

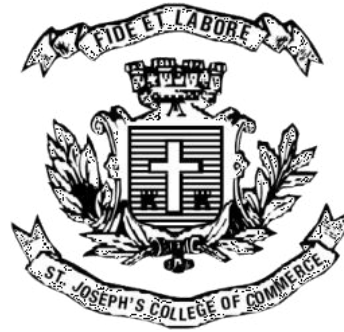
St. Joseph's College of Commerce

(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 Commerce

(Professional – International Accounting and Finance)

Semester III & IV

Syllabus as per National Education Policy 2020

Curriculum Framework w.e.f., 2021-2022

Academic Year 2023 – 2024

St. Joseph's College of Commerce

(An Autonomous Institution affiliated to Bengaluru City University)

St. Joseph's College of Commerce (SJCC) was formerly a part of St. Joseph's College, established in the year 1882. The Commerce Department was established in the year 1949 and it became an independent college with its own building in Brigade Road in the year 1972.

The college has in its Vision a model for higher education which encourages individuals to dream of a socially just world and in its Mission a strategy to empower individuals in realizing that dream.

With an objective of imparting quality education in the field of Commerce and Management, the college has been innovating in all aspects of higher education over a long period of time. These innovations were further bolstered with the granting of autonomous status to the college by UGC in September 2005. From then on, the college has taken a lead in reforming curriculum and syllabus, examination and evaluation pattern and teaching and learning methods through the Board of Studies, the Academic Council and the Governing Council comprising of eminent academicians, industry representatives and notable alumni.

The college has undergone four cycles of NAAC accreditation starting from the year 2000 in which it secured 'five stars', next in the year 2007 an 'A' grade, in the year 2012 again an 'A' grade and recently in February 2021 an 'A++'. It is one of the very few institutions in the country to have secured A++ grade in the fourth cycle under the Revised Accreditation Framework (RAF) and the first college in Karnataka to do so. The college was declared as a 'College with Potential for Excellence' in the year 2010. In 2011, SJCC was recognized as a Research Centre by Bangalore University. The college has been ranked 65 in the National Institutional Ranking Framework (NIRF) ratings of Ministry of Education, Government of India, in 2023 and it has been the only institution from Karnataka to make it consistently to the top 100 in the country.

The college offers diverse programmes in Commerce and Business Administration. Under Commerce Studies it offers B.Com, B.Com (Professional- International Accounting and Finance), B.Com (BPM- Industry Integrated), B.Com (Travel and Tourism), B.Com (Analytics), B.Com (Professional - Strategic Finance), M.Com (Finance & Taxation/ Marketing & Analytics), M.Com (International Business) & M.Com (Financial Analysis). Under Business Administration it offers BBA, BBA (Entrepreneurship) and BBA (Professional- Finance and Accountancy). The college also offers six one-year Post Graduate Diploma programmes.

ABOUT THE DEPARTMENT

The B. Com Department of St. Joseph's College of Commerce has efficiently streamlined all its courses to reflect an interdisciplinary approach to understanding the contemporary business environment. Its aim is to construct a strong foundation in core subjects such as Accounting, Taxation, Economics, Statistics and Auditing along with a choice of Cost Accounting, Finance, Business Analytics, Marketing and Human Resources, studied in the fifth and sixth semester. The courses are challenging, yet, rewarding for students with high aspirations. Our students have been sought after by employers for their excellent knowledge, skills and attitude, giving them an edge over their peers from other institutions. The B.Com Programme of the college is rated amongst the top 10 in the country (India Today, AC Nielson Survey 2016).

OBJECTIVES OF THE B.COM PROGRAMME

1. To provide conceptual knowledge and application skills in the domain of Commerce studies.
2. To provide knowledge in all the areas of business to be able to meet expectations of Commerce, Trade and Industry.
3. To sharpen the students' analytical and decision-making skills.
4. To provide a good foundation to students who plan to pursue professional programmes like CA, ICWAI, ACS, CFA and MBA.
5. To facilitate students to acquire skills and abilities to become competent and competitive in order to be assured of good careers and job placements.
6. To develop entrepreneurship abilities and managerial skills in students so as to enable them to establish and manage their own business establishments effectively.
7. To develop ethical business professionals with a broad understanding of business from an interdisciplinary perspective.

Salient Features of the four - year Bachelor of Commerce Programme with Multiple Entry and Exit Options

1. The regulations governing the four-year Bachelor of Commerce Programme with Multiple Entry and Exit Options shall be applicable with effect from the Academic year 2021-2022.
2. The Bachelor of Commerce Programme shall be structured in a semester mode with multiple exit options:

Certificate in Commerce	On the completion of First Year (two semesters)
Diploma in Commerce	On the completion of Second Year (four semesters)
Basic Bachelor Degree	On the completion of Third Year (six semesters)
Bachelor Degree with Honours	On the completion of Fourth Year (eight semesters)

3. *The four-year undergraduate honours degree holders with research component and a suitable grade are eligible to enter the **Doctoral Programme** in a relevant discipline.*
4. *The students who exit with Certification, Diploma or Basic Bachelor Degree shall be eligible to re-enter the programme at the exit level to complete the programme or to complete the next level.*
5. *The four-year Bachelor of Commerce Programme offers a wide range of multidisciplinary courses with exposure to other disciplines, specializations and areas. The programme aptly caters to knowledge, ability, vocational, professional and skill enhancement along with focus on humanities, arts, social, physical and life sciences, mathematics, sports etc.*
6. *The four-year Bachelor of Commerce Programme combines conceptual understanding with practical engagement through lab courses, national and international field visits, internship, conferences, workshops, seminars, case study analysis, group discussions and research projects.*
7. *A wide range of **Skill Enhancement Courses** are offered in the first four semesters to enhance language and communication, logical reasoning, critical thinking, problem solving, data analytics and life skills.*
8. *In each of the first four semester students will have an option of studying a course from other disciplines. Students will be given an option to choose from a pool of **Open Elective Courses** that provide exposure to multiple disciplines and thereby making the programme truly multi-disciplinary.*
9. *Students can make a choice of a **specialization/elective** in the 3rd and the 4th year of the programme.*

I. ELIGIBILITY FOR ADMISSION

Candidates who have completed the two-year Pre-University course of Karnataka State or its equivalent are eligible for admission into this Programme.

II. DURATION OF THE PROGRAMME

*The duration of the undergraduate degree programme is **four years** (eight semesters) with multiple entry and exit options, within this period. The students can exit after the completion of **one** academic year (two-semester) with a **Certificate** in the discipline; **Diploma** after the study of **two** academic years (four Semesters) and **Basic Bachelor Degree** after the completion of **three** academic years (six Semesters). The successful completion of **Four-Year undergraduate Programme** would lead to **Bachelor Degree with Honours in the discipline.***

III. MEDIUM OF INSTRUCTION

The medium of instruction shall be English.

