



Jesuit Worldwide Learning  
Higher Education at the Margins

## **1-Year Certificate Course in “Business Administration” Awarded by St Joseph’s University, Bengaluru, India.**

### **Objectives of the certificate course on “Business Administration”:**

- To understand the concepts of e-commerce and to create an online store using popular e-commerce platforms.
- To gain a deep understanding of financial accounting principles, including the accounting cycle, the balance sheet, the income statement, and the cash flow statement.
- To understand the role of accounting in decision-making and to apply accounting techniques to evaluate business performance.
- To develop an entrepreneurial mindset and explore the traits and characteristics of successful entrepreneurs.
- To understand the concept of social entrepreneurship and its potential for creating social change and impact.

### **Curricular plan for the certificate course on “Business Administration.”**

The curricular plan consists of the following courses: each course runs for 8 weeks. The order of the course study follows as numbered below. Each of the prior courses is the pre-requisite for the subsequent course study. In case of non-passing a course, a student can repeat the same course as and when scheduled in the next immediate run.

- **Business Administration:**

**First Course:** Code: PCPEC1: Name: E-Commerce

**Second Course:** Code: PCPACCL 12: Name: Accounting Level 1

**Third Course:** Code: PCPACCL 23: Name: Accounting Level 2

**Fourth Course:** Code: PCPEN 4: Name: Entrepreneurship

**Fifth Course:** Code: PCPSE 5: Name: Social Entrepreneurship

#### **Total number of credits: 30**

- There will be 5 terms in a year, each term study period for 8 weeks.
- Each course will be scheduled in one term, and so on.
- The 5 terms can be Spring 8w1 (starting Feb 2026), Spring 8w2, Summer, fall 8w1, fall 8w2 (ending in Dec 2026)
- There may be a break of 1 week in between 2 terms where in “Make up final exam” can happen for the absentees.

## **Internal and External assessment for each of the above course.**

### **INTERNAL ASSESSMENT (40 Marks)**

- **ACTIVITY:** Each unit/week of a course has various activities such as discussions, quizzes, reflections, and assignments, and the maximum point for each course is 160 Marks.
- Each unit activity is for a maximum of 20 marks
- For one course having 8 units, the maximum score is 160 marks
- 160 Marks is to be converted to 40 marks as CIA (Continuous Internal Assessment)

### **EXTERNAL ASSESSMENT (60 Marks)**

- A student must write a final examination at the end of each Course (in week 8) for a maximum of 60 marks.
- The final exam duration will be 3 hours to answer 6 questions (each question carries 10 points)
- There will be 8 questions (each question from each unit) available to the student at the time of the final examination, and students need to choose ANY 6 questions to answer.
- The final examination must be administered under the invigilation of an onsite facilitator from the JWL learning center.
- Students who are absent for the final exam in week 8 for some genuine reason can take the final examination in week 9.
- The final exam is mandatory to earn a passing grade.

### **OVERALL, MARKS**

- 40 marks as CIA and 60 marks from external examination = 100 Marks

### **Academic requirements to earn a certificate and transcript in the above course:**

- The course above follows the grading schema below:

<b>Grading schema</b>		
<b>% Marks</b>	<b>Equivalent Grade</b>	<b>Grade points per credit</b>
95-100	O	10
90-94	A+	9
80-89	A	8
70-79	B+	7
60-69	B	6
50-59	C	5
< 50	F	0

- Each of the course modules will be awarded a grade and counts for 6 credits. Hence, a total of 30 credits per course.
- Transcript shows the grades earned in each course as per the above grading scheme and hence a CGPA out of 10 at the end of the course.
- In case of non-completion of the course with a passing grade, a student is allowed to retake the course ONLY once in the immediate course scheduling.
- In case of failure in the second attempt, the decision by SJU is final whether to allow the student to continue their studies or not.
- Though a student can finish the study within 1 year, a student can be allowed to complete it within a maximum of 2 years in case of unavoidable circumstances, with the prior approval from the SJU.

