



GITAM INSTITUTE OF MANAGEMENT (GIM)
Gandhi Institute of Technology and Management (GITAM)
(Declared as Deemed to be University u/s 3 of UGC Act. 1956)
Visakhapatnam – 45.

Course Code: MBH 110	Course Title: Managing Finance in a Digital World	
Semester: II	Course Type: Regular/Core	Credits:4
Home Programme(s):BBA(MA)		Batch/AcademicYear:2020-21
Course Leader: Dr Renuka Lenka		

Course description and learning objectives

This paper examines the roles that finance plays in organizations and it describes in detail the activities that finance professionals perform to fulfill these roles. And focuses on the technologies that define and drive the digital world in which finance operates. It provides awareness of the technologies used in organisations and deepens understanding of the impact of the technologies on what finance does. It draws on the issues raised in the previous section about the role of finance and the activities finance performs to fulfill these roles. Given that the digital world is underpinned by technology and the use of data, this section provides a foundation to the next section on data. Discusses about the major implications of using technology in organisations and the finance function — namely the collection and processing of information can be done more effectively by machines rather than by people. It asserts that the role of finance professionals should be to use data to create and preserve value for organisations. Five ways of using data are examined. The key competencies required to use data in these ways are also highlighted. The primary objective is to help finance professionals understand what they can do with data and how to build the skills needed to use data. It brings together the implications of the previous sections. It reveals how the finance function is structured and shaped. This structure and shape enables finance to perform its role in the organization and with other internal and external stakeholders. In this sense, it prepares candidates for the next section, which looks at how finance interacts with key internal stakeholders in operations, marketing and human resources. The finance function is not the only area of activity in organisations. Finance joins with others to create and preserve value for their organizations.

Learning Objectives:

- Explain the roles of the finance function in organisations and describe the structure and shape of the finance function
- Describe the activities that finance professionals perform to fulfill the roles.
- Outline and explain the technologies that affect business and finance and examine how the finance function uses digital technologies to fulfill its roles
- Explain the competencies required to use data to create and preserve value for organizations
- Describe how the finance function interacts with operations, sales, marketing , human resources and IT

Learning Outcomes: On successful completion of this course, students will be able to:

CO	Learning Outcome mapped with Assessments	Assessment	Bloom Taximony
CO1	Understand the technology landscape and its impact on organisations and the finance function and value creation.	A1,A2,A4	L2
CO2	Analyse the structure and shape of the finance function	A1,A2A3,A	L3

	linked to the roles and fourth Industrial revolution.	4	
CO3	Apply the finance function and interacts with the organisation to create and preserve value with digital information.	A2,A4	L3,L5
CO4	Understand the outline and the key technologies that define and drive the digital world.\	A2,A3,A4	L2,L5
CO5	Evaluate Cost best analysis of IT systems in Process management in an organization.	A3,A4	L4,L5

SYLLABUS:

UNIT-I (sessions 10) CO, A1, A2, A4

Role of finance function- The fast-changing and unpredictable contexts in which organisations operate- Enabling value creation through planning, forecasting and resource allocation - Shaping value creation through performance management and control - Narrating the value creation story through corporate reporting - The role of ethics in the role of the finance function - How data is collected, cleaned and connected by finance -Types of analysis to produce insights -How finance communicates to influence key stakeholders (audiences, frequency, format, etc.) -How finance uses resource allocation and performance management to enable organisations to achieve their objectives -Potential impact of technology

UNIT-II (sessions 10)CO2, A1, A2, A3, A4

Technology in a digital world- Characteristics and dynamics of the fourth industrial revolution -Cloud computing-Big data analytics-Process automation-Artificial intelligence-Data visualization - Block chain-Internet of things- Mobile-3-D printing- How finance uses technologies listed - Areas of finance susceptible to automation and why- New areas for finance to focus on- Digital mindsets for finance-Ethics of the use of technology

UNIT-III Sessions 9: CO2,CO3 A2, A4

Data and information in a digital world-Using data for Decision-making- Understanding the customer-Developing customer value proposition- Enhancing operational efficiency- Monetizing data-Ethics of data usage - Assessment of data needs - Extraction, transformation and loading (ETL) systems - Business Intelligence (BI) systems- Big data analytics - Data visualization

UNIT-IV Sessions 12 CO4,CO5 A2, A3, A4

Shape and structure of the finance function - Structure of the finance function from the roles that generate information to the roles that turn information into insight and communicate insight to decision-makers Hierarchical shape of finance function - Shared services and outsourcing of finance operations-Retained finance-Automation and diamond shape of finance function -Finance operations to generate information and preliminary insight -FP&A, taxation, corporate reporting, decision support to produce insight - Business partnering to influence organization to make appropriate decisions - Leading the finance team to create the required impact for the organization

UNIT-V Sessions 10 CO5, A3, A4

Finance interacting with the organization - Process management -Product and service management - Supply chain management Market segmentation -Big data analytics in marketing - Channel management - Sales forecasting and management Staff acquisition -Staff development - Performance management - Motivation and reward systems IT infrastructure -IT systems support - Costs and benefits of IT systems

Assessment Methods:

Task	Task type	Task mode	Weightage (%)
A1: Mid exam	Individual	Written	20
A2: Coursera	Individual	Presentations / Q&A/Viva	10
A3: Topic Presentation/Case Analysis/ Assignment	Individual /Groups	PPT Presentation/ Report	10
A4: End exam	Individual	Written (short/long)	60

Mapping COs-Blooms levels- Assessment Tools

Knowledge dimension / Cognitive dimension	L1. Remember	L2. Understand	L3. Apply	L4. Analyze	L5. Evaluate	L6. Create
Factual Knowledge		CO1 (A1,A2,A4)	CO2 (A1,A2,A3,A4)	CO5 (A3,A4)	CO3 (A2,A4)	
Conceptual Knowledge			CO2 (A1,A2,A3,A4)			
Procedural Knowledge		CO4 (A2,A3,A4)	CO3 (A2,A4)		CO4 (A2,A3,A4)	
Meta Cognitive Knowledge					CO5 (A3,A4)	

Learning and teaching activities Mixed pedagogy approach is adopted throughout the course. Classroom based face to face teaching, directed study, independent study via case studies, projects and practical activities (individual & group)

Teaching and learning resources

Soft copies of teaching notes/cases etc. will be uploaded onto the G-learn. Prescribed text book will be provided to all. However you should not limit yourself to this book and should explore other sources on your own. You need to read different books and journal papers to get clarity certain relevant concepts to analyse cases and evaluate projects. Some of these reference books given below will be available in our library

CO PO Mapping

This is to map the level of relevance of the Course Outcome (CO) with Programme Outcome (PO).
0= No Relevance; 1= Low Relevance; 2= Medium Relevance; 3= High Relevance

CO PO Mapping	PO1	PO2	PO3	PO4	PO5	Sum

CO1	2	0	3	0	3	8
CO2	1	0	2	0	2	5
CO3	3	0	3	0	3	9
CO4	1	0	1	0	2	4
CO5	2	0	2	0	1	5
Target Level Max.	9	0	11	0	11	31

BBA (MA) - Program Outcomes

1. Ability to understand the concepts of business and application of information technology in day-to-day business activities.
2. Will understand the law relating to Indian Income Tax and its application for computation of tax liability and for effective tax planning.
3. Evaluate the risks associated with the entity's business and develop strategies for mitigating the risk.
4. Master the use of Excel for managing finance in a digital world.
5. Apply the techniques of Management Accounting for achieving effective and efficient decision-making.