IV. ATTENDANCE

- a. *A student shall be considered to have satisfied the requirement of attendance for the semester, if he/she has attended not less than 75% in aggregate of the number of working periods in each of the courses, compulsorily.*
- b. *A student who fails to complete the course in the manner stated above shall not be permitted to take the End Semester Examination.*

v. SUBJECTS OF STUDY: THE COMPONENTS OF CURRICULUM FOR FOUR-YEAR MULTIDISCIPLINARY UNDERGRADUATE B.COM PROGRAMME

The Category of courses and their descriptions are given in the following table:

Category of courses	Objectives/ Outcomes
Languages	<i>Language courses equip students with communication skills, critical and creative thinking, familiarity with issues pertaining to society and culture and skills of expression and articulation. They also provide students with a foundation for learning other courses.</i>
Ability Enhancement Courses	<i>Ability enhancement courses are the generic skill courses that enable students to develop a deeper sense of commitment to oneself and to the society and nation largely.</i>
Skill Enhancement Courses	<i>Skill Enhancement Courses enhance skills pertaining to a particular field of study to increase their employability/self-employment. These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based knowledge.</i>
Vocational Enhancement courses	<i>Vocational Enhancement courses enhance skills pertaining to a particular field of study to increase their employability/self-employment.</i>
Foundation/ Discipline based Introductory Courses	<i>These courses will supplement in a better understanding of how to apply the knowledge gained in classrooms to societal issues.</i>
Major Discipline Core Courses	<i>Major Discipline Core Courses aim to cover the basics that a student is expected to learn in that particular discipline. They provide fundamental knowledge and expertise to produce competent and creative graduates with a strong scientific, technical and academic acumen.</i>
Major Discipline Elective Courses	<i>These courses provide more depth within the discipline itself or within a component of the discipline and provide advanced knowledge and expertise in an area of the discipline.</i>
Open or Generic Elective Courses	<i>Open or Generic Elective Courses are courses chosen from an unrelated discipline/ subject, with an intention to seek exposure beyond discipline/s of choice.</i>

Project work/ Dissertation/ Internship/ Entrepreneurship	<i>Students shall carry out project work on his/her own with an advisory support by a faculty member to produce a dissertation/ project report. Internship/ Entrepreneurship shall be an integral part of the Curriculum.</i>
Extension Activities	<i>As part of the objective of Social Concern, the College has designed a well-structured Community Outreach programme of sixty hours called 'Bembala' (Support). The programme includes rural camps, workshops, lectures and seminars, teaching programme in Govt Schools or Colleges, community service in slums and villages, awareness programme in streets, localities, slums or villages and public rallies on social issues. The College expects the students to be part of the activities organized by the College towards securing the goal of Social Concern. This programme is mandatory for the award of degree from the college.</i>
Extra/Co-curricular Activities	<i>The College has a wide range of student associations and clubs that provide space for students to develop their creative talents. The activities conducted help in developing not just the artistic and entrepreneurial talents but also helps in character building, spiritual growth, physical growth, etc. They facilitate development of various domains of mind and personality such as intellectual, emotional, social, moral and aesthetic developments. Creativity, enthusiasm, and positive thinking are some of the facets of personality development and the outcomes of these activities.</i>

VI. CREDIT REQUIREMENT

Credits represent the weightage of a course and are a function of teaching, learning and evaluation strategies such as the number of contact hours, the course content, teaching methodology, learning expectations, maximum marks etc.

Exit Option	Minimum Credit Requirement*
<i>Certificate in Commerce</i>	<i>51</i>
<i>Diploma in Commerce</i>	<i>101</i>
<i>Basic Bachelor Degree</i>	<i>149</i>
<i>Bachelor Degree with Honours</i>	<i>193</i>

**Credits are subject to change as per the NEP guidelines*

VII. TEACHING & EVALUATION

M.Com/MBA/MFA/MBS/MTA graduates with B.Com, B.B.A & B.B.S as basic degree from a recognized university are only eligible to teach and to evaluate the courses including part – B courses of I and II semesters (except languages, compulsory

additional courses and core Information Technology related courses) mentioned in this regulation. Languages and additional courses shall be taught by the graduates as recognized by the respective board of studies.

VIII. EXAMINATION & EVALUATION

CONTINUOUS FORMATIVE EVALUATION/ INTERNAL ASSESSMENT

Total marks for each course shall be based on continuous assessment and semester end examinations. As per the decision taken at the Karnataka State Higher Education Council, the total marks for CIA and ESE as per NEP will be 40:60.

TOTAL MARKS FOR EACH COURSE	100%
<i>Continuous Internal assessment – CIA 1</i>	<i>20% marks</i>
<i>Continuous Internal assessment – CIA 2</i>	<i>20% marks</i>
<i>End Semester Examination (ESE)</i>	<i>60% marks</i>

EVALUATION PROCESS OF INTERNAL ASSESSMENT MARKS SHALL BE AS FOLLOWS:

- a) *The first component (CIA 1) of assessment is for 20% marks. The second component (CIA 2) of assessment is for 20% marks.*
- b) *During the end of the semester, end semester examination shall be conducted by the college for each course. This, forms the third and final component of assessment (C3) and the maximum marks for the final component will be 60%.*
- c) *The students shall be informed about the modalities well in advance. The evaluated assignments during component I (CIA 1) and component II (CIA 2) are immediately provided to the students.*
- d) *The marks of the total internal assessment shall be published on the ERP for students at the end of semester.*
- e) *The internal assessment marks shall be submitted to the COE as per the date mentioned.*
- f) *There shall be no minimum in respect of the internal assessment marks.*
- g) *Internal assessment marks may be recorded separately. A student who has failed, shall retain the internal assessment marks as there will be no change in the CIA results scored.*

MINIMUM FOR A PASS

- a. *A student needs to get 40% in the end semester examination and in addition the student also should get an aggregate of overall 40% inclusive of his/her internal assessment to be declared as passed.*
- b. *The student who has passed in all the end semester examinations in the first attempt is eligible for rank.*
- c. *A student who passes the semester examinations in parts or attempted supplementary exams is eligible for only Class and CGPA but not for ranking.*
- d. *The results of students who have passed the last semester examinations but not passed the lower semester examinations shall be eligible for the degree only after completion of all the lower semester examinations.*

- e. If a student fails in a subject, either in theory or practical's he/she shall appear for that subject only at any subsequent regular examination, as prescribed for completing the programme. He/she must obtain the minimum marks for a pass in that subject (theory and practical's separately) as stated above.

CARRY OVER

Students who fail in lower semester examinations may go to the higher semesters and take the lower semester examinations as per odd or even semester in the next consecutive chance.

CLASSIFICATION OF SUCCESSFUL CANDIDATES

The ten-point grading system is adopted. The declaration of result is based on the Semester Grade Point Average (SGPA) earned towards the end of each semester or the Cumulative Grade Point Average (CGPA) earned towards the completion of all the eight semesters of the programmes and the corresponding overall grades. If some students exit at the completion of the first, second or third year of the four year Undergraduate Programmes, with Certificate, Diploma or the Basic Degree, respectively, then the results of successful candidates at the end of second, fourth or sixth semesters shall also be classified on the basis of the Cumulative Grade Point Average (CGPA) obtained in the two, four, six or eight semesters, respectively. For award of;

- *Certificate in Business Commerce*
- *Diploma in Business Commerce*
- *Basic Bachelor's Degree in Business Commerce*
- *Bachelor's Degree with Honours in a Discipline*

TRANSFER FOR ADMISSION

Transfer for admission is permissible only for odd semesters for students of other universities and within the university.