#### **Admission Criteria:**

- Online Screening test score  $\geq$  B1+ 56 above / 120
- Lingua Skill test or New CEST Test score  $>$  B1 140 above / 240
- Applicants who have scored B1 and above will need to write an essay as proof of their commitment to the course and their motivation towards the course (4 points)
- Admission criteria- Essay score 50% (2 out of 4) + advocacy
- Certificate proof for the completion of high school
- ID proof

#### **Course 1: E commerce**

#### **Course Outcomes:**

- Understand the concepts of E-Commerce in a broader perspective, emphasizing the various business models.
- Comprehend the various e-commerce concepts.
- Explore the relevance and impact of E-Commerce in different sectors of businesses.
- Analyze the transition from traditional to modern business using the tools of EDI.
- Identify the basic concepts of Artificial Intelligence, its applications and various payment gateway techniques

#### **Course Specific outcomes:**

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

- Explain what is required to start an E-Commerce business
- Apply various business models
- Identify possibilities of E-commerce in the retail and services sector
- Understand the use of e-marketing for a business

**Syllabus Theoretical topics:**

<b>Unit - 1</b>	<b>Introduction to E-commerce</b>  Introduction, Goals and Prospects of Ecommerce, Pre-requisites of setting up ecommerce, Types of Ecommerce-B2B, B2C, B2G, Advantages and Disadvantages, Value chains and its significance. Role of Ecommerce in development of an enterprise.
<b>Unit - 2</b>	<b>Importance of E-commerce in Business</b> Importance of e-commerce, factors of e-commerce, Scope development companies,  Major e-commerce players.
<b>Unit -3</b>	<b>Ecommerce in Services and Retailing</b> Online services in employment agencies, Tourism, Real Estate,  Vision of online retailing. Stock trading, Online publishing platform, E-Agriculture.
<b>Unit -4</b>	<b>Electronic Data Interchange</b>  Concept of EDI, Working Concept, Prerequisites for EDI. Implementation difficulties of EDI, Issues of EDI: Legal issues, Security issues, Privacy issues.
<b>Unit -5</b>	<b>Artificial Intelligence</b>  History of AI and intelligence, Importance of AI in business/application of AI in E-commerce
<b>Unit -6</b>	<b>E-Marketing</b> E - Marketing: The scope of E-Marketing, Internet Marketing Techniques.

<b>Unit-7</b>	<b>Payment Gateway System</b>  Payment gateway system- (PayPal, Amazon pay- Paytm) - Cyber security- Digital signature. Electronic payment system: Advantages- Types of Payment System (Credit Cards, E-Cash, Smart- Cards) and risks (credit, operational and legal).
<b>Unit -8</b>	<b>Major Project Work</b>  A major project of learning  from Unit 1 to Unit7

## Reference Books

Sl no	Title	Author	Publisher
1	E-Commerce	Avriti Tangri	VK Global Publications Pvt Ltd
2	Essential of E-Commerce	M.K. Mallick	National Publications
3	Artificial Intelligence	Sumit Arora	Dhanpat Rai & Co.
4	Electronic Data Interchange: An introduction.	Christopher Cancilla	Kindle Edition
5	Payment Gateway Solutions: Everything You Need to Know	Dr. Anirudh Kataria	Kindle Edition

## **Course 2 - Accounting – Level 1**

### **Course Outcomes**

- To equip the students with the conceptual understanding of principles of accounting and double entry system.
- To understand the scientific preparation of transactions with relevant interpretation.
- To know the classification of accounting transactions and its relevance in business.
- To understand fundamental accounting concepts and standards.
- To demonstrate the accounting process, prepare Journal and Ledger.
- To execute various types of Subsidiary Books & Balancing of Accounts.

### **Course Specific Outcomes**

**Students can acquire the following skills after completing the course:**

- Basic knowledge of accounting such as calculation of Assets, Liabilities, Expenses, Income and Equity.
- Demonstrate the applicability of accounting concepts to understand the managerial Decisions and financial statements.
- To assist the students in familiarizing the significance of accounting in organizations' financial statements.

