge about data analysis using excel and SPSS for basic statistical measures.						K2
CO3	Develop computing skill about inferential statistics using excel spreadsheet						K3
CO4	Assess knowledge on the usage of SPSS for analyzing data						K4
CO5	Construct a research report using statistical tools to arrive at statistical decisions using parametric and non-parametric test.						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 Research Methodology	K1-K5	10	1-5	Lecture	Assignment

		1.1 Types of research and Research Design 1.2 Review of Literature					
Jun 23 – July 1, 2026 (Day Order 1- 6)	1	1.3 Defining research problem and formulation of hypothesis 1.4 Steps and types in sampling design	K1-K5		1-5	Lecture	Assignment
July 2 – July 8, 2026 (Day Order 1- 6)	1	1.5 Scaling techniques and Measurement of scale 1.6 Data collection	K1-K5		1-5	Lecture	Assignment
July 9 – 16, 2026 (Day Order 1- 6)	2	Introduction to Excel 2.1 Processing questionnaire and understanding the Data 2.2 Construction of data frequency table	K1-K5	10	1-5	Practical's and Lecture	Practical's / Questionnaire Building and Data Collection
July 17 – 24, 2026 (Day Order 1- 6)	2	2.3 Descriptive statistical analysis using spreadsheet 2.4 Presenting data using charts	K1-K5		1-5	Practical's and Lecture	Practical's
July 25 – 28, 2026 (Day Order 1- 3)	3	Statistical Data Analysis using Excel 3.1 Moving Average	K1-K5	3	1-5	Practical's and Lecture	Practical's
July 29 – Aug 3, 2026	C.A. Test – I						
Aug 4 - 6, 2026 (Day Order 4 - 6)	3	3.2 Correlation and Regression Analysis	K1-K5	12	1-5	Practical's and Lecture	Practical's
Aug 7 – 14, 2026 (Day Order 1- 6)	3	3.3 ANOVA – Single factor and two factors 3.4 t-test and z-test	K1-K5		1-5	Practical's and Lecture	Practical's

Aug 17 - 24, 2026 (Day Order 1- 6)	4	Introduction to SPSS (Statistical Package for Social Sciences) 4.1 Importing Data and Defining Variables	K1-K5	15	1-5	Practical's and Lecture	Practical's
Aug 25 – Sep 2, 2026 (Day Order 1- 6)	4	4.2 Descriptive Statistics Analysis and Inference	K1-K5		1-5	Practical's and Lecture	Practical's
Sep 3 – 11, 2026 (Day Order 1- 6)	4	4.3 Data Classification	K1-K5		1-5	Practical's and Lecture	Practical's
Sep 15-17, 2026 (Day Order 1 - 3)	5	Parametric and non- parametric test 5.1 Parametric Test - t test,	K1-K5	2	1-5	Practical's and Lecture	Practical's
Sep 18 –23, 2026	C.A. Test – II						
Sep 24 - 28, 2026 (Day 4 – 6)	5	5.1 ANOVA 5.2 Non-Parametric Test - Chi-square test.	K1-K5	13	1-5	Practical's and Lecture	Practical's
Sep 29 – Oct 7, 2026 (Day Order 1 - 6)	5	5.2 Binomial, Kolmogorov – Smirnov Test, Run Test	K1-K5		1-5	Practical's and Lecture	Practical's
Oct 8 - 14, 2026 (Day Order 1 - 6)	5	5.3 Data Reduction	K1-K5		1-5	Practical's and Lecture	Practical's
Oct 15 - 21, 2026 (Day Order 1- 4)	REVISION						

Other Components:

- 1. Participatory Learning Methods:** Presentation (22nd June 2026) – 10 Marks
- 2. Experiential Learning Methods:** Practical's and Record – (15th September 2026) – 20 Marks
- 3. Problem Solving Methods:** Case Study based Practical's – (01st October 2026) – 20 Marks

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

COURSE PLAN (June - November 2026)

Department : Commerce M.com
Name/s of the Faculty : Ms. Martina Jennifer N
Course Title : Service Marketing
Course Code : 23CM/PE/SM15
Shift : II

COURSE OUTCOMES (COs)

