St. Joseph's College of Commerce

(Autonomous) 163, Brigade Road, Bengaluru – 560 025

Accredited with 'A++' Grade (4th Cycle) by the National Assessment and Accreditation Council (NAAC)

Recognized by the UGC as "COLLEGE WITH POTENTIAL FOR EXCELLENCE"



Bachelor of Business Administration (Professional - Finance and Accountancy) Semester I & II

Syllabus as per Karnataka State Education Policy 2024 Curriculum Framework w.e.f., 2024-25

Academic year 2024-2025

Batch 2024

B. B.A (Professional - Finance & Accountancy)

Course Structure

Semester I

Course Code	Title of the Course	Category	Lecture Hours per week	Credits	
M2 24 MC 101	Fundamentals of Management Accounting	Major Core	5	5	
M2 24 MC 102	Fundamentals of Business Economics	Major Core	5	5	
M2 24 MC 103	Managing Finance in Digital World - I	Major Core	5	5	
M2 24 AR 101	Perspectives in Management	Allied Required	3	3	
M2 24 GE 101	Language 1	Language	3	3	
	Language 2		3	3	
M2 24 KN 101	Kannada	_			
M2 24 HN 101	Hindi	Language			
M2 24 AE 101	Additional English				
UG 24 FC 101	Psychological wellbeing	Compulsory course	2	2	
Total credits					

SEMESTER - I M2 24 MC 101: FUNDAMENTALS OF MANAGEMENT ACCOUNTING (BA2)

COURSE OBJECTIVES:

The course aims to impart the learners, knowledge about the use of financial, cost and other data/information in preparing various cost analysis tools for the purpose of managerial planning, control and decision making.

Module 1: Introduction to Management Accounting

6 Hours

Need for Management accounting – Global management accounting principles – characteristics of financial information – CIMA definition of the role of management accountant - Relationships between the management accountant and the organization's managers – Need for professional body in management accounting - The Role of CIMA in developing the practices of management accounting.

Module 2: Cost Identification and Classification Hours

10

Classification of cost – direct and indirect costs, variable and semi- variable costs stepped and fixed costs – use of high-low method, graphical and regression analysis method to bifurcate costs and estimate costs for different activity levels – relevant and irrelevant costs.

Module 3: Overhead Analysis

12 Hours

Overheads-Meaning, Allocation, apportionment and re-apportionment of overheads - repeated distribution and simultaneous equation method, Cost absorption – under and over absorption of overheads, treatment of direct and indirect costs in ascertaining the marginal cost of a cost object, Difference between marginal and absorption profits, Marginal cost pricing and full-cost pricing to achieve specified targets.

Module 4: Cost and Management Accounting Techniques

20 Hours

Concept of risk and uncertainty - Probability and its relationship with proportions and percentages - Expected values and expected values tables - Limitations of expected values - Calculate summary measures of central tendency and dispersion: mean, median, variance, and

standard deviation. - Graphs/diagrams and use of normal distribution tables -BEP and CVP Analysis - Breakeven charts, profit volume graphs, target profit, margin of safety. Make or buy decisions, Limiting factor/Key factor analysis.

Multi product Break Even Analysis, Impact of cost structures on the Break Even Point, Operational Gearing and Sensitivity Analysis, Time value of money. Application of financial mathematics techniques like Discounting, Compounding, Net present value, Internal rate of return, and Payback for investments or projects.

Module 5: Standard Costing and Variance

15 Hours

Standard costing - Principles of standard costing, Standards for the selling price and variable costs of a product or service - Variances: materials (total, price and usage); labour (total, rate and efficiency); variable overhead (total, expenditure and efficiency); sales (sales price and sales volume contribution) - Planning and Operating Variances - The use of variances to reconcile the budgeted and actual profits that have been calculated using marginal costing. - Interpretation of variances, need for appropriate performance measures, use of appropriate financial and non-financial performance measures in a variety of contexts

Module 6: Budgetary for Planning and Control

12 Hours

Budgeting for planning and control - Functional budgets - Master budget, including statements of profit and loss, financial position and cash flow - The importance of cash budgets - Fixed and flexible budgeting - Budget variances, integration of the cost accounts with the financial accounting system, Prepare integrated accounts showcasing standard cost variances - Job and batch costing methods - Cost accounting statements for management information in manufacturing, service and not-for-profit organisations.