<b>Unit -1</b>	<b>Basis of Accounting Part I:</b> <ol style="list-style-type: none"> <li>1. Introduction to Accounting (Meaning, Definition &amp; scope)</li> <li>2. Features</li> <li>3. Objectives and Limitations</li> <li>4. Classifications of accounting</li> <li>5. Terminologies in accounting, Ethics in Accounting.</li> </ol>
<b>Unit -2</b>	<b>Basis of Accounting Part II:</b> <ol style="list-style-type: none"> <li>1. GAAP</li> <li>2. Concepts of accounting</li> <li>3. Accounting Standards.</li> </ol>
<b>Unit -3</b>	<b>Recording of Transaction I:</b> <ol style="list-style-type: none"> <li>1. Introduction</li> <li>2. Business transaction</li> <li>3. Source document</li> <li>4. Book-keeping.</li> </ol>
<b>Unit -4</b>	<b>Recording of Transaction II:</b> <ol style="list-style-type: none"> <li>1. Accounting Cycle</li> <li>2. Rules of Debit &amp; Credit</li> <li>3. Accounting Equation.</li> </ol>
<b>Unit -5</b>	<b>Recording of Transaction III:</b> <ol style="list-style-type: none"> <li>1. Introduction</li> <li>2. Journal and Ledger</li> </ol>
<b>Unit -6</b>	<b>Subsidiary Book I:</b> <ol style="list-style-type: none"> <li>1. Introduction</li> <li>2. Sales &amp; Sales Returns Book</li> <li>3. Purchase &amp; Purchase Returns Books.</li> </ol>
<b>Unit -7</b>	<b>Subsidiary Book II:</b> <ol style="list-style-type: none"> <li>1. Cash book</li> <li>2. Petty Cash Book</li> </ol>



<b>Unit -8</b>	<b>Basis of financial statements</b> <ol style="list-style-type: none"> <li>1. Trial Balance</li> <li>2. Rectification of Errors</li> </ol>
----------------	---

#### Reference Books

Sl no	Title	Author	Publisher
1	Financial Accounting	Kaplan financial limited	Kaplan Publication
2	Financial Accounting	BPP	BPP Publishing UK
3	Accountancy – Class XII Textbook	The National Council of Educational Research and Training (NCERT)	The National Council of Educational Research and Training (NCERT)

### **Course 3 - Accounting – Level 2**

#### **Course Outcomes:**

- To Equip the students with the treatment of adjustments in the Financial Statements
- To learn the Preparation of Financial Statements
- To know the classification of ratios and its relevance in business
- To understand the interpretation of the financial ratios

#### **Course Specific Outcomes**

**Students can acquire the following skills after completing the course:**

- To understand the basics of financial statements
- To enable preparation of financial statements
- To interpret performance and position of an entity

<b>Unit -1</b>	<b>Introduction to financial statements</b> <ol style="list-style-type: none"> <li>1. Basis of financial statements</li> <li>2. Distinction between capital and Revenue</li> <li>3. Adjustments</li> </ol>
<b>Unit -2</b>	<b>Performance statement</b> <ol style="list-style-type: none"> <li>1. Statement of Profit or Loss</li> <li>2. Other comprehensive income</li> </ol>
<b>Unit -3</b>	<b>Position statement</b> <ul style="list-style-type: none"> <li>. Statement of Financial Position</li> <li>. Statement of changes in equity</li> </ul>
<b>Unit -4</b>	<b>Financial statement</b> <ul style="list-style-type: none"> <li>. Treatment of adjustments in Statement of Financial Position</li> <li>. Preparation of financial statement</li> </ul>
<b>Unit -5</b>	<b>Ratio analysis – conceptual understanding</b> <p>Different sections to analyze</p>
<b>Unit -6</b>	<b>Ratios related to performance statement</b> <ol style="list-style-type: none"> <li>1. Gross profit ratio</li> <li>2. Operating profit ratio</li> <li>3. Return on capital employed</li> <li>4. Net asset turnover</li> </ol>
<b>Unit -7</b>	<b>Ratios related to position statement</b> <ol style="list-style-type: none"> <li>1. Current ratio</li> <li>2. Quick ratio</li> <li>3. Inventory turnover</li> <li>4. Receivable collection period</li> <li>5. Payables payment period</li> </ol>
<b>Unit -8</b>	<b>Performance and position statement analysis</b> <ul style="list-style-type: none"> <li>• Interpretation of ratios related to statement of profit or loss</li> <li>• Interpretation of ratios related to statement of financial position</li> </ul>

