

# **St. Joseph's College of Commerce**

*(Autonomous)*

*163, Brigade Road, Bengaluru – 560 025*

*Accredited with 'A++' Grade (4<sup>th</sup> Cycle) by the  
National Assessment and Accreditation Council (NAAC)*

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



## **Bachelor of Commerce (Professional – Strategic Finance)**

**Semester I & II**

*Syllabus as per Karnataka State Education Policy 2024*

*Curriculum Framework w.e.f., 2024-2025*

**Academic Year 2024 – 2025**

**Batch 2024**

## **Outcome Based Education (OBE)**

### **B. Com (Professional – Strategic Finance) Program**

#### **Educational Objectives (PEO)**

*Our B. Com (Professional – Strategic Finance) program will produce graduates who will:*

**PEO1:** *Be competent, creative and highly valued professionals in industry, academia, or government.*

**PEO2:** *Adapt to a rapidly changing environment with newly learnt and applied skills and competencies, become socially responsible and value driven citizens, committed to sustainable development.*

**PEO3:** *Act with conscience of global, ethical, societal, ecological and commercial awareness with sustainable values as is expected of professionals contributing to the country.*

**PEO4:** *Able to continue their professional development by obtaining advanced degrees in accounting and other professional fields.*

#### **Programme Outcomes (PO)**

*After the completion of the B. Com (Professional – Strategic Finance) Programme, the student will be able to:*

*PO1: Disciplinary and Inter - disciplinary Knowledge*

**Demonstrate the understanding** *of relevant business, management and organization knowledge, both academic and professional, in line with industry standards.*

*PO2: Decision Making Skill*

**Apply** *underlying concepts, principles, and techniques of analysis, both within and outside the discipline to generate all the possible solutions and picks one that shows their understanding of the problem and the outcomes.*

*PO3: Integrated Problem-solving and Research*

**Analyze** *how parts of a whole interact with each other to produce overall outcomes in complex systems by analyzing key managerial issues in a particular industry or company and propose appropriate managerial solutions to the situation.*

*PO4: Critical Thinking Skill*

**Evaluate** evidence, arguments, claims and beliefs by using right type of reasoning as appropriate to the situation and Analyze how parts of a whole interact with each other to produce overall outcomes in complex systems.

*PO5: Creative Thinking Skill*

**Develop**, implements and communicates new and worthwhile ideas using both incremental and radical concepts to make a real and useful contribution to their work.

*PO6: Usage of Modern Technology and Tools*

**Use** tools and technologies of digital nature, communication/networking tools and social networks appropriately to access, manage, integrate, evaluate and create information to successfully function in a knowledge economy.

*PO7: Leadership and Team work*

**Develop** a vision, translate that vision into shared goals, and effectively work with others to achieve these goals.

*PO8: Ethical Conduct & Sustainability Practices*

**Act** responsibly and sustainably at local, national, and global levels.

*PO9: Collaboration & Networking Skill*

**Work** collaboratively and respectfully as members and leaders of diverse teams.

*PO10: Self-directed and Life – long Learning*

**Create** goals and monitor progress toward them by developing an awareness of the personal, environmental and task-specific factors that affect attainment of the goals.

**Programme Specific Outcomes (PSOs)**

**PO11: Formulation of Strategic Financial Goals**

Apply the principles of developing a strategic financial goals and objectives, establishing key performance indicators and evaluate the financial performance by using appropriate financial tools.

*PO12: Exploring Alternate Solutions*

Develop alternate solutions for financial issues and develop systems and processes that meet the specified needs of business with appropriate consideration for social, cultural, economic and financial issues.