SKILL DEVELOPMENT

(These activities are only indicative, the Faculty member can innovate)

- 1. Classify various expenditures of six Public Sectors and six Non- Governmental Organisations into relevant and irrelevant costs.
- 2. Make a comparative study of marginal costing and absorption costing of two different industries and find out their pattern of calculation of profits.
- 3. Analyse various activity areas of a large scale manufacturing unit and identify their cost drivers.
- 4. CVP and BEP Analysis and resource Optimisation Level using Spreadsheet / Goal seek / Solver.

COURSE OUTCOMES

After completion of the course, the students will be able to:

- 1. Illustrate the role and responsibilities of management accountant of companies as per the framework of CIMA
- 2. Compare and contrast the type of cost and its implications in estimating the costs for range of activity levels.
- 3. Justify the appropriate level of cost absorption while the apportioning of Overheads for computation cost per unit or center
- 4. Distinguish between Absorption costing and marginal costing and its implications on CVP analysis.
- 5. Evaluate actuals with standard set and analyze variance as measure of cost control and cost determination
- 6. Plan for Budgetary control system that integrates planning and control in a variety of

context within the organization as measure of control

BOOKS FOR REFERENCE:

- 1. Fundamentals of Management Accounting, Kaplan Study Text
- 2. Dr. Rustagi R.P, Management Accounting, 2nd, New Delhi, Taxmann.
- 3. Inamdar S.M, Management Accounting, 9th, Pune, Everest Publication House.
- 4. Peter Atrill, Eddie McLaney, Management Accounting: An active learning approach, 1st, London, Pearson.
- 5. Manmohan and Goyal, Principles of Management Accounting, 5th, Agra, Sahitya Bhawan
- 6. Charles T. Horngren and Gary L. Sundlem, Introduction to Management Accounting, 16th, Pearson Education.
- 7. Maheshwari S.N, A Textbook of Accounting for Management, 3rd Edition, Delhi, Vikas Publishing House
- 8. Arora M.N, A Textbook of Cost and Management Accounting, 10th Edition, Delhi, Vikas Publishing House
- **9.** Shashi K. Gupta & Sharma R.K., Management Accounting Principles and Practice, 13th Edition, New Delhi, Kalyani Publishers

SEMESTER I

M2 24 MC 102: FUNDAMENTALS OF BUSINESS ECONOMICS (BA1)

COURSE OBJECTIVES:

The course aims to acquaint the learners with fundamental Economic theories, Statistical tools for business decisions and their impact on business.

Module 1: Micro Economic and Organisational Context of Business Hours

10

Introduction to Business Economics – Definition, Meaning and Characteristics- Micro and Macro-economic –Meaning and Differences- Types of organisations – Public, private & mutually owned organisations – Types of Not for Profit Organisations – shareholders wealth management – Principal agent problem and its impact on the decisions of the organisation.

Module 2: Micro Economics and Price Mechanisms

10 Hours

Price mechanism - Determinants of demand and supply - Price elasticity of demand- Effects of price elasticity of demand on Total revenue curve- Sources of internal and external economies of scale- Outsourcing decisions and costs - Positive and negative externalities - Minimum and maximum price policies in good and factor markets

Module 3: Macro Economic Context of Business

10 Hours

Determination of macroeconomic phenomena – Equilibrium national income –Growth in national income, price, inflation, unemployment, trade deficits and surpluses – stages of trade cycle – Principles of public finance –Effects of changes in the economic growth rate, interest rates. Government expenditure and taxation – Index numbers- Concept of balance of payments – Free trade and protectionists' instruments policy - Impacts of exchange rate policies on business

Module 4: Institutional Context of Business

15 Hours

Nature of Globalisation and factors driving it (improved communications, political realignments, growth of global industries and institutions, cost differentials).

Major institutions promoting global trade and development- Principal institutions encouraging international trade – Globalisation of business – Offshoring – Industrial relocation – Emergence of growth markets – Main trading agreements and trading blocks. - Impact of economic and institutional factors using the PESTEL framework.