## Reference Books

Sl no	Title	Author	Publisher
1	Financial Accounting	Kaplan financial limited	Kaplan Publication
2	Financial Accounting	BPP	BPP Publishing UK
3	Accountancy – Class XII Textbook	The National Council of Educational Research and Training (NCERT)	The National Council of Educational Research and Training (NCERT)

## **Course 4 - Entrepreneurship**

- **Course Outcomes:**

- Acquiring entrepreneurial spirit and resourcefulness
- Familiarization with various uses of human resources for earning dignified means of living.
- Understanding the concept and process of entrepreneurship – its contribution and role in the growth and development of the individual and the nation.
- Acquiring entrepreneurial quality, competency and motivation.
- Learning the process and skills of creation and management of entrepreneurial ventures.

## **Course Specific Outcomes**

**Students can acquire the following skills after completing the course:**

- Upon completion of the course, students will be able to identify and evaluate potential business opportunities, including conducting feasibility studies.
- After completing the course, students will be able to develop a comprehensive business plan that includes financial projections, marketing strategies, and resource mobilization plans.
- By the end of the course, students will be able to analyze and evaluate the impact of entrepreneurship on economic development.

## Syllabus Theoretical Topics:

<b>Unit-1</b>	<b>Introduction to Entrepreneurship</b> <ul style="list-style-type: none"><li>Entrepreneurship- Concept, Functions, Need and Importance.</li><li>Entrepreneurship, entrepreneur and enterprise</li><li>Myths about Entrepreneurship</li><li>Factors affecting entrepreneurship</li><li>Process of Entrepreneurship</li></ul>
<b>Unit-2</b>	<b>Being an Entrepreneur</b> <ol style="list-style-type: none"><li>1. Types of Entrepreneurs</li><li>2. Qualities of an entrepreneur</li><li>3. Role of entrepreneur in economic development</li><li>4. Intrapreneur VS Entrepreneur</li><li>5. Pros and Cons of Being an entrepreneur</li></ol>
<b>Unit-3</b>	<b>Business opportunities</b> <ol style="list-style-type: none"><li>1. Sensing Entrepreneurial Opportunities</li><li>2. Environment Scanning</li><li>3. Problem Identification- Creativity and Innovation</li><li>4. Feasibility study</li><li>5. Small Scale Industry Start-up Issues (location, legal considerations, clearance, license etc.)</li></ol>
<b>Unit-4</b>	<b>Entrepreneurship as Innovation and Problem Solving</b> <ol style="list-style-type: none"><li>1. Entrepreneurs -as problem solvers.</li><li>2. Innovations and Entrepreneurial Ventures –Global and Indian</li><li>3. Role of Technology –E-commerce and social media</li><li>4. Social Entrepreneurship as Problem Solving-Concept and Importance.</li><li>5. Risk Taking-Concept; types of business risk</li></ol>
<b>Unit-5</b>	<b>Preparing Business plan</b> <ol style="list-style-type: none"><li>1. What is a business plan?</li><li>2. Importance of business plan for Entrepreneur</li><li>3. Features and Contents of business plan</li><li>4. Dos and don'ts of a business plan</li><li>5. Types of Business models</li></ol>

<b>Unit-6</b>	<b>Understanding the Market</b> <ul style="list-style-type: none"> <li>. Market- Traditional and E-commerce- Concept and Role</li> <li>. Types of Business: Manufacturing, Trading and Services.</li> <li>. Market Forces: Sellers, consumers and competitors.</li> <li>. Expanding Markets: Local to global, Strategies needed.</li> <li>. Marketing Mix: Concept and Elements.</li> </ul>
<b>Unit-7</b>	<b>Business Arithmetic</b> <ol style="list-style-type: none"> <li>1. Simplified Cash Register and Record Keeping Unit of Sale, Unit Price and Unit Cost - for single product or service</li> <li>2. product or service</li> <li>3. Types of Costs - Start up, Variable and Fixed</li> <li>4. Income Statement, Break-even analysis for single product</li> </ol> Cash flow Projections, taxes (Meaning, Purpose)
<b>Unit-8</b>	<b>Resource Mobilization</b> <ul style="list-style-type: none"> <li>. Types of Resources - Human, Capital and other Resources</li> <li>. Selection and utilization of human resources and professionals like Accountants, Lawyers, Auditors, Board Members, etc.</li> <li>. Role and Importance of a Mentor</li> <li>. Estimating Financial Resources required.</li> <li>. Methods of meeting the financial requirements, Size and capital-based classification of business</li> </ul>

### Reference books

Sl no	Title	Author	Publisher
1	Entrepreneurship Development and Small Business Enterprise	Poornima M	Pearson Education
2	Entrepreneurship Strategies and Resources	Mark J Dollinger	Pearson Education
3	Entrepreneurial Development	Dr. Venkataramana	Sulthan Chand
4	Entrepreneurship Development	Rekha & Vibha	Vision Book House
5	Developing Entrepreneurship	Sharama S	PHI learning Pvt Ltd



## **Course 5 - Social Entrepreneurship**

### **Course Outcomes**

- To equip the students with the conceptual understanding of social entrepreneurship
- To understand the various frameworks of social entrepreneurship
- To know the types and process of social entrepreneurship
- To understand the concept of social change and social value
- To illustrate various social entrepreneurship and innovation initiatives.

### **Course Specific Outcomes**

**Students can acquire the following skills after completing the course:**

- Basic knowledge of the concept of social entrepreneurship.
- To learn to connect social change and social value through social entrepreneurship
- To assist the students in familiarizing the social entrepreneurship framework and process.

**Syllabus Theoretical Topics:**

<b>Unit-1</b>	<b>Introduction to Social Entrepreneurship</b>  Meaning and definition of social entrepreneur, social entrepreneurship and social enterprise- Nature and concept of social entrepreneurship- Pioneers of social entrepreneurship- Types of social entrepreneurship- Difference between business entrepreneurship and social entrepreneurship
<b>Unit-2</b>	<b>Social Entrepreneurship Process</b>  Characteristics of a social entrepreneur- Process of Social entrepreneurship- Challenges of Social entrepreneurship- Theories of Social entrepreneurship- Role of social entrepreneurship in women empowerment.
<b>Unit-3</b>	<b>Social change</b>  Meaning and types of social change- Theories of social change- Factors influencing social change- Impact of social enterprises on social change- examples with case studies.
<b>Unit-4</b>	<b>Social Value</b>  Concept of social value- Need and methods of measuring social value- Social return on investment- measuring vulnerability and efficiency of social enterprises- Organizational effectiveness of social enterprise
<b>Unit-5</b>	<b>Social Entrepreneurship Framework</b>  The Timmon model of entrepreneurship- PCDO (People, Context, Deal and Opportunity) framework- The Social

	<p>entrepreneurship framework- Sources of social entrepreneurship- Boundaries of social entrepreneurship</p>
<b>Unit-6</b>	<p><b>Social Business Models</b></p> <p>Meaning of Social Business Model- Integrating a social enterprise with a non-profit organization- Types of Social Business Model: Entrepreneur Support, Market Intermediary, Employment, Free-for-Service, Low-income Client, Cooperative, Market Linkage, Service Subsidization, Organizational Support.</p>
<b>Unit-7</b>	<p><b>Social Innovation</b></p> <p>Meaning of Social Innovation- Difference between Social innovation and social entrepreneurship- Importance of social innovation- Social innovation process- Components of Social Innovation- Examples of social innovation.</p>
<b>Unit-8</b>	<p><b>Social Entrepreneurship in Practice</b></p> <p>Bangladesh Rural Advancement Committee (BRAC)- The Grameen Bank (GB)- The Self-Employment Women's Association (SEWA)- The Ashoka Foundation- Barefoot College.</p>

## Reference Books

Sl no	Title	Author	Publisher
1	Building Social Business: The New Kind of Capitalism that Serves Humanity's Most Pressing Needs	Muhammad Yunus	Hachette India
2	Building a Successful Social Venture: A Guide for Social Entrepreneurs	Eric Carlson, James koch	Berrett-Koehler Publishers
3	Social Entrepreneurship – What Everyone needs to know?	David Bornstein and Susan Davis	Oxford University Press