## B. Com (Professional – Strategic Finance)

### Course Structure

#### Semester I

Course Code	Title of the Course	Category	Lecture Hours per week	Credits
<i>C6 24 MC 101</i>	<i>Financial Accounting</i>	<i>Major Core</i>	4	4
<i>C6 24 MC 102</i>	<i>Principles of Management</i>	<i>Major Core</i>	4	4
<i>C6 24 MC 103</i>	<i>Financial Planning &amp; Performance</i>	<i>Major Core</i>	4	4
<i>C6 24 MC 104</i>	<i>Business Mathematics and Statistics</i>	<i>Major Core</i>	4	4
<i>C6 24 GE 101</i>	<i>Language 1</i>	<i>Language</i>	3	3
	<i>Language 2</i>	<i>Language</i>	3	3
<i>C6 24 KN 101</i>	<i>Kannada</i>			
<i>C6 24 HN 101</i>	<i>Hindi</i>			
<i>C6 24 AE 101</i>	<i>Additional English</i>			
<i>UG 24 FC 101</i>	<i>Psychological wellbeing</i>	<i>Compulsory course</i>	2	2
<b>Total credits</b>				<b>24</b>

**SEMESTER - I**  
**C6 24 MC 101: FINANCIAL ACCOUNTING**

**COURSE OBJECTIVE**

The course aims to equip the students with the conceptual knowledge and skills required to prepare and evaluate financial statements of different business organizations.

**Module 1: Conceptual Framework** **10 Hrs.**

Introduction to Ind AS, IFRS, Challenges in implementation, Accounting Concepts - Accrual concept, Going Concern Concept, Business Entity Concept, Consistency Concept, Elements - Assets, Liabilities, Incomes, Expenditure and Equity for Sole proprietor, Partnership firm and Company. Four Pillars of accounting and Accounting Equation. Applicability of Ind AS - Voluntary Adoption and Mandatory Applicability - Phase I, II, III and IV. Role of accountant - Ethical values - Integrity, Objectivity, Professional competence and care, confidentiality, Professional behaviour.

**Module 2: Accounting Process** **10 Hrs.**

Accounting Process - Journal (including transactions covering GST on purchases and sales), Ledger, and Trial Balance, Rectification of Errors (Journal entry problems).

**Module 3: Financial Statements** **15 Hrs.**

Preparation of Financial statements- Profit & Loss statement and Balance Sheet. Adjustments for Ongoing transactions- Goods & cash withdrawn by proprietor, goods lost by fire, goods issued as free sample, Prepaid expenses, Outstanding expenses, Interest on capital, Interest on drawings, Interest on loan, Provision for Bad debts and Doubtful debts, Depreciation, Commission payable before and after charging such commission. (Sole proprietor and Partnership Firm)

**Module 4: Company Financial Statements** **5 Hrs.**

Company Financial Statements - Objectives, Format of the presentation of Financial Statement as per Ind AS to the Companies Act, 2013 (Amended till date).

**Module 5: Preparation and Presentation of Cash flow Statement** **10 Hrs.**

Meaning of Cash flow, Classification of Activities - Operating, Investing and Financing (Simple problems on identification of activities).

**Module 6: Basic Financial Statement Analysis** **10 Hrs.**

Introduction to Ratios - Computation of ratios based on liquidity, Solvency, Activity &

Profitability [problems based on calculation of ratios] – Trend Analysis

## **COURSE OUTCOMES**

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

1. Describe the concepts, conventions, and Terms of Financial Accounting as per the framework of Ind AS and IFRS.
2. Prepare Journal, Ledger and trial balance and rectification of errors.
3. Construct financial Statements of Sole Proprietorship and Partnership incorporating all the necessary adjustments
4. Apply the format of the presentation of Financial Statement as per Ind AS to the Companies Act, 2013 (Amended till date).
5. Prepare Cash flow statements as per old and new methods.
6. Evaluate firm's Profitability and Liquidity by using Ratio analysis and Trend Analysis.

### **Skill Development (These activities are only indicative, the faculty member can innovate) :**

1. Generate financial statements using Tally.
2. Prepare and present a summary on a company's published annual report which includes profitability analysis, financial position, cash position and accounting policies.
3. Compute the profitability ratios, turnover ratios and solvency ratios on the published financial statement of a company of your choice.
4. Compare and analyse the profitability ratios, solvency ratios between two companies using published financial statements.
5. Analyse a cash flow statement with from published annual report.

