



St. Joseph's College of Commerce
(Autonomous)

163 Brigade Road, Bengaluru, Karnataka - 560 025.



SF NAVIGATOR

An initiative by: **Department of Professional Programmes**
[B.Com Professional - Strategic Finance]

PROLOGUE

St. Joseph's College of Commerce, established in 1882, is rooted in the motto 'Fide et Labore' ('Faith and Toil'). A former part of St. Joseph's College, it operates under the vision of the mission Fathers. With an A++ grade from NAAC, the college adapts to changes in higher education and business. B.Com (Professional – Strategic Finance) programme has been designed in collaboration with the Institute of Management Accountant (IMA), USA to provide students with the unique opportunity to pursue their CMA qualification in tandem with their under graduation. The Certified Management Accountant (CMA) is the highest level of certification in management accounting awarded by IMA, USA. This Programme enables the students to obtain substantial fundamental knowledge of various financial and management accounting subjects.

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STRATEGIC STUMBLES



Finance Fails: What We Can Learn From Famous Corporate Blunders

Even the biggest companies can stumble – sometimes spectacularly. From fraud to poor strategy, these famous corporate collapses remind us that no company is too big to fail. Here are ten cautionary tales that shaped the world of business and finance.

1. Enron – A House of Lies

Once a Wall Street darling, Enron hid billions in debt through complex accounting tricks. When the truth surfaced in 2001, it collapsed overnight, wiping out \$74 billion in shareholder value and sparking major reforms in corporate governance. The scandal shook global confidence in financial reporting and led to the Sarbanes-Oxley Act. It remains one of the most infamous examples of corporate fraud in history.



2. Lehman Brothers – Triggering the 2008 Crisis

Lehman's aggressive bets on subprime mortgages backfired when the housing bubble burst. Its \$600 billion bankruptcy fueled panic across global markets and became a symbol of the dangers of unchecked risk. The failure set off a chain reaction that plunged the world into recession. It highlighted how interconnected the global financial system had become.

The Lehman Brothers logo, featuring the words "LEHMAN BROTHERS" in a green, serif font, enclosed in a rounded square border.

LEHMAN BROTHERS

3. Kodak – Failing to Embrace the Future

Despite inventing the first digital camera, Kodak clung to its film business for too long. When digital photography took over, Kodak couldn't keep up, leading to bankruptcy in 2012. Its fall shows how fear of disrupting your own success can lead to obsolescence. Today, Kodak survives only as a fraction of its former self.



STRATEGIC STUMBLES

4. Blockbuster – Missing the Netflix Moment

At its peak, Blockbuster had thousands of stores worldwide. But when streaming rose, it failed to adapt, famously rejecting a partnership with Netflix. Within a decade, Blockbuster became irrelevant. Only one Blockbuster store remains today, a symbol of missed opportunities. It's a lesson on embracing technology before it's too late.



5. Volkswagen – Dieselgate Scandal

In 2015, Volkswagen was caught cheating emissions tests using illegal software. The scandal cost the company over \$30 billion and permanently damaged its reputation. Despite record sales before the scandal, trust in the brand plummeted. It showed how unethical practices can undo decades of goodwill.



6. WeWork – The Unicorn That Crashed

WeWork's \$47 billion valuation was built on hype, not profits. When its financials were revealed ahead of an IPO, investors fled, forcing a dramatic restructuring and a sharp drop in value. The debacle highlighted the risks of inflated startup valuations. It remains a cautionary tale for venture capital excesses.



7. Theranos – A Vision Built on Lies

Theranos promised revolutionary blood-testing technology but never delivered. The company collapsed after whistleblowers exposed the fraud, and its founder was later convicted of deception. Billions in investor capital vanished almost overnight. It exposed the dark side of hype-driven healthcare innovation.



STRATEGIC STUMBLES



8. Nokia – Losing the Smartphone Battle

Nokia dominated mobile phones but failed to pivot to touchscreens and app-based smartphones.

Competitors like Apple and Samsung quickly took over, leading to Nokia's steep decline. Its slow decision-making sealed its fate in a fast-changing market. Today, Nokia focuses mainly on telecom infrastructure, not handsets

The Nokia logo, consisting of the word "NOKIA" in white, bold, sans-serif capital letters on a blue background.

9. Wirecard – Europe's Enron

Once a fintech star, Wirecard collapsed in 2020 when auditors revealed that \$2 billion supposedly held by the company never existed, exposing one of Europe's largest accounting scandals. The fraud shook faith in Germany's financial regulatory system. It proved that even high-growth tech firms need strong oversight.

The Wirecard logo, featuring the word "wirecard" in a lowercase, blue, sans-serif font with a small red square above the "i".

10. FTX – The Crypto Meltdown

FTX, a leading crypto exchange, imploded in 2022 after it was revealed that customer funds were misused. The collapse erased billions and raised urgent calls for tighter crypto regulation. The fallout damaged trust in the entire crypto sector. Its founder now faces multiple fraud charges and a trial that could redefine digital finance laws.

The FTX logo, featuring a stylized teal graphic of three horizontal bars of varying lengths to the left of the letters "FTX" in a bold, black, sans-serif font.

The downfall of these companies proves that no organization is invincible. Whether it's a tech giant failing to innovate, a startup built on hype, or a global powerhouse brought down by greed, every failure offers a lesson in resilience and responsibility. In today's rapidly evolving world, businesses must adapt, stay ethical, and make bold decisions with foresight. Success isn't just about reaching the top; it's about staying there by continuously learning and growing. These cautionary tales remind us that the cost of complacency can be catastrophic.

INDIAN KNOWLEDGE SYSTEM

The Indian Knowledge System (IKS) forms the foundation of India's civilizational identity and intellectual heritage. Emerging over 5,000 years ago, it developed through oral traditions, classical texts, and practical applications in daily life. Unlike purely theoretical systems, IKS evolved as a way of living—integrating science, art, philosophy, ethics, and spirituality. It includes Ayurveda for health, Yoga for mental and physical balance, Vastu for architecture, Nāṭyaśāstra for performing arts, and mathematics and astronomy for scientific progress. In today's globalized world, revisiting IKS provides context for sustainable living, cultural pride, and holistic solutions to challenges like environmental crisis, stress, and social harmony.



Test your Knowledge:

Q1: Which of the following ancient texts is considered a part of the Vedas?

- A. Ramayana
- B. Mahabharata
- C. Upanishads
- D. Panchatantra

Test your Knowledge:