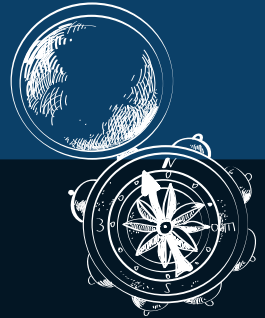




St. Joseph's College of Commerce (Autonomous)

Affiliated to Bengaluru City University
Accredited with A++ Grade NAAC 4th Cycle (CGPA of 3.57/4)
College with Potential for Excellence (State awarded by the UGC)
Ranked 65th in NIRF 2023 by Ministry of Education, Government of India
#163 Brigade Road, Bengaluru - 560025, Karnataka, India

SF NAVIGATOR



An initiative by
Department of Professional Programmes
B.com [Professional - Strategic Finance]

VOLUME II ISSUE I

PROLOGUE

St. Joseph's College of Commerce, established in 1882, is rooted in the motto 'Fide et Labore' ('Faith and Toil'). A former part of St. Joseph's College, it operates under the vision of the mission Fathers. With an A++ grade from NAAC, the college adapts to changes in higher education and business. The interdisciplinary approach in courses covers Accounting, Taxation, Economics, Statistics, Auditing, and offers choices like Cost Accounting, Finance, Marketing, etc. Recognized as a top 10 B.Com Program in India (India Today, AC Nielsen Survey 2016), students excel in knowledge, skills, and attitude, making them highly sought after by employers. This newsletter highlights how "SF Navigator" navigates challenges in the finance world and underscores the relevance of professional courses like CMA in the modern era.

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INTRODUCTION



Strategic finance has become integral for modern businesses, particularly growth-oriented startups, as it seamlessly translates operational data into real-time financial insights. This transformative approach leverages cutting-edge technology to foster long-term goals and overall growth, turning the traditionally complex finance function into a clear, connected, and collaborative department, by shifting from outdated, backward-looking financial planning to forward-looking strategic planning, businesses can proactively analyze data and make informed decisions.

IMA HEADQUARTERS

St. Joseph's College of Commerce offers a unique B.Com (Professional – Strategic Finance) program in collaboration with the Institute of Management Accountant (IMA), USA. This program allows students to pursue their CMA qualification alongside their undergraduate studies, providing substantial knowledge in financial and management accounting subjects. With core subjects taught by industry professionals and the faculty, this program is ideal for those aspiring to certifications like CA, CMA, and CS. Partnering with Miles Education, the program aligns with the global demand for the US Certified Management Accountant (CMA) credential, offering a comprehensive curriculum. The core subjects will be taught by experienced professionals from the industry as well as by competent faculty of St. Joseph's College of Commerce



**ST JOSEPHS COLLEGE
OF COMMERCE**

ROLE OF CMA

1. *Strategic Leadership:*

CMA empowers individuals for top management roles, emphasizing decision-making and risk-taking skills, crucial for shaping organizational success.

2. *Value as an Employer:*

CMA complements university education, addressing skill gaps for accounting professionals. Its 2-exam structure allows pursuing alongside full-time jobs, ensuring concise content and aiding career progression.



SIGNIFICANCE OF CMA FOR FINANCE PROFESSIONALS IN INDIA

- **Experience-driven Professionals:** Full CMA certification requires 2 years of real-world experience, moulding practical knowledge.
- **Salary Impact:** Many companies, both domestic and MNCs, value CMA certification and provide higher compensation.
- **Diverse career options in finance:** CMA certification provides diverse career options, teaching corporate governance, responsible accounting, and essential business aspects.
- **CMA Jobs in India:** Opens up exciting job opportunities in India, including roles in the CFO team, accounting, FP&A, controllership, and more.
- **International Scope:** Recognized globally, CMA opens doors to diverse opportunities, distinguishing it from region-specific certifications.
- **Efficiency Factors:** Shorter duration (6-12 months) and no negative marking make CMA accessible & less daunting.
- **Industry-Aligned Updates:** Regularly updated to align with industry trends, reflecting advancements like AI & Data Analytics ever since.

CMA PRICE CHANGES 2024

STUDENTS	PREVIOUS FEES	CURRENT FEES
CMA exam fees	\$345	\$495 +\$66.6 IGST
Student discount	\$125	\$125
Net payable amount	\$200 (~16,600 INR)	\$436.6 (~36200 INR)

*Processing fees and maintenance fees may also apply.

*Rounded to the nearest unit.

*Please Visit in.imanet.org for current prices

Despite the recent increase in the CMA exam price, it's crucial to recognize the enduring value of pursuing this course. Obtaining a CMA certification can lead to increased earning potential, career advancement, and a competitive edge in the job market.

Ultimately, the long-term advantages of undertaking the CMA course far outweigh the initial increase in cost, making it a strategic investment in professional development.

There's no time like the present to invest in your future. Take the next step and reap the rewards of obtaining your CMA certification!



IMPACT OF AI ON FINANCE

Just as many other technological advancements, Artificial Intelligence came to our lives from the pages of fairy tales and fiction books.

The rise of AI in the financial industry proves how quickly it's changing the business landscape. Here are just some of the most popular examples of AI in finance.

EXAMPLES

1. AI and Credit Decisions:

- Accelerates borrower assessments for quicker decisions.
- Enhances accuracy and cost-effectiveness in decision-making.

2. AI and Fraud Prevention:

- Effectively counters the rise of credit card fraud.
- Particularly valuable in the e-commerce and online transaction landscape.