CONDITIONS FOR TRANSFER OF ADMISSION OF STUDENTS WITHIN THE UNIVERSITY

- a. *His/ her transfer admission shall be within the intake permitted to the college.*
- b. *Availability of same combination of subjects studied in the previous college.*
- c. *He/she shall fulfill the attendance requirements as per the University Regulation.*
- d. *He/she shall complete the programme as per the regulation governing the maximum duration of completing the programme.*

CONDITIONS FOR TRANSFER ADMISSION OF STUDENTS OF OTHER UNIVERSITIES

- a. *A Student migrating from any other University may be permitted to join odd semester of the degree programme provided he/she has passed all the subjects of previous semesters/years as the case may be. Such candidates must satisfy all other conditions of eligibility stipulated in the regulations of the University.*
- b. *His/her transfer admission shall be within the intake permitted to the college.*
- c. *He/she shall fulfill the attendance requirements as per the University Regulation.*
- d. *The student who is migrating from other Universities is eligible for overall SGPA/CGPA or Class and not for ranking.*
- e. *He/she shall complete the programme as per the regulation governing the maximum duration of completing the programme as per this regulation.*

Outcome Based Education (OBE)

B. Com (Professional – International Accounting and Finance) Program

Educational Objectives (PEOs)

Our B. Com (Professional – International Accounting and 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 (POs)

After the completion of the B. Com (Professional – International Accounting and 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.*

P05: Creative Thinking Skill

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

P06: 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.*

P07: Leadership and Team Work

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

P08: Ethical Conduct and Sustainability Practices

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

P09: Collaboration and Networking Skill

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

P010: 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)**B. Com (Professional – International Accounting and Finance) P011:****Emerging Trend of International Accounting practices**

Apply specialized knowledge and professional skills in international accounting and finance, auditing techniques and their applicability in all fields of business.

P012: Financial Analytics for Corporate Financial Planning

Apply high ethical standards, integrity, expertise and efficiency in executing key financial plans and policies and explore potential outcomes.

B.COM - Honours (Professional - International Accounting & Finance)									
PROGRAMME MATRIX AS PER NATIONAL EDUCATION POLICY									
Course Category	I	II	III	IV	V	VI	VII	VIII	TOTAL
Part A : Ability Enhancement Compulsory Courses									
Language 3 Hrs/3 Crs	Lan 1	Lan 1	Lan 1	Lan 1	-	-	-	-	
	Lan 2	Lan 2	Lan 2	Lan 2	-	-	-	-	
Compulsory Course 3 Hrs/3 Crs	-	Environmental Studies	-	India & Indian Constitution	-	-	-	-	
I	6 Crs	9 Crs	6 Crs	9 Crs	-	-	-	-	30
Part B: Core Courses									
Discipline Specific Core Courses 4 Hrs/4 Crs	Cost Accounting I	Cost accounting II	Financial Reporting	Advanced Financial Reporting	Taxation I	Taxation II	Human Resource Management	Mergers, Acquisition & Corporate Restructuring	
	Business and Technology	Governance, Risk and Ethics	Financial Management	Marketing Management	Business Statistics	Theory and Practice of Banking	Business Information System	Business Intelligence - Data Analytics and Visualization *	
	Financial Accounting	Business Law	Audit and Assurance	Strategic Management	Advanced Audit and Assurance I	Advanced Audit and Assurance II	Entrepreneurial Development Programme	Financial Markets and Services*	
	-	-	-	-	Operation Research	Company Law and Secretarial Practice	-	-	
Open Electives Course (OEC) 3 Hrs/ 3 Crs	Choice of Course	Choice of Course	Choice of Course	-	-	-	-	-	
Discipline Specific Elective 3 Hrs/3 Crs	-	-	-	-	Elective 1 Advanced Financial Management I	Elective 2 Advanced Financial Management II	Elective 3 Advance Performance Management	Elective 4 Forensic Accounting and Fraud Examination	
SEC - SB 2 Crs	Digital Fluency	-	Artificial Intelligence	Financial Education Investment Awareness	-	-	-	-	
VEC 3 Hrs/3 Crs	-	-	-	-	Financial Modeling	Financial Accounting and Control	Choice of Course	Choice of Course	
Research Methodology 4 Hrs/4 Crs	-	-	-	-	-	-	Research Methodology	-	
Research Proposal Formulation & Project 12 Crs	-	-	-	-	-	-	-	Research Proposal Formulation & Project **	
Internship 2 Crs/4 Crs	-	-	-	-	Social Internship 2 Crs	Corporate Internship 2 Crs	-	Internship *	
II	17 Crs	15 Crs	17 Crs	14 Crs	24 Crs	24 Crs	22 Crs	22 Crs	155
Part C: Skill Enhancement Course - Value Based									
Foundation Course Extension and Extracurricular Activities 2 Crs	Psychological Well being	Extension Activities 1 Cr	Yoga	Extension Activities 1 Cr	-	-	-	-	
		Extracurricular Activities/Association/Sports 1 Cr		Extracurricular Activities/Association/Sports 1 Cr	-	-	-	-	
III	2 Crs	2 Crs	2 Crs	2 Crs	-	-	-	-	8
Total	25 Crs	26 Crs	25 Crs	25 Crs	24 Crs	24 Crs	22 Crs	22 Crs	193

Note: Only students who secure 75% marks or 7.5 CGPA and above in the 1st six semesters may choose to undertake research in the 4th year.

**Those who opt for research will have one DSC with Research Proposal Formulation & Project.

*Other students will continue with the regular Core Courses and Internship.

Bachelor of Commerce (Professional – International Accounting and Finance) Semester Structure as per National Education Policy

SEMESTER III

SL. No.	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	ESE	CIA	Total Marks	Credits
1.	Language 1		<i>AECC</i>	<i>3+1+0</i>	<i>60</i>	<i>40</i>	<i>100</i>	<i>3</i>
	<i>C4 21 GE 301</i>	<i>General English</i>						
2.	Language 2		<i>AECC</i>	<i>3+1+0</i>	<i>60</i>	<i>40</i>	<i>100</i>	<i>3</i>
	<i>C4 21 KN 301</i>	<i>Kannada</i>						
	<i>C4 21 HN 301</i>	<i>Hindi</i>						
	<i>C4 21 AE 301</i>	<i>Additional English</i>						
3.	<i>C4 21 DC 301</i>	<i>Financial Reporting</i>	<i>DSC-1</i>	<i>3+1+2</i>	<i>60</i>	<i>40</i>	<i>100</i>	<i>4</i>
4.	<i>C4 21 DC 302</i>	<i>Financial Management</i>	<i>DSC-2</i>	<i>4+0+0</i>	<i>60</i>	<i>40</i>	<i>100</i>	<i>4</i>
5.	<i>C4 21 DC 303</i>	<i>Audit and Assurance</i>	<i>DSC-3</i>	<i>4+0+0</i>	<i>60</i>	<i>40</i>	<i>100</i>	<i>4</i>
6.		<i>Open Electives*</i>	<i>OEC-1</i>	<i>3+1+0</i>	<i>60</i>	<i>40</i>	<i>100</i>	<i>3</i>
7.	<i>C4 21 SB 301</i>	<i>Artificial Intelligence</i>	<i>SEC-SB</i>	<i>1+0+2</i>	<i>30</i>	<i>20</i>	<i>50</i>	<i>2</i>
8.	<i>UG 21 FC 301</i>	<i>Yoga</i>	<i>SEC-VB</i>	<i>1+0+2</i>	<i>-</i>	<i>50</i>	<i>50</i>	<i>2</i>
SUB TOTAL (A)					390	310	700	25

*Open Elective Courses are courses from an unrelated discipline/ subject, with an intention to seek exposure beyond discipline/s of choice.