Module 5: Statistical Context of Business

15 Hours

Introduction to Statistics, Statistical Tools - Data & information, graphs, charts and diagrams – Scatter diagrams, histograms, bar graphs, ogives – Trend analysis - Time series analysis – Correlation co-efficient – Regression equation to predict the dependent variables – Forecasting. Introduction to Big data and Data Analytics

Module 6: Financial Context of Business

15 Hours

Role and functions of financial intermediaries - Role of financial assets, markets and institutions in helping institutions regulate their liquidity position - Role and influence of commercial banks

in credit creation - Role and common functions of central banks including their influence on yield rates and policies of quantitative easing - Role of foreign exchange markets in facilitating international trade and in determining the exchange rate - Governmental and international policies on exchange rates (exchange rate management, fixed and floating rate systems, single currency zones.

Application of Financial Mathematics tools for business decisions simple & compound interests – Future and present values – Annuities & perpetuities – Discounting techniques – NPV and IRR (Concepts only with simple problems)

Foreign Exchange and Interest rates including interest rate parity and purchasing power parity –Impact of movements in foreign exchange and interest rates on business – Role of hedging and derivative contracts in managing the impact of changes in interest and exchange rates - Impact of Economic and Monetary policies on Business decision making.

SKILL DEVELOPMENT:

(These activities are only indicative; the faculty member can innovate)

- 1. To analyze the role of a Managerial Economist in the context of Business taking live examples.
- 2. Choose a specific sector and prepare a survey report on the Demand Forecasting for a product/service.
- 3. Conduct a small survey to understand the Consumer Behaviour in situations like an epidemic or pandemic.
- 4. Analyse the different types of Costs incurred in the Production, Manufacturing and Service Sector.
- 5. Create a product/service of your choice and determine the Pricing Method involved in its pricing.
- 6. Analyse the different phases of Business Cycles in India since Independence and study how Business Cycles have impacted the global economy in the past.
- 7. Examine statistically the macroeconomic elements of Indian Economy such as HDI, Inflation, Unemployment, Poverty and Capital Formation.

COURSE OUTCOMES:

- 1. Appreciate the impact of changing economic growth rates & prices on businesses and be able to explain the factors affecting the trade of a country with the rest of the world and its impact on organisations.
- 2. Explain the concept of globalisation and the consequences for businesses and national economies and understand the influences on economic development of countries
- 3. To demonstrate the determination of prices by market forces and the impact of price changes on revenue from sales and to explain the influence of economic and social considerations on the structure of the organisation and the regulation of markets.
- 4. To acquire techniques and skills to convert business data as meaningful information for reporting to business stakeholders and to demonstrate the uses of big data and analytics for leveraging business' competence.
- 5. To apply financial mathematics in decision making problems and to understand the impact of interest rate and foreign exchange changes on business performance.

BOOKS FOR REFERENCE:

- 1. Craig Petersen H. & Cris Lewis W., Managerial Economics, 4th Edition, New York, Pearson.
- 2. Dr. Mithani D. M., Anjali Sane, Business Economics, 1st Edition, Kolkata, Himalaya Publishing House.
- 3. Dewett K., Economic Theory, 3rd Edition, New Delhi, S Chand & Co Ltd.
- 4. Jhingan M.L, Micro Economic Theory, 7th Edition, Delhi, Vrinda Publications
- 5. CIMA Kaplan study material Revised and Updated version
- 6. Business and Technology- ACCA Kaplan Study text revised and updated version
- 7. BPP Learning media BA1 Fundamentals of Business Economics Revised and updated version.

ADDITIONAL READING:

- **1.** From Zero to One by Peter Thiele
- 2. The Hard Thing about Hard Things by Ben Horowitz
- 3. The Upstarts by Brad Stone
- 4. Elon Musk: How the Billionaire CEO of SpaceX and Tesla is shaping our future
- 5. Shoe Dog by Phil Knight
- 6. Alibaba The house that Jack Ma Built by Duncan Clark
- 7. The Everything Store (Amazon) & Amazon Unbound Brad Stone
- 8. No Filter The inside story of Instagram Sarah Frier
- 9. Hit Refresh by Satya Nadella

SEMESTER I

M2 24 MC 103: MANAGING FINANCE IN DIGITAL WORLD (E1) - I

COURSE OBJECTIVES:

This course explores the dynamic role of finance professionals in the modern digital era, emphasizing the intersection of finance, technology, and organizational strategy. Students will gain a comprehensive understanding of the finance function's evolution, ethical considerations, and its interaction with various sectors. Additionally, the course delves into the integration of cutting-edge technologies, data-driven decision-making, and the reshaping of finance operations.