### **Books for Reference**

- S P Jain and K. L. Narang, Advanced Accounts, Kalyani Publications
- S.N. Maheswari, Advanced Accountancy, Vikas Publishers
- Ashok Sehgal and Deepak Sehgal, Advanced accounting, Taxmann's
- Shukla and Grewal, Advanced Accountancy, Sultan Chand
- CA Anand Banka, Comprehensive guide to IND AS implementation
- IFRS and Ind AS publications issued by IASB and ICAI respectively.

**SEMESTER - I**  
**C6 24 MC 102: PRINCIPLES OF 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: Introduction to Management and History of Management Thought. 12 Hrs.**

Introduction: Meaning - Nature and Characteristics of Management - Scope and Functional Areas of Management - Management as an Art, Science or Profession - Management and Administration - Principles of Management - Roles and skills of managers. Evolution of Management Thought: Pre-scientific Management (introduction) - Taylor's Scientific Management - Fayol's modern management.

**Module - 2: Planning Forecasting and Decision Making 10 Hrs.**

Planning: Nature - Planning Process - Objectives - Types of plans - MBO (Peter Drucker) & MBE

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

Decision Making: Meaning - Types of decisions - phases of Decision Making - Steps in decision making - Delegation and Principles of delegation.

**Module-3: Organizing and Staffing 10 Hrs.**

Organizing: Nature and Purpose of Organization - Principles of Organization- Organization structure and types - Departmentation - Committees - Centralization vs. Decentralization of Authority - Span of Control - Meaning - Factors affecting span.

Staffing: Nature and Process of Staffing.

**Module - 4 Leadership, Directing and Controlling 10 Hrs.**

Leadership: Meaning - Leadership styles - Theories of leadership. Directing: Meaning - Principles and techniques of directing.

Controlling: Meaning and definition - Features - Steps in controlling and methods of establishing control. Techniques of controlling - Budgetary and non-budgetary.

## **Module - 5: Co-Ordination and Motivation**

**12 Hrs.**

Co-ordination: Meaning – steps and methods of co-ordination.

Motivation: Meaning - Theories of motivation – Carrot & Stick approach –

Maslow's – Mc Gregor's – Herzberg's – ERG – Mc Clelland's – Vroom's Expectancy – William Ouchi's theory Z.

## **Module - 6: Business Ethics and Recent trends in Management**

**6 Hrs.**

Meaning – Need and importance – Principles of ethics – profits and ethics – Factors affecting ethical practices in Business Social Responsibilities of Management – Meaning, Social responsibilities of business towards various groups.

**Recent Trends in Management** – Continuing digitization in the business world, Artificial Intelligence in various functions of management, importance of data and analytics in management

### **Skill Development**

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

1. Evaluate the innovate concepts of Principles of Management laid on Henry Fayol in different industries.
2. Examine the impact of strategic partnerships with market research firms.
3. Analyze the impact of expansion from product to channel & customer profitability analysis.
4. Application of Predictive accounting & business intelligence on Enterprise Performance Management.
5. Present the Seven C attributes shared by experts of Covid 19 pandemic in Harvard School Business Working Knowledge. Analyse these attributes and their applicability in the Indian Corporate Scenario.

### **COURSE OUTCOMES**

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

1. Explain the principles of Management and role and skills of a Manager.
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. Illustrate the range of motivation theories and methods of coordination available for the management practices.
6. Describe the factors affecting ethical practices in Business and social responsibilities of management towards all the stakeholders and identify the recent trends in the application of technology in Management.

### **Books for Reference**

- *Neeru Vasishth and Vibhuti Vasishth. Principles of Management Text & cases, 5th Edition. 2019. Taxman Publications.*
- *Stephen P. Robbins Mary Coulter Agra Fernandez Management. 14th Edition 2019. Pearson Education.*
- *Pravin Durai. Principles of Management 2nd Edition, 2018, Pearson India.*
- *Hill Mcshane Principles of Management, 1st Edition. 2007, McGraw Hill*

**SEMESTER - I**  
**C6 24 MC 103: FINANCIAL PLANNING & PERFORMANCE**

**COURSE OBJECTIVES**

The course aims to enable the students to apply strategic planning process in the context of long-term finance decisions and prepare budgets. It builds the skills to analyse the variances and decide the responsibility centers and evaluate its performance.