**Bachelor of Commerce (Professional – International Accounting and Finance)
Semester Structure as per National Education Policy**

SEMESTER IV

SL. No.	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	ESE	CIA	Total Marks	Credits
1.	Language 1		<i>AECC</i>	<i>3+1+0</i>	<i>60</i>	<i>40</i>	<i>100</i>	<i>3</i>
	<i>C4 21 GE 401</i>	<i>General English</i>						
2.	Language 2		<i>AECC</i>	<i>3+1+0</i>	<i>60</i>	<i>40</i>	<i>100</i>	<i>3</i>
	<i>C4 21 KN 401</i>	<i>Kannada</i>						
	<i>C4 23 FK 401</i>	<i>Functional Kannada</i>						
	<i>C4 23 KK 401</i>	<i>Kannada Kali</i>						
3.	<i>UG 21 CC 401</i>	<i>India & Indian Constitution</i>	<i>AECC</i>	<i>3+0+0</i>	<i>25</i>	<i>25</i>	<i>50</i>	<i>3</i>
4.	<i>C4 21 DC 401</i>	<i>Advanced Financial Reporting</i>	<i>DSC-4</i>	<i>3+1+2</i>	<i>60</i>	<i>40</i>	<i>100</i>	<i>4</i>
5.	<i>C4 23 DC 402</i>	<i>Marketing Management</i>	<i>DSC-5</i>	<i>4+0+0</i>	<i>60</i>	<i>40</i>	<i>100</i>	<i>4</i>
6.	<i>C4 21 DC 403</i>	<i>Strategic Management</i>	<i>DSC-6</i>	<i>4+0+0</i>	<i>60</i>	<i>40</i>	<i>100</i>	<i>4</i>
7.	<i>C4 21 SB 401</i>	<i>Financial Education & Investment Awareness</i>	<i>SEC-SB</i>	<i>1+0+2</i>	<i>25</i>	<i>25</i>	<i>50</i>	<i>2</i>
8.	<i>UG 21 EA 401</i>	<i>Extension Activities</i>	<i>SEC-VB</i>	<i>0+0+2</i>	<i>-</i>	<i>25</i>	<i>25</i>	<i>1</i>
	<i>UG 21 EC 401</i>	<i>Extra-Curricular Activities</i>	<i>SEC-VB</i>	<i>0+0+2</i>	<i>-</i>	<i>25</i>	<i>25</i>	<i>1</i>
SUB TOTAL (A)					390	310	700	25

* Open Elective Courses are courses from an unrelated discipline/ subject, with an intention to seek exposure beyond discipline/s of choice.

SEMESTER – III
C4 21 DC 301: FINANCIAL REPORTING

COURSE OBJECTIVES

The objective is to develop knowledge and skills in understanding and applying accounting standards and the theoretical framework in the preparation of financial statements of entities, including groups and how to analyse and interpret those financial statements.

Module – 1: Conceptual and Regulatory Framework for Financial Reporting 10 Hrs

Need for conceptual framework and the characteristics framework and the characteristics of useful information - Recognition and measurement – Specialized, not-for-profit and public sector entities– Regulatory framework – The concept, principles of group and consolidated financial statements.

True and Fair presentation of financial statements, implications of Mis-statement of financial statements / impact of mis-statement on general public / protection measures

Module – 2: Accounting for Transactions in Financial Statements 18 Hrs

Tangible non-current assets – Intangible assets – Impairment of assets –Inventory and biological assets – Financial instruments – Leasing - Provisions and events after the reporting period – Taxation Reporting financial performance – Revenue – Government grants.

Module – 3: Analysing and Interpreting Financial Statements 17 Hrs

Limitations of financial statement – Calculation and interpretation of accounting ratios and trend to address users’ and stakeholders’ needs – Limitations of Interpretation techniques –Specialized, Not- for-Profit, and public sector entities.

Module – 4: Preparation of Financial Statements 15 Hrs

Preparation of Single Entity Financial Statement – Preparation of Consolidated Financial Statement including an Associate

Skill Development

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

- 1. Account for transactions in accordance with international accounting standards.*
- 2. Analyse and interpret published financial statement using ratios.*
- 3. Prepare and present financial statements for single entities and business combinations in accordance with international accounting standards using imaginary figures.*
- 4. Covid-19: its impact on assessment, skills development and careers for accounting and finance. Refer to this article published by ACCA which talks about whether there is an anticipated change in the need for accounting and finance professionals and then discusses the impact on skills requirements due to Covid-19.*

COURSE OUTCOMES

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

- 1. Explain the role and implications of conceptual and regulatory frame work in the context of financial reporting as per the Accounting Standard in India and IFRS*
- 2. Compare and contrast the Accounting treatment for tangible non- current assets and*

intangible assets and its accounting standards as per Ind AS and IFRS.

3. *Interpret financial statements with live financials of Public sector entities and Not-for-profit*
4. *Construct financial statements and consolidated financial statements of single entity as per IAS and Ind AS.*

Books for Reference

- ❖ *ACCA STUDY MATERIAL OF KAPLAN, BPP and BECKERS*
- ❖ *M P Vijay Kumar: Financial Reporting, Snow white.*

SEMESTER – III
C4 21 DC 302: FINANCIAL MANAGEMENT

COURSE OBJECTIVES

To develop the knowledge and skill expected of a finance manager, in relation to investment, financing and dividend policy decisions.

Module – 1: Financial Management Function **5 Hrs**

*Nature and purpose of financial management – Financial objectives and relationship with corporate strategy – Stakeholder and impact on corporate objectives – Financial and other objectives in not-for-profit organizations. Importance of Sustainable finance - **Environmental, Social, Governance (ESG)**, Business ethics- integrity- security and information for finance managers or ethics in finance. Use of Technology in Finance.*

Module – 2: Financial Management Environment **5 Hrs**

Economic environment for business – Nature and role of financial markets and institutions – Nature and role of money market

Module – 3: Working Capital Management **12 Hrs**

Nature, element and importance of working capital – Working capital – Investment policy – Financing policy Management of inventories, accounts receivable, accounts payable and cash – Determine working capital needs and funding strategies.

Module – 4: Investment Appraisal **15 Hrs**

Investment appraisal – Allowing for inflation and taxation in investment appraisal – Adjusting for risk and uncertainty in investment appraisal – Specific investment decision

Module – 5: Business Finance **10 Hrs**

Sources of, and raising business finances – Estimating the cost of capital – Source of finance and their relative cost – Capital structure theories and practical considerations – Finance for small and medium sized entities.

Module – 6: Business Valuations **8 Hrs**

Nature and purpose – Model for valuation of shares – the valuation of debt and other financial assets – efficient market hypothesis (EMH) and practical considerations in valuation of shares.

Module – 7: Risk Management **5 Hrs**

Nature and types – Causes of exchange rate differences and interest rate fluctuations – Hedging techniques for foreign currency risk and interest rate risk.