COs	Description	CL
CO1	To familiarise with the services sector operations and its diversity.	K1
CO2	To impart students with the knowledge of extended marketing mix.	K2
CO3	To create an awareness about the role of service sectors for growth in the economy.	K3
CO4	To acquaint with the challenges and dynamic environment of service sector.	K4
CO5	To enable them to develop strategies for marketing in service sector.	K5

Week	Unit No.	Content	Cognitive Level	Teaching Hours	COs	Teaching Learning Methodology	Assessment Methods
Jun 15 – 22, 2026 (Day Order 1- 6)	I	Introduction 1.1 Special Global Feature and Services.	K1-K5	5	CO1-5	Lecture and Discussion	Classroom discussion
Jun 23 – July 1, 2026 (Day Order 1- 6)	I	1.2 Marketing Management for Services – Expanding the Marketing Mix	K1-K5	5	CO1-5	Lecture and Discussion	Presentation on service Industries.

July 2 – July 8, 2026 (Day Order 1- 6)	I	1.3 An Integrated Approach to Services Marketing – Servuction Model.	K1-K5	5	CO1-5	Lecture and Discussion	Presentation on service Industries.
July 9 – 16, 2026 (Day Order 1- 6)	II	Managing Demand and Capacity 2.1 Nature of Demand	K1-K5	5	CO1-5	Lecture and Discussion	Classroom discussion
July 17 – 24, 2026 (Day Order 1- 6)	II	2.2 Using Marketing Mix to Manage Demand	K1-K5	5	CO1-5	Lecture and Discussion	Classroom discussion
July 25 – 28, 2026 (Day Order 1- 3)	III	2.3 Balancing Capacity to Demand Positioning Service.	K1-K5	3	CO1-5	Lecture and Discussion	Classroom discussion
July 29 – Aug 3, 2026	C.A. Test - I						
Aug 4 - 6, 2026 (Day Order 4 - 6)	III	3.1 Creating a Competitive Positioning	K1-K5	3	CO1-5	Lecture and Discussion	Case study discussion
Aug 7 – 14, 2026 (Day Order 1- 6)	III	3.2 Steps in Developing a Positioning Strategy – Mission, Vision, Strategic Goals	K1-K5	5	CO1-5	Lecture and Discussion	Case study and Classroom discussion
Aug 17 - 24, 2026 (Day Order 1- 6)	III	3.3 The Service Gaps – Delivery Gap, Customer gap	K1-K5	5	CO1-5	Lecture and Discussion	Classroom discussion
Aug 25 – Sep 2, 2026 (Day Order 1- 6)	IV	Managing the Service Encounter 4.1 Designing the Interactive Process – Blue Printing	K1-K5	5	CO1-5	Lecture and Discussion	Assessment through designing a service blueprint
Sep 3 – 11, 2026 (Day Order 1- 6)	IV	4.2 Designing the Physical Environment	K1-K5	5	CO1-5	Lecture and Discussion	Classroom discussion

Sep 15-17, 2026 (Day Order 1 - 3)	IV	4.3 Roles of People in the Process	K1-K5	3	CO1-5	Lecture and Discussion	Mystery shopping exercise
Sep 18 –23, 2026	C.A. Test - II						
Sep 24 - 28, 2026 (Day 4 – 6)	V	Customer Satisfaction 5.1 Customer Expectation – Expectation Hierarchy, Satisfaction Process	K1-K5	3	CO1-5	Lecture and Discussion	Revision
Sep 29 – Oct 7, 2026 (Day Order 1 - 6)	V	5.2 Servqual Dimensions – Key Drives of Quality	K1-K5	5	CO1-5	Lecture and Discussion	Revision
Oct 8 - 14, 2026 (Day Order 1 - 6)	V	5.3 Principle of Complaint Management and Service Recovery	K1-K5	5	CO1-5	Lecture and Discussion	Revision
Oct 15 - 21, 2026 (Day Order 1- 4)	REVISION						