Module 1: Finance Function in Organisations

8 Hours

Definition and Importance of the Finance Function - Evolution of the Finance Function in Modern Organizations - Role of the Finance Function in Different Sectors (e.g., Public, Private, Non-profit) - The Role of Ethics in the Finance Function: Ethical Principles in Financial Decision-Making, Corporate Governance and Compliance - Ethical Dilemmas and Case Studies in Finance - Code of Ethics - Corporate code of Ethics - Corporate social Responsibility - Mendelow's power-interest matrix. - Corporate Governance

Module 2: Activities within the Finance Function

20 Hours

Understanding the External Business Environment, Risk Management and Mitigation Strategies, Agility and Flexibility in Financial Decision-Making - Value Creation Through Planning, Forecasting, and Resource Allocation - Financial Planning and Budgeting, Forecasting Techniques and Models, Capital Allocation and Investment Decision-Making

Activities of Finance Professionals - Data Collection, Cleaning, and Integration in Finance, Different Types of Financial Analysis, Communication Strategies, Resource Allocation Strategies and their Impact on Organizational Objectives, Performance Management Techniques and their Role in Achieving Organizational Goals

Module 3: Technology in a Digital World - Part 1

15 Hours

Technologies that affect business and finance - Features, Characteristics and dynamics, Key technologies that define and drive the digital world

- FinTech and Account Aggregators
- Cloud computing,
- Big data analytics,
- Process Automation,
- Artificial intelligence

(Concepts Only)

Module 4: Technology in a Digital World - Part 2

15 Hours

Key technologies that define and drive the digital world:

- Data visualization,
- Blockchain,

- 3-D printing,
- Machine Learning,
- Internet of things,
- Mobile Technologies

(Concepts Only)

Module 5: Digital Technology in Finance Function

10 Hours

Digital technology - Digital mindsets, Automation, and the future of work , Ethics of technology usage - Process Automation , Skill for future finance professional , The automation paradox - Ethics of technology usage , Robotic Process Automation (RPA) in Financial Operations , Decision Support system - Corporate digital responsibility

Module 6: Role of four levels within the Finance Function

7 Hours

Finance operations - Financial reporting and financial planning - Management Accounting - Treasury Management - Working Capital Management, Corporate reporting - Internal Audit - Specialist Areas - Financial Planning and Analysis (FP&A) , Taxation , Project Management , Project Appraisal - Payback, Net Present value (NPV) , Internal rate of return (IRR) - Impact of technology on the activities of finance professionals

COURSE OUTCOMES

- 1. Understand the historical development of the finance function and its current role in various sectors, including public, private, and non-profit organizations.
- 2. Assess the impact of resource allocation strategies on organizational objectives.
- 3. Identify and evaluate the various technologies that are reshaping the business and finance landscape, including cloud computing, big data analytics, artificial intelligence, and blockchain.
- 4. Investigate the use of digital technology in the finance function, considering digital mindsets, automation, and the future of work.
- 5. Assess the skills required for future finance professionals in a technologically advanced environment.

BOOKS FOR REFERENCE

- 1. "Principles of Corporate Finance" by Richard A. Brealey, Stewart C. Myers, and Franklin Allen
- 2. "Financial Management: Theory & Practice" by Eugene F. Brigham and Michael C. Ehrhardt
- 3. "Data Science for Business" by Foster Provost and Tom Fawcett
- 4. "Business Intelligence Guidebook: From Data Integration to Analytics" by Rick Sherman
- 5. "Digital Transformation and the Future of Work" by Yves Morieux and Peter Tollman
- 6. Managing Finance in Digital World Kaplan Study Text for CIMA

SEMESTER - I

M2 24 AR 101: PERSPECTIVES IN MANAGEMENT

COURSE OBJECTIVES:

The course content is designed with a view to acquaint students with the concepts and principles of management required for a successful business entity.