Skill Development

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

1. *Analyse the role and purpose of the financial management function in a given scenario.*

2. *Assess and discuss the impact of the economic environment on financial management.*
3. *Discuss and apply working capital management techniques for a business.*
4. *Develop a model to carry out effective investment appraisal by critically analyzing various investment appraisal techniques.*
5. *Prepare a chart to Identify and evaluate alternative sources of business finance.*
6. *Discuss and apply principles of business and asset valuations.*
7. *Analyse and apply risk management techniques in business.*

COURSE OUTCOME

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

1. *Explain both the theoretical and practical role of financial management in business corporations.*
2. *Analyze the role and implications of financial Markets and institutions in the context of financial management functions.*
3. *Examine the dynamics of each component of working capital in estimating the working capital needs and funding strategies.*
4. *Evaluate the investment alternatives by using Capital budgeting technique under uncertainties and Risks.*
5. *Design an optimum capital structure of small and medium sized business entities.*
6. *Examine the applicability and implications each method of valuation of Debt and Shares in the context of Business valuation.*
7. *Apply appropriate hedging strategies to manage risks in the context of currency risks and interest rate risk.*

Books for Reference

- ❖ *ACCA STUDY MATERIAL OF KAPLAN, BPP and BECKERS.*
- ❖ *Dr. R P Rustagi: Financial Management, Taxmann*
- ❖ *Jonathan Berk & Peter DeMarzo: Pearson Education*
- ❖ *Bhabatosh Banerjee: Fundamental of Financial Management, PHI*
- ❖ *Dr. S N Maheshwari: Fundamental of Financial Management, Sultan Chand & Sons Prasanna Chandra: Theory & Practice, Tata McGraw Hill.*

SEMESTER – III

C4 21 DC 303: AUDIT AND ASSURANCE

COURSE OBJECTIVES

To develop knowledge and understanding of the process of carrying out the assurance engagement and its application in the context of the professional regulatory framework.

Module- 1: Audit Framework and Regulation **10 Hrs**

The concept of audit and other assurance engagement – External audit – Corporate governance – Professional ethics and ACCA’s code of ethics and conduct – Internal audit and governance and the differences between external audit and internal audit – The scope of the internal audit function, outsourcing and internal audit assignments.

Module – 2: Planning and Risk Assessment **12 Hrs**

Obtaining and accepting audit engagements – Objective and general principles – Assessing audit risks – Understanding the entity and its regulations – Fraud, laws and regulations – Audit planning and documentation.

Module – 3: Internal Control **11 Hrs**

Internal control systems – the use and evaluation of internal control systems by auditors – Tests of control – Communication on internal control.

Module – 4: Audit Evidence **15 Hrs**

Financial statement assertions and audit evidence – Audit procedures - Audit sampling and other means of testing – The audit of specific items – Computer-assisted audit techniques – The work of others – Not-for-profit organizations.

Module – 5: Review and Reporting **12 Hrs**

Subsequent events – Going concern – Written representations – Audit finalization and the final reviews – Audit reports. Ethical Audit Report

COURSE OUTCOMES

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

- 1. Describe the role of an Auditor with professional ethics and code of conduct of ACCA as per the framework of auditing and regulation.*
- 2. Design an audit planning and assessment of audit risk arises out of professional liabilities for the Auditors.*
- 3. Examine implications of internal control systems devised by the auditors and its relevance of purpose.*
- 4. Devise a plan for Audit procedure and audit evidence in the context of computer assisted Audit technique.*
- 5. Develop a format of Audits reviews and audit reports.*

Skill Development

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

- 1. Analyse the role of an auditor in context with code of conduct in a given scenario.
(Role play)*
- 2. Demonstrate how the auditor obtains and accepts audit engagements obtain an understanding of the entity and its environment.*
- 3. Visit a business place and evaluate internal controls, techniques and audit test, including IT systems to identify and communicate control risks and their potential consequences.*
- 4. Identify and describe the work and evidence obtain by the auditor and other required to meet the objectives of audit engagements.*

Books for Reference

- ❖ ACCA STUDY MATERIAL OF KAPLAN, BPP and BECKERS.*
- ❖ S.K Basu: Auditing principles & techniques, Pearson Education*
- ❖ Varsha Ainapure & Mukund Ainapure: PHI learning private limited*
- ❖ Saxena, Reddy & Appannaish: A Text of Auditing, Himalaya Publishing House*
- ❖ ArunaJha: Elements of Auditing, Taxmann.*

SEMESTER – III

C4 21 SB 301: ARTIFICIAL INTELLIGENCE

COURSE OBJECTIVES

The course enables the students to illustrate the need and importance of applications of Artificial Intelligence in accounting and auditing and also evaluate the robotic automation process and its implication on assessment of risk and its reporting.

Module 1: Introduction to Artificial Intelligence

5 Hours

Meaning of Artificial Intelligence - Need and importance of AI in Accounting and Auditing, Origin of Artificial Intelligence - Applications of AI, Future of AI in Business/Accounting/Auditing – Challenges and Ethical considerations of AI

Module 2: Chatbots and Speech Recognition

7 Hours

Chatbots applications in Accounting and Auditing – Overview of IBM Watson in Auditing – Overview of Speech recognition software – Applications in Accounting and Auditing

Module 3: Robot Process Automation

8 Hours

Introduction – Automated Inherent Risk Assessment – Automating Internal Controls Assessment – Automated procedures – Reporting and Post-audit management – Intelligent Automation of Fraud Detection and Forensic Accounting

Module 4: Machine Learning in Accounting and Auditing

10 Hours

Machine Learning: Introduction to ML, Applications of ML, Cloud Accounting – Meaning, Types, Tools used in ML (RapidMiner), IoT: Introduction to IoT and its applications in Accounting/Auditing, Smart Analytics: Introduction, Need of Smart Analytics tool for Accounting/Auditing. Audit Software Overview and Features of audit software

COURSE OUTCOMES

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

- 1. Illustrate the need and importance of applications of Artificial Intelligence in accounting and auditing*
- 2. Choose the applicability of IBM Watson, chatbot and speech recognition software on the basis of merit of the case.*
- 3. Evaluate the robotic automation process in accounting and auditing in an organisation and its implications on assessment of risk and its reporting.*
- 4. Examine the applicability of machine learning, Internet of Things and audit software and its suitability in the range of accounting and auditing processes.*

BOOKS FOR REFERENCES

- *Cory Ng and John Alarcon, Artificial Intelligence in Accounting, Publisher: Taylor & Francis Ltd, First Edition, December 2020, ISBN: 9780367431778.*
- *Al Naqvi, Artificial Intelligence for Audit, Forensic Accounting, and Valuation: A Strategic Perspective, Publisher : Wiley, USA, 1st edition, September 2020, ISBN-10 : 1119601886, ISBN- 13 : 978-1119601883*

IV SEMESTER

UG 21 CC 401 - INDIA AND INDIAN CONSTITUTION

COURSE OBJECTIVE

The purpose of the course is to help students to learn and explain the journey of India as a republic. They will, through this paper learn to contextualise the depth of India as a nation with its diverse socio-political culture, its philosophical traditions, values and Ideals. It will give them knowledge to expound the breadth of freedom struggle in various parts of India, its significance in nation building and the sacrifices made both by its leaders and followers. It will help them to demonstrate their knowledge regarding the efforts made at working towards a constitution as India's conscience cherishing the values of Justice, Liberty, Equality and Fraternity. Consequently it will enable students to contextualise the powers and functions of various offices under the Constitution. It will help them determine the role and responsibilities of citizens as enshrined in the Constitution, offering insights in to the contributions of personalities like Gandhiji, Dr B.R. Ambedkar and Jawahar Lal Nehru, Bal Gangadhar Tilak, the values tolerance, equality of treatment, scientific secularism and swarajya and the processes of policymaking keeping national wellbeing in the forefront. This paper will enable students to illustrate how vibrant our Constitution is, how farsighted were its makers and how efficient are the various institutions that are functioning under

Module 1: Background to the study of Indian Constitution

15 Hrs

Philosophical and Political foundations of India - Dharma and Danda, Buddhist, liberal (Raja Rammohun Roy) and Subaltern (Ranajit Guha)* Colonial impact on Indian society,** Nationalist perspective (Swamy Vivekananda and Sri Aurobindo).