Other components

- Participatory Learning Methods:** Presentation on service sectors such as Banking, hospitality, healthcare, E-commerce on 20th July 2026 to 23rd July 2026 - 15Marks
- Experiential Learning Methods:** Design a service blueprint (process analysis and service design) – 21st August 2026 - 15Marks
- Experiential Learning Methods:** Mystery shopping exercise to visit a retail outlet such as restaurant observe their service quality and evaluate customer experience and write a report on it - 30th September 2026 - 20Marks

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

COURSE PLAN (June - November 2026)

Department : Commerce (M.COM II)
Name of the Faculty : Dr.E.Theresa Priya Darshini
Course Title : Advertising Management
Course Code : 23CM/PE/AM15
Shift II

COURSE OUTCOMES (COs)

COs	Description	CL
CO1	To assess the effectiveness of the promotional tool	K1
CO2	To creatively design an ad, using the elements of Ad copy	K2
CO3	To Apply the comprehensive knowledge on various medias of advertising and the ad agency	K3
CO4	To outline the Ad campaign process and budgeting strategies	K4
CO5	To evaluate the unethical aspects of advertising	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 Advertising – Meaning, Importance, Functions and the Relationship and Differences between Advertising and Marketing	K1-5	5	1-5	Lecture & Presentation	Recall

		1.2 The Role of advertising					
Jun 23 – July 1, 2026 (Day Order 1- 6)	1	1.2 Advertising as a Communication Process 1.3 Advertising as a Promotional Tool – Pros and Criticism of Advertising	K1-5	5	1-5	Lecture & Presentation	Group discussion & Summing up
July 2 – July 8, 2026 (Day Order 1- 6)	2	CREATIVE STRATEGY 2.1 Ad Copy- Meaning and Types of Copy Form 2.2 Elements of an Ad Copy	K1-5	5	1-5	Lecture ,Presentation & Learning by Doing	Group Discussion
July 9 – 16, 2026 (Day Order 1- 6)	2	2.2 Creative Ad Design 2.3 Ad Layout- Structure of an Ad Layout	K1-K5	5	1-5	Lecture & Presentation Learning by Doing	Model
July 17 – 24, 2026 (Day Order 1- 6)	2	2.3 Principles of Ad Layout 2.4 Advertising Appeals	K1-5	5	1-5	Lecture & Presentation	Summing up
July 25 – 28, 2026 (Day Order 1- 3)	3	ADVERTISING MEDIA 3.1 Role of Media and Types of media - Indoor and outdoor, Electronic, online and Social media marketing – Advantages and Disadvantages	K1-5	2	1-5	Presentation & Group discussions	Component Presentation

July 29 – Aug 3, 2026	C.A. Test - I						
Aug 4 - 6, 2026 (Day Order 4 - 6)	3	3.2 Media Planning Selection and Scheduling Strategies - factors affecting choice of media	K1-5	3	1-5	Lecture & Presentation	Recall & Quiz
Aug 7 – 14, 2026 (Day Order 1- 6)	3	3.3 Role of Agencies – Types and Functions of Ad Agencies – Client and Agency Relationship – Selection of Advertising Agency	K1-5	5	1-5	Lecture & Presentation	Discussion & Summing up
Aug 17 - 24, 2026 (Day Order 1- 6)	4	PLANNING AND EXECUTING AD CAMPAIGN 4.1 Preparation of Campaign – Stages in the Campaign Process	K1-5	5	1-5	Lecture & Presentation	Group Discussion
Aug 25 – Sep 2, 2026 (Day Order 1- 6)	4	4.2 Advertising Budgets– Importance, Factors influencing Budget Setting	K1-5	5	1-5	Lecture & Presentation	Quiz
Sep 3 – 11, 2026 (Day Order 1- 6)	4	4.3 Budgeting Methods- affordable rate method, Percentage of sales method Competitive parity method and objective and task method	K1-5	5	1-5	Lecture & Presentation	Summing up
Sep 15-17, 2026 (Day Order 1 - 3)	5	EVALUATION OF ADVERTISING 5.1 Valuation and Measurement of Advertising	K1-5	2	1-5	Lecture & Presentation	Recall