3. AI and Trading:

- Witnesses a surge in data-driven investments, reaching close to a trillion dollars in 2018.
- Aligned with algorithmic, high-frequency trading methods.

CONCLUSION



As we can see, the benefits of AI in financial services are multiple and hard to ignore. According to Forbes, 65% of senior financial management expects positive changes from the use of AI in financial services.

ACCELERATE YOUR CMA JOURNEY: PRO TIPS INSIDE!

"Try and finish atleast 80% of the MCQ's before the exam. Start studying well in advance and keep atleast a month for revision. If you have doubts about any concept, book the mentoring session on the LMS and they'll help you out."

~ **Khushi Raj Punjabi**
3 B.com C

"Be consistent in your studies, whether you're covering a few pages each day or maintaining a daily study routine. Divide the material into smaller portions and take breaks in between each, this way it will seem easier. Highlight keywords and make notes while studying they will definitely help during revision"

~ **Anika Janice Rajkumar**
3 B.com C

SPOTLIGHT ON CMA CHAMPIONS



**Anika Janice
Rajkumar**
21SJCCC208



Raghav K N
21SJCCC248



Khushi Raj Punjabi
21SJCCC231



Nandana K N
21SJCCC238



Jona Mathew
21SJCCC228

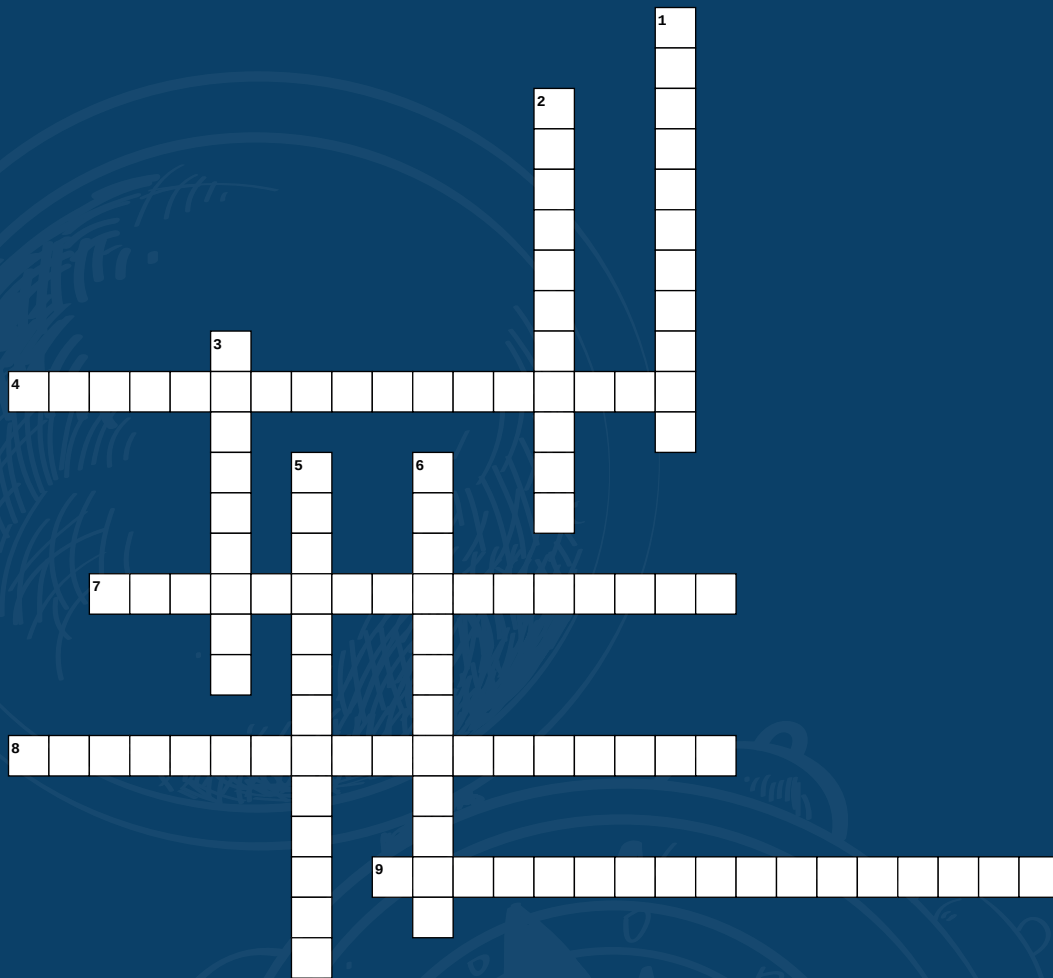
Congrats!

We are thrilled to announce the outstanding achievements of our students who successfully cleared the CMA Part I Examination. Their dedication and hard work have truly set them apart. Their commitment is commendable, we wish them the best for their future endeavors!

DECODING THE MONEY MAZE



Explore the financial puzzle of investments, deciphering the strategic moves to optimize returns and build a robust portfolio!!



Across

4. Process of managing and allocating capital to maximize shareholder value (17)
7. Optimizing capital structure to minimize cost and maximize flexibility (16)
8. Aligning financial strategy with the organization's overall mission and values (18)
9. Quantifying the financial impact of strategic decisions (17)

Down

1. Predicting future financial performance based on historical data (11)
2. Identifying and prioritizing key financial goals for the organization (11)
3. Evaluating potential acquisitions or mergers for their financial benefit (9)
5. A Long-term financial plan for achieving organizational goals (13)
6. Financial analysis tool identifying strengths, weaknesses, opportunities & threats (12)

[CLICK HERE TO SUBMIT YOUR ANSWERS](#)