Political values and Ideals during freedom struggle - Non Violence, Tolerance, Satyagraha and Swadeshi (Gandhi), Swarajya (Tilak), Integral Humanism (Deen Dayal Upadhyay) and Voluntarism (Vinoba Bhave).

Political Contribution of Regional freedom struggle - Kittur Rani Chennamma, Hardekar Manjappa, Madikeri Peasants, Halagali Bedas.

Module 2: Constitutional Development and its Philosophy

15 Hrs

Historical background of Constitutional development in India - Developments between 1857 to 1952 (only Acts during this period must be taught), Composition and debates of Constituent Assembly (in brief), working of committees.

Philosophy and features of Indian Constitution - Preamble, Salient features, Constitutionalism, Dr B.R. Ambedkar and Nehru's contribution in the making of the Constitution.

Working of the Constitution – *Fundamental Rights, Union-State and Inter-State Relations (Art. 263, Inter-State disputes and trade and commerce), important Amendments to the Constitution**, Parliamentary Committees* (Standing, Ad hoc and Departmental).*

Module 3: Constitutional Institutions and Citizen's role

15 Hrs

Parliamentary and Constitutional Institutions - *Legislature (Upper and Lower house), Executive (composition and powers), Judiciary (High Court and Supreme Court, its composition and jurisdiction), Comptroller and Auditor General, Inter-State Council, Election Commission.*

Role and Responsibilities of Citizens under Indian Constitution - *Concept of Citizenship, Citizenship Amendment Act, Fundamental Duties, Right to Information Act, Civil Society.**

Goals and Policies of National Development enshrined in the Constitution - *Concept of National Development, Unity and Integrity of the nation, Goals of Educational Policies, Role of teachers and students in Nation Building.*

COURSE OUTCOME

Upon completion of this course students will be able to—

- *Explain the philosophy and the structure of the Constitution.*
- *Measure the powers, functions and limitations of various offices under the Constitution.*
- *Demonstrate the values, ideals and the role of Constitution in a democratic India.*

Books for Reference:

- ❖ *Aiyangar K.R. 1941. "Ancient Indian Polity". Oriental Bokks Agency. Poona.*
- ❖ *Altekar A.S. 1949. "State and Government in Ancient India". Motilal Banarsidass Chowk, Banaras*
- ❖ *Andre Beteille, 1965. Caste, class, and Power. Berkley: University of California Press.*
- ❖ *Arora & Mukherji, Federalism in India, Origin and Developments, Vikas Publishing House, New Delhi, 1992.*
- ❖ *Bhandarkar D.D. 1940. "Some Aspects of Ancient Indian culture". University of Madras.*
- ❖ *Chandra Bipan. 1979. "Nationalism and Colonialism in India". Orient, Lang.*
- ❖ *Constitution of India (Full Text), India.gov.in., National Portal of India, https://www.India.gov.in/sites/upload_files/npi/files/coi_part_full.pdf*
- ❖ *D. C. Gupta, Indian Government and Politics, Vikas publishing House, New Delhi, 1975.*
- ❖ *Desai, A R. 2016. Social Background of Indian Nationalism. Los Angeles: Papular Prakashan.*
- ❖ *Durga Das Basu, Introduction to the Constitution of India, Gurgaon; LexisNexis, 2018 (23rd edn.)*
- ❖ *Gandhi, M.K. "Hind Swaraj", http://www.mkgandhi.org/ebks/hind_swaraj.pdf*
- ❖ *Goshal U.N. 1923. "History of Hindu Political Theory". Oxford University Press,*

Culcutta.

- ❖ *Granville Austin, 2000. The Indian Constitution: Cornerstone of a Nation. Melbourne: Oxford University Press.*
- ❖ *Hanson and Douglas, 1972. India's Democracy. New York City: W W Norton & Co Inc.*
- ❖ *Harish Ramaswamy and S. S. Patagundi(Ed.) 2007. Karnataka- Government and Politics. Delhi: Concept Publishing Company.*
- ❖ *J.N. Pandey, The Constitutional Law of India, Allahabad; Central Law Agency, 2018 (55th edn.)*
- ❖ *Jayaswal K.P. 1943. "Hindu Polity". Bangalore Printing and Publishing Co. LTD, Bangalore.*
- ❖ *Johari J C 1974. Indian Government and Politics. New Delhi: Vishal Publications.*
- ❖ *K B Merunandan, Bharatada Samvidhana Ondu Parichaya, Bangalore, Meragu Publications, 2015.*
 - *Publications, 2015.*
- ❖ *K. Sharma, Introduction to the Constitution of India, Prentice Hall of India, New Delhi, 2002.*
- ❖ *Kapoor, Kapil(Ed), 2005, Indian Knowledge System-Vol-1, New Delhi: D>K Printworld LTD. Political Science Syllabus wef 2021-22*
- ❖ *Kapoor, Kapil, 1994, Texts of the Oral Tradition, Language, Linguistics and Literature: The Indian Perspective. Delhi: Academic Foundation*
- ❖ *Kosambi D.D. 1965. "The Culture and Civilization of Ancient India and Historical Outline". Vikas Publishing House pvt. Ltd, Noida.*
- ❖ *Krishana Rao, M. & G.S. Halappa. 1962. History of Freedom Movement in Karnataka. Mysore: Government of Mysore.*
- ❖ *M.V. Pylee, India's Constitution, New Delhi; S. Chand Pub., 2017 (16th edn.)*
- ❖ *Nagel, Stuart, 2017, India's Development and Public Policy. UK: Routledge.*
- ❖ *P.M Bakshi, Constitution of India, Universal Law Publishing House, New Delhi, 1999.*
- ❖ *Patham and Thomas Patham. 1986. "Political Thought in Modern India." Sage Publications, United State.*
- ❖ *Rajni Kothari, 1995. Caste in Indian Politics. Telangana: Orient Blackswan.*
- ❖ *Rghavendra Rao, K. 2000. Imagining Unimaginable Communities. Hampi: Prasranga, Kannada University.*
- ❖ *Bhargava, Rajeev. ed. 1998. Secularism and Its Critics, New Delhi: Oxford University Press.*
- ❖ *S. N. Jha, Indian Political System,; Historical Developments, Ganga Kaveri Publishing House, Varanasi, 2005.*
- ❖ *Said Edarard .1978. "Orientalism". Pantheon Books, USA.*
- ❖ *Sharma, R.S. 1991. "Early Indian Social and Political Thought and Institutions (Aspects of the Political Ideas and Institutions in Ancient India". Motilal Banarsidass, Delhi.*

SEMESTER – IV

C4 21 DC 401: ADVANCED FINANCIAL REPORTING

COURSE OBJECTIVES

This course aims to apply knowledge, skill and exercise professional judgment in the application and evaluation of financial reporting principles and practices in range of business context and situations.