Module 1: Forms of Organisation & Management

10 Hours

Organisation: Meaning, Characteristics, Merits and Limitations of: Proprietary concerns, Partnership firms, Companies – Government undertakings– Non Business Organization – Trusts – Cooperative Society – Clubs and Associations.

Introduction to Management – Meaning, Definition, its nature, purpose, importance & Functions, Management as an Art, Science & Profession- Management as social System. Concepts of management-Administration-Organization Levels of Business Management – Need for Managers – Types of Managers – Managerial Roles.

Evolution of Management Thought: Contribution of F.W.Taylor, Taylor's scientific management - Fayol's Principles of Management - Elton Mayo, (Hawthorne experiment) Chester Bernard, and Peter Ducker to the management thought -various approaches to management (i.e. Schools of management thought).

Module 2: Planning 8 Hours

Planning: Nature – Planning Process – Objectives, Meaning - Need & Importance, advantages & limitations, Types of Plans

Forecasting: Meaning and purpose of forecasting - Techniques of forecasting - Qualitative and quantitative.

Decision Making: Meaning - Steps in decision-making - Management by Objectives and Management by Exceptions.

Module 3: Organizing and Staffing

8 Hours

Organizing: Nature and purpose of organization, Elements of organizing & process

Principles of organization – Organization structure and types, Delegation of authority – Principles of Delegation, Importance and difficulties in delegation – Departmentation – Committees – Centralization v/s Decentralization of Authority – Span of Control.

Staffing: Nature -Process of staffing- Importance of staffing

Module 4: Directing

8 Hours

Directing: Meaning – Principles and techniques of directing Leadership: Meaning, Leadership styles-Formal and informal leadership.

Motivation: Meaning, Nature, Purpose and Significance of Motivation

Morale: Meaning, Nature, Purpose and Significance of Morale

Communication: Principles and Process of communication - Barriers to effective communication.

Co-ordination: Meaning – Principles and process of co-ordination.

Module 5: Controlling

6 Hours

Meaning & Definition -- Steps in controlling- Essentials of a Sound Control System - Methods of Establishing Control, Techniques of controlling - Budgetary and non-budgetary.

Module 6: Social Responsibility of Management and Contemporary Trends in

Business 5 Hours

Social Responsibilities of Management – Meaning, Social responsibilities of business towards various stakeholders- Meaning of business ethics- need and importance – Profits and Ethics – Factors affecting ethical practices in Business.

Recent Trends in Management: Management of Change, Management of Crisis, International Management, Community involvement.

Self Learning/ Online content topics:

Module 1: Organisation: Meaning, Characteristics, Merits and Limitations of: Proprietary concerns, Partnership firms, Companies – Government undertakings– Non- Business Organization – Trusts – Cooperative Society – Clubs and Associations.

Concepts of management-Administration-Organization Levels of Business Management – Need for Managers – Types of Managers – Managerial Roles. Various approaches to management (i.e. Schools of management thought).

Module 2: Planning - Need and Importance

Module 3: Staffing: Nature -Process of staffing-Importance of staffing

Module 4: Communication: Principles and Process of communication – Barriers to effective communication.

Co-ordination: Meaning – Principles and process of co-ordination.

Module 5: Essentials of a Sound Control System

Module 6: Recent Trends in Management: Management of Change, Management of Crisis, International Management, Community involvement.

SKILL DEVELOPMENT:

(These activities are only indicative, the Faculty member can innovate)

- 1. Take different types of organisation of your choice and make a chart of the type of organisation structure followed at the institution. Also create a chart on Media of Communication followed at the organisations.
- 2. Take a company of your choice and create a chat on the hierarchy that exists in the company or create a graphical representation of Maslow's Theory and present it in class
- 3. Critically analyze the corporate strategies that are adopted by Indian Companies to face the challenges of competition. Make a report of your findings
- 4. Select a successful retail store and give details of factors leading to its success or Select a failed venture, if any known to you, and bring out reasons for its failure. Make a presentation of the same in class.
- 5. Select a company of your choice and prepare a SWOT analysis for the same also Mention the characteristics and skills of managers in the 21st century that them successful.
- 6. Identify some unethical and ethical practices prevailing in an organization. Make a report of the same

COURSE OUTCOMES:

After completion of the course the students will be able to:

- 1. Describe the forms of organisation and evolution of management thought
- 2. Integrate the planning, forecasting with decision making process of a given organization.
- 3. Relate the function of organizing with staffing in consideration of their effort on individual actions.