		Effectiveness - Measures to Study Effectiveness – Direct and Indirect Measures					
Sep 18 –23, 2026	C.A. Test - II						
Sep 24 - 28, 2026 (Day 4 – 6)	5	5.3 Forms of Ethical Violations – Misleading Advertising,	K1-5	3	1-5	Presentation	Component Presentation
Sep 29 – Oct 7, 2026 (Day Order 1 - 6)	5	5.3 Advertising to Children, Product Endorsements, Stereotyping, Cultural, Religious and Racial Sensitivity in Advertising, Obscenity in Advertising	K1-5	5	1-5	Presentation	Component Presentation
Oct 8 - 14, 2026 (Day Order 1 - 6)	5	5.2 Ethics in advertising – Perceived Role of Advertising, The Advertising Standards Councils of India(ASCI)	K1-5	5	1-5	Lecture & Group Discussion	Summing up
Oct 15 - 21, 2026 (Day Order 1- 4)	REVISION						

Other Components:

- Designing an Ad- Copy –25 marks – August 13,2026
- Presenting the types of media – 10 marks - From August 17,2026
- Presentation and Assignment submission on Forms of Ethical Violations in Advertising –15 marks – from September 24, 2026

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

COURSE PLAN (June - November 2026)

Department : Commerce
Name/s of the Faculty : Ms Jothilakshmi V
Course Title : Entrepreneurship and Family Business
Course Code : 23 CM/PE/EF23
Shift II

COURSE OUTCOMES (COs)

COs	Description	CL
CO1	Outline the growth in business and relationship in family	K1
CO2	Prepare modes of succession planning in family business	K2
CO3	Comprehend the need for conflict resolution in family business	K3
CO4	Appreciate the parallel strategic planning for the family and business	K4
CO5	Evaluate the interpersonal dynamics of family business	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 Overview of the family enterprise – Distinction between family and non-family business 1.2 Entrepreneur - Functions and Characteristics	K1- K4	2	CO 1- CO4	Lecture and Group Discussion	Introduction

Aug 4 - 6, 2026 (Day Order 3 - 6)	3	3.2 Family governance- family involvement, ownership, management and family values and goals	K1- K4	2	CO 1- CO4	Lecture and Group Discussion	Recap and short questions and answers
Aug 7 – 14, 2026 (Day Order 1- 6)	3	3.3 Wealth governance	K1- K4	2	CO 1- CO4	Lecture and Group Presentations	Summing up and discussion
Aug 17 – 24 , 2026 (Day Order 1- 6)	4	Strategic Management in Family Business 4.1Strategic decision making in family firms	K1- K4	2	CO 1- CO4	Lecture and Group Discussion	Recap &Role Play
Aug 25 – Sep 2, 2026 (Day Order 1- 6)	4	4.2 Competitive advantage of family firms	K1- K4	2	CO 1- CO4	Lecture and Group Presentations	Recap &Role Play
Sep 3 – 11, 2026 (Day Order 1- 6)	4	4.3 Family as resource provider	K1- K4	4	CO 1- CO4	Lecture and Group Presentations	Group discussion
Sep 15-17, 2026 (Day Order 1 - 3)	4	4.4 Succession planning	K1- K4	2	CO 1- CO4	Lecture and Group Presentations	Presentation
Sep 18 –23, 2026	C.A. Test - II						
Sep 24 - 28, 2026 (Day 4 – 6)	5	Relationship and Conflict in Family Business 5.1Social Structure of the family business 5.2Interpersonal dynamics in family	K1- K4	1	CO 1- CO4	Lecture and Group Discussion	Group Presentation

Sep 29 – Oct 7, 2026 (Day Order 1 - 6)	5	5.3Conflict and lifecycle of the firm	K1- K4	4	CO 1- CO4	Lecture and Group Discussion	Case Study Analysis
Oct 8 - 14, 2026(Day Order 1 - 6)	5	5.4Conflict resolution, case studies	K1- K4	4	CO 1- CO4	Lecture and Group Discussion	Group discussion
Oct 15 - 21, 2026 (Day Order 1- 4)	REVISION						

Other Components:

1. Role Play on Strategic decision making in family firms from 23 July 2026 -15 marks
2. Group Presentation on Management, Governance , Social Structure of the family business from 12 August 2026 onwards-25 marks
3. Case Study Analysis on the Conflict resolution in family Business in India on 01 October 2026-10 marks