**Module 1: Strategic Planning & Performance**

**8 Hrs.**

Analysis of external and internal factors affecting strategy - Long-term mission and goals - Alignment of tactics with long-term strategic goals - Strategic planning models and analytical techniques - Characteristics of successful strategic planning process. Importance of Strategic planning for Corporate Sustainability

**Module 2: Budgeting Methodologies**

**12 Hrs.**

Operations and performance goals - Characteristics of a successful budget process- Resource allocation - Annual business plans (master budgets) - Project budgeting- Activity-based budgeting - Zero-based budgeting - Continuous (rolling) budgets- Flexible budgeting - Annual profit plan and supporting schedules - Operational budgets - Financial budgets - Capital budgets - Pro forma income - Financial statement projections - Cash flow projections. Successful budget process - Budgeting for Sustainability / Importance of budgeting for Sustainability

**Module 3: Forecasting Techniques**

**10 Hrs.**

Simple Regression Equation - Multiple Regression Equation and use in forecasting- Calculation of result of simple regression equation - Learning curve analysis - Cumulative average time learning model - Benefits and Shortcomings of Regression analysis and Learning Curve Analysis - Expected Value of Random Variables - Benefits and Shortcomings of Expect value techniques - Probability values to estimate future cash flows

**Module 4: Cost and Variance Measures**

**12 Hrs.**

Comparison of actual to planned results - Use of flexible budgets to analyse performance - Management by exception - Use of standard cost systems - Analysis of variation from standard cost expectations

**Module 5: Responsibility centres and reporting segments**

**8Hrs.**

Types of responsibility centres - Transfer pricing - Reporting of organizational segments

## **Module 6: Performance Measures**

**10 Hrs**

Product profitability analysis - Business unit profitability analysis - Customer profitability analysis - Return on investment - Residual income - Investment base issues - Key performance indicators (KPIs) - Balanced scorecard

### **Skill development**

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

1. Prepare the operational and financial budget to launch a new business for an organization.
2. Analyse a company's annual budget, compare to actual performance and present a summary.
3. Conduct a strategic planning exercise for an organization.
4. Prepare a cash flow forecast for a given scenario such that you can predict the month end bank balance for every month of the year.
5. Conduct a SWOT analysis for an organization and leverage the opportunities to turn into strengths. Identify the weaknesses and threats to nullify damage or use them to your advantage.
6. Identify a manufacturing concern and analyse its KPIs.

### **COURSE OUTCOMES**

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

1. Illustrate the steps involved in strategic planning process in the context of long term finance decisions.
2. Apply an appropriate Budgeting methodology in accordance with the demand of case.
3. Use Regression Equation as a technique of forecasting in accordance with the demand of case.
4. Justify the implication of standard costing in controlling the performance function in the context of cost and variance Measures.
5. Compare and contrast the role of Responsibility centres as reporting organizational segments.
6. Integrate the essential elements of Product, Business and customer profitability analysis as key performance indicators in the context of measurement of financial performance of firm.

## **Books for Reference**

- *Part 1: Financial Planning, Performance & Analytics - Wiley CMA excel Learning System*
- *Thomas Wheelen, J. David Hunger, Strategic Management and Business Policy: Globalization, Innovation and Sustainability;*
- *Alan N. Hoffman, and Chuck Bamford; Pearson*
- *Edward Blocher, David Stout, Paul Juras, and Gary Cokins ,Cost Management: A Strategic Emphasis; McGraw Hill*
- *Charles Horngren, Srikant Datar, and Madhav Rajan; Cost Accounting: A Managerial Emphasis; Pearson*
- *David Anderson, Dennis Sweeney, Thomas Williams, Jeffrey Camm, and James Cochran; Quantitative Methods for Business; Cengage Learning*

## SEMESTER I

### C6 24 MC 104: BUSINESS MATHEMATICS AND STATISTICS

#### COURSE OBJECTIVE:

The course aims to enable students to adept at simple mathematical concepts for business and basic statistical concepts relating to research process.