- 4. Identify the range of leadership theories, Directing and controlling tools available in the management.
- 5. Compare and contrast the range of motivation theories and methods of coordination available for the management practices.
- 6. Illustrate the recent trends in management and factors affecting ethical practices in Business and social responsibilities of management towards all the stake holders.

BOOKS FOR REFERENCE:

- Anil Bhat, Arya kumar, Learning Management Principles Processes and Practices, 2nd Edition, Bengaluru, Oxford University Press, 2019
- Bhushan Y.K., Fundamentals of Business Organization and Management, 19th Edition, New Delhi, Sultan Chand & Sons, 2016.
- Chandan J.S., Management Concepts and Strategies, 1st Edition, Delhi, Vikas Publishing House Pvt. Limited, 1997
- Harold Koontz & Cyril O'Donnell, Essentials of Management, 4th Edition, New Delhi, McGraw Hill, 1986.
- * Kanagasabapathi P., Indian Models of Economy, Business and Management, 3rd Edition, Delhi, PHI Learning, 2012.
- Prasad L.M., Principles of Management, 8th Edition, New Delhi, Sultan Chand & Sons, 2019.
- Ricky W. Griffin, Management Principles and Applications, 10th Edition, Delhi, Cengage Learning, 2012.
- Sharma R.K. & Shashi K. Gupta, Principles of Management, 1st Edition, New Delhi, Kalyani Publishers, 2016.
- Srinivasan R. & Chunawalla S.A., Management Principles and Practice, 1st Edition, Kolkata, Himalaya Publishing House, 2014.
- Tripathi P.C. & Reddy P.N., Principles of Management, 5th Edition, New Delhi, McGraw Hill Education, 2017.

UG 24 FC 101: PSYCHOLOGICAL WELL-BEING

COURSE OBJECTIVES:

This course aims to nurture self-awareness in students along with developing their emotional quotient and inter-personal skills.

Module 1: Introduction 3 Hours

Meaning of counseling – Myths and Facts related to counseling – Breaking stigmas related to seeking counselling – Normalizing seeking help – Self-reflection through concentric circles

Module 2: Intra-personal and Inter-personal Awareness

10 Hours

Meaning of self-esteem – Factors that influence self-esteem – Importance of self-esteem – Effects of low self-esteem – Qualities seen in people with high vs. low self-esteem – How to improve self- esteem – Self-awareness activity

Meaning of peer pressure – Different kinds of peer pressure – Resisting peer pressure – Confronting peer pressure – Group sharing activity

Meaning of relationships – Types of relationships – Healthy relationship dynamics – Personal Rights in a relationship – Components of a healthy relationship – Types of abuse in a relationship – Intimacy and understanding our needs – Boundaries

Module 3: Understanding Emotions

4 Hours

Meaning of emotions – Role of emotions in our lives – Beliefs regarding emotions – Harmful effects of suppressing emotions – Signs of emotional suppression – Handling emotions in a healthy manner – Self-assessment activity

Module 4: Anger management

5 Hours

Meaning of anger – Physical and Emotional symptoms of anger – Different ways that people express anger – Expression and experience of anger – What makes us angry and what it means when we're angry – Dealing with anger – Guided visualization and art activity

Module 5: Managing Anxiety/Fear

4 Hours

Meaning of fear – Types of fear – Physical and Emotional symptoms of fear – Different reactions to fear – Overcoming fear – Art work followed by group sharing activity

Module 6: Dealing with Loss and Grief

4 Hours

Understanding loss and grief – Form of loss – Stages of grief – Dangers of not grieving – Dealing with grief – Ways to help others in grief

COURSE OUTCOMES:

- 1. The student is more self-aware and able to develop more meaningful relationships.
- 2. The emotional quotient of the student is increased.
- 3. An improvement in the inter-personal skills is seen along with a better understanding of self.