Module – 1: The Professional and Ethical Duty of the Accountant 8 Hrs

Professional behavior and compliance with accounting standards – Ethical requirements of corporate reporting and the consequences of unethical behavior – Social responsibility

Module – 2: The Financial Reporting Framework 6 Hrs

The applications, strengths and weakness of an accounting framework – Critical evaluation of principles and practices

Module – 3: Reporting the Financial Performance of Entities 15 Hrs

Performance reporting – Non-current assets – Financial instruments - Leases – Segment reporting – Employee benefits – Income taxes - Provisions, contingencies and events after the reporting date – Related parties – Share-based payment – Reporting requirements of small and medium-sized entities (SMEs).

Module – 4: Financial Statements of Group of Entities 15 Hrs

Group accounting including statements of cash flows – Continuing and discontinued interests – Changes in group structures – Foreign transactions and entities.

Module – 5: Implication of Changes in Accounting Regulation on Financial Reporting 6 Hrs

The effect of changes in accounting standards on accounting systems - Proposed changes to accounting standards

Module – 6: The Appraisal of Financial Performance and Position of Entities 5 Hrs

The creation of suitable accounting policies – Analysis and interpretation of financial information and measurement of performance

Module – 7: Current Developments 5 Hrs

Environmental and social reporting – Convergence between national and international reporting standards – Current reporting issues

Skill Development

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

- 1. Analyse the professional and ethical duties of the accountant in a given scenario. (Role play)*
- 2. Report and advise the financial performance of entities using the published annual report.*
- 3. Prepare the financial statement of groups of entities in accordance with relevant*

accounting standards.

4. *Identify and analyse reporting issues relating to specialized entities.*
5. *Analyse the implications of changes in accounting regulation on financial reporting.*
6. *Prepare Accounting for Crypto currency.*

COURSE OUTCOMES

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

1. *Describe the implications of professional and ethical duties and unethical practices of the accountant in the context corporate reporting.*
2. *Evaluate the principles and practice of financial reporting framework critically.*
3. *Generate report on the financial performance of entities in the context of non - current assets, employee benefits and provisions.*
4. *Construct the financial statement of groups of entities showing the treatments of changes in group structure and cash flow statement as per relevant accounting standards*
5. *Examine the implications of changes in accounting regulations on financial reporting*
6. *Design the accounting policies for the appraisal of financial performance and position of entities*
7. *Examine the implications of current issues in the context of social, environmental, national and international corporate financial reporting.*

Books for Reference

- ❖ *ACCA STUDY MATERIAL OF KAPLAN, BPP and BECKERS.*
- ❖ *S Anil Kumar, V Rajesh Kumar & B Mariyappa: Himalaya Publishing House*
- ❖ *B S Raman, : Advance Financial Accounting, United Publishers*
- ❖ *R L Gupta, M Radhaswamy: Sultan Chand & Sons*
- ❖ *Institute of Cost & Works Accounts of India, Advanced Financial Accounting.*

SEMESTER IV

C4 23 DC 402 - MARKETING MANAGEMENT

COURSE OBJECTIVES

The course aims to enable students to understand the elements and strategies of marketing and to expose them to the latest trends in marketing.

Module 1: Introduction to Marketing **8 Hrs**

Definition – Nature – Scope – Importance – Concepts – Functions – Micro and Macro Environment – Meaning and Difference – Marketing Management – Meaning & Functions

Module 2: Market Segmentation, Targeting & Positioning **8 Hrs**

Marketing Mix (elements) Basis – Perquisites for Sound Segmentation – Target Marketing Strategies – Product Positioning, Meaning and Steps involved

Module 3: Consumer Behaviour **8 Hrs**

Meaning of Consumer Behaviour – Factors Influencing Consumer Behaviour – Buying Decision Process and its Stages

Module 4: Product & Pricing **18 Hrs**

Product Mix – Product Life Cycle – New product development – Branding & Packing – Meaning – Types – Advantages and Disadvantages – Objective of Pricing – Factors Influencing Pricing Decisions – Methods of Pricing and Pricing Strategies

Module 5: Channel of Distribution & Promoti **8 Hrs**

Factors Affecting Choice of Channel – Channel Design Decision -Channel Management- Promotion – Meaning – Promotion Mix – Selection of Media – Advertisement Copy – Evaluation of Advertising – Personal Selling – Sales Promotion

Module 6: Ethical Aspects and Recent Trends in Marketing **10 Hrs**

Marketing Ethics and Consumer Rights – Socially Responsible Advertising – Ethics and Regulation in Product – Pricing – Packaging and Labelling - E-Business – Tele-Marketing – M-Business – Relationship Marketing – Retailing – Concept Marketing and Virtual Marketing (concepts only) Ethics and sustainable consumption

Skill Development

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

- 1. Identify the producer of your choice and describe in which stage of the product life cycle it is positioned.*
- 2. Develop a strategy for development of a product.*

3. *Select a producer and describe an advertising endeavour for it, since its introduction.*
4. *Conduct a survey to study Consumer Behaviour for a product of your choice.*
5. *Develop an Advertisement copy for a product.*
6. *Prepare charts for distribution network for different products.*

COURSE OUTCOMES

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

1. *Describe the concept of marketing in theory and practice.*
2. *Examine segmentation and learn different ways of selecting the appropriate target and positioning the product in the market.*
3. *Analyze the factors determining consumer behavior.*
4. *Prepare business plans by understanding the process and principle of new product development, product-mix, branding, pricing strategies and packaging.*
5. *Interpret the factors affecting channel distribution, management of channels and current trends in wholesaling.*
6. *Apply ethical behaviour in marketing and recent trends in Marketing.*

Books for Reference

- ❖ *Armstrong & Kotler: Marketing - An Introduction.*
- ❖ *C. S. V. Murthy: Business Ethics.*
- ❖ *J. C. Gandhi: Marketing Management.*
- ❖ *Philip Kotler: Principles of Marketing.*
- ❖ *R.S.Davar: Marketing Management.*
- ❖ *Sherlaker S. A.: Marketing Management.*
- ❖ *Sontakatti: Marketing Management.*
- ❖ *William Stanton, Michael Etzel, Bruce Walker: Fundamentals of Management.*
- ❖ *William Stanton: Marketing Management.*

SEMESTER IV
C4 21 DC 403 - STRATEGIC MANAGEMENT

COURSE OBJECTIVES

This course aims to apply relevant knowledge, skills and exercise professional judgment in assessing strategic position, determining strategic choice and implementing strategic choice, and implement strategic action through beneficial business process and structural changes: coordinating knowledge system and information technology and by effectively managing processes, projects, people within financial and other resource constraints.

Module - 1: Strategic Position

8 Hrs

The need for, and purpose of, strategic and business analysis – Environmental issues affecting the strategic position of, and future outlook for, an organization - Competitive forces affecting an organization – Marketing and the values of goods and services – The internal resources, capabilities and competences of an organization - the expectation of stakeholders and the influence of ethics and culture.