#### **Module 1: Basic Mathematical Concepts** **10 Hours**

Theory of equations -Linear, Quadratic, and system of Simultaneous linear equations - Application of concept of equations to business and commerce. Ratios and Proportions - Basic laws of ratios, proportions - continued, direct, inverse, compound, and mixed proportions - applications. Percentage - profit & loss, and discount -Applications in business and commerce.

#### **Module 2: Interest & Annuities** **12 Hours**

Concept of Time value of money - Simple Interest & Compound Interest PV and FV of single principal amount, PV & FV of uneven series of interest rates (single principal amount), doubling period (Rule of 72 & Rule of 69), effective & nominal rates of interest and depreciation. Annuity - Annuity Immediate & Annuity Due - FV of Annuity - Applications, PV of Annuity - Applications, Deferred Annuity, loan amortization table, PV of perpetuity, and Intra-year compounding and discounting.

#### **Module 3: Introduction to Statistics** **8 Hours**

Definition of Statistics, Characteristic of Statistics, Scope and Limitations of Statistics. Classification and Tabulation of Data. Diagrammatic and Graphical representation of data using Excel.

#### **Module 4: Measures of Central Tendency and Dispersion** **12 Hours**

Central Tendency -Arithmetic Mean, Combined Mean, Weighted Mean, Median and Mode (Direct method only). Dispersion Range, Quartile Deviation, Mean Deviation, Standard Deviation (Direct method only) and their Coefficients - Applications.

#### **Module 5: Correlation and Regression** **12 Hours**

Correlation: definition, scatter diagram, Karl Pearson's Coefficient of Correlation (Direct method only) and Spearman's Correlation Coefficient. Regression: Concept, simple linear regression analysis (Direct method only) - Applications.

#### **Module 6: Time series** **6 Hours**

Introduction to time series, Components of time series, Trend analysis by Moving Averages and

## Least Square Methods – Applications.

### **Skill Development (These activities are only indicative; the faculty member can innovate)**

- Preparation of Loan Amortization Table – EMI Calculation on Excel
- Preparation of Future value of Annuity Table on Excel.
- Correlation and Regression Analysis on Excel.
- Diagrammatic and Graphical representation of data using Excel.
- Trend Analysis of Stock Market data on Excel.

### **COURSE OUTCOMES**

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

1. Apply the concept of Interest and Annuity for computing the present and future value of single and series of cash outflows and inflows.
2. Illustrate the significance of statistics in analysing business problems.
3. Use the concept of measures of central tendency and dispersion for decision making.
4. Apply the concept of Correlation and Regression to analyse the data.
5. Analyse the time series data using moving averages and least square methods.

### **Books for Reference**

- Akhilesh K. B. and Balasubrahmanyam S, Mathematics and statistics for Management, 1st Edition, Delhi, Vikas Publishing.
- Gupta S.P., Statistical Methods, New Delhi, Sultan Chand & Sons.
- Soni R.S., Business Mathematics, 1st Edition, Delhi, Ane Books Pvt. Ltd.
- Prasanna Chandra – Financial Management.
- J K Sharma – Business Statistics.
- Dorai Raj: Business Mathematics, United publishers.

## SEMESTER I

### UG 24 FC 101: PSYCHOLOGICAL WELL-BEING

#### COURSE OBJECTIVE

*This course aims to nurture self-awareness and meaningful relationship skills and to help in the development of emotional quotient and inter-personal skills.*

#### **Module 1 – Introduction**

**3 Hrs.**

*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 Hrs.**

*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 Hrs.**

*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 Hrs.**

*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 Hrs.**

*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 Hrs.**

*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**

*After completion of the course, the students should be able to:*

- 1. Develop a better emotional quotient.*
- 2. Formulate a healthier sense of self through self-awareness.*
- 3. Build more meaningful relationships.*
- 4. Display an improvement in inter-personal skills.*
- 5. Modify thought and belief patterns.*