Module- 2: Strategic Choices

10 Hrs

The influence of corporate strategy on an organization – Alternative approaches to achieving competitive advantage – Alternative directions and methods of development,

Module - 3: Strategic Action

12 Hrs

Business change – The role of process change initiatives – Improving the process and process change initiatives – Improving the processes of the organization – Software solutions

Module - 4: Information Technology

5 Hrs

*Principles of information technology - Principles of E-Business
- E-Business application: upstream supply chain management – E-Business application: customer relationship management.*

Module - 5: Project Management

10 Hrs

The nature of project – Building a business case – Management and leading projects – Planning, monitoring and controlling projects – Concluding a project.

Module - 6: Financial Analysis

10 Hrs

*The link between strategy and finance – Finance decisions to formulate and support business strategy – Role of cost and management accounting in strategic planning and implementation
- Financial implications of making strategic choices and of implementing strategic actions.*

Module - 7: Strategy and People

5 Hrs

Strategy and People: Leadership – Job design – Staff development.

Skill Development

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

- 1. Choose a company and analyse the strategic position in the given industry.*
- 2. Evaluate the strategic choices available to an organization and compare it with its competitors' strategies.*
- 3. Present a report how an organization might go about its strategic implementation.*
- 4. Evaluate and redesign business processes and structures to implement and support the organization's strategy taking account of customer and other major stakeholder requirements.*
- 5. Integrate appropriate information technology solutions to support the organization strategy.*
- 6. Analyse and evaluate the effectiveness of a company's strategy and the financial consequences of implementing strategic decision.*

COURSE OUTCOMES

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

- 1. Assess the factors of external and internal environmental affecting the strategic position of an organization.*
- 2. Evaluate the strategic choices available to an organization.*
- 3. Examine the implications of Business change and process change as part of strategic implementation.*
- 4. Evaluate the applicability and implications information technology in the context of E business, supply chain management and Customer Relationship Management.*
- 5. Illustrate the stages involved in the Project Management process.*
- 6. Justify the financial implications of strategic choices and of implementation of strategic actions.*
- 7. Integrate the role of people in strategic management.*

Books for Reference

- ❖ ACCA STUDY MATERIAL OF KAPLAN, BPP and BECKERS.*
- ❖ AzharKazmi: Strategic Management & Business Policy, Tata McGraw Hill*
- ❖ Fred R David: Strategic Management Concept & Cases, Pearson Education*
- ❖ Appannaiah, Reddy & Rmanath: Strategic Management, Himalaya Publishing House*
- ❖ R Srinivasan: Strategic Management, PHI.*

SEMESTER – IV

C4 21 SB 401: FINANCIAL EDUCATION AND INVESTMENT AWARENESS

COURSE OBJECTIVES:

The course is designed to enable the students with basic knowledge on trading and investment thus enhancing their financial literacy.

Module 1: Foundations for Finance

11 hours

Introduction to Basic Concepts: *Understand the need for financial planning – basic concepts – life goals and financial goals – format of a sample financial plan for a young adult.*

Economics: *Meaning – scope – key concepts influencing decision making both micro & macro.*

Banking in India: *Types of Bank Deposits, Deposit Insurance (PMJDY). Traditional and New Banking Models. Debit and Credit Cards. Digital Payment System – Internet Banking (NEFT, RTGS and IMPS), Mobile Banking, Mobile Wallet, AEPS, UPI.*

Orientation to Financial Statements: *financial terms and concepts, model for reading financial statements, basic ratios for evaluating companies while investing – Time Value of Money – Concept of Compounding and Discounting.*

Practical:

- **Spreadsheet Modelling:** *IF Function, SUM Function, AVERAGE Function, INDEX, MATCH and VLOOKUP Function, RANK Function, SUMPRODUCT Function, MAX & MIN Function, ERRORS in Modeling (#VALUE!, #NAME?, #DIV/0!, #REF!, #NUM!, #NA), PRESENT VALUE Functions, FUTURE VALUE Functions, ANNUITY Functions, PERPETUITY Functions.*

- **Statistical Functions in Excel**

- **Financial Statements in Excel**

Module 2: Investment Management

25 hours

Investment Goals: *Basic investment objectives – Investment goals – time frame – assessing risk profile – concept of diversification – risk measurement tools.*

Investment and Saving Alternatives for a Common Investor: *Insurance – Health, Life and Other General Insurance (Vehicle Insurance, Property Insurance, etc), Retirement and Pension Plans – National Pension System, Atal Pension Yojana, PM-SYM Yojana, PMLV MY PMKMDY etc., Stocks, Bonds, Mutual Funds.*

Investor Protection and Grievance Redressal.

Stock Markets: *Primary Market and Secondary Market, Stock Exchanges, Stock Exchange Operations – Trading and Settlement, Demat Account, Depository and Depository Participants.*

Stock Selection: *Fundamental Analysis – Economy Analysis, Industry Analysis and Company Analysis. Technical Analysis – Graphical Patterns, Candle-stick Patterns, Indicators and Oscillators.*

Stock Return and Risk: *Analysing risk and returns trade off- relationship-investment risk.*

Practical:

- Administering Risk Tolerance Tool
- Group Presentations on Investment Alternatives (Advantages, Suitability and Limitations)
- Demonstration of Stock Trading
- Economy Analysis (www.tradingeconomics.com)
- Industry Analysis (www.ibef.org)
- Company Analysis (www.valueresearchonline.com)
- Spreadsheet Modelling for Stock Valuation (Dividend Discount Model, Free Cash Flow and Relative Valuation)
- Demonstration of Technical Analysis and Exercises (NSE – TAME)
- Spreadsheet Modelling for calculating Stock Return, Risk and Beta

Module 3: Mutual Funds and Financial Planning Essentials

9 hours

Mutual Funds: *Features of Mutual Funds, Mutual Fund History in India, Major Fund Houses in India and Mutual Fund Schemes.*

Types of Mutual Fund Plans. Net Asset Value.

Criteria for selection of Mutual Funds: *Returns, Performance Measures – Sharpe, Treynor, Alpha, Beta and r^2*

Financial Planning: *Sample formats – Integrating all the concepts learnt with a personal financial plan.*

Giving and supporting: *Family support – charitable giving –Crowd sourcing for needs.*

Practical:

- Identification of Fund Houses in India, Schemes and Plans of each Mutual Fund House (*www.amfiindia.in, www.valueresearchonline.com*)
- Exercises on Calculation of Net Asset Value
- Demonstration of Mutual Fund Fact Sheet
- Exercises on reading performance measures and selection of Mutual Funds
- Preparation of Financial Plan

COURSE OUTCOMES

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

- 1. Explain the basic of financial decision making.*
- 2. List out various saving and investment alternatives available for a common man and understand stock markets and stock selection*
- 3. Explore the various mutual funds and the criteria for selection*

References

- 1. RBI Financial Education Handbook*
- 2. NSE Knowledge Hub, AI-powered Learning Experience Platform for BFSI*
- 3. NSE Academy Certification in Financial Markets (NCFM) Modules:*
 - a. Macroeconomics for Financial Markets*
 - b. Financial Markets (Beginners Module)*
 - c. Mutual Funds (Beginners Module)*
 - d. Technical Analysis*

Books for Reference:

- ❖ *Prasanna Chandra, Financial Management, McGraw Hill Publication*
- ❖ *Aswath Damodaran, Corporate Finance, John Wiley & Sons Inc.*
- ❖ *Pitabas Mohanty, Spreadsheet Skills for Finance Professionals, Taxman Publication.*

❖ *Fischer & Jordan, Security Analysis & Portfolio Management, Printice Hall*

Websites:

1. *www.sebi.gov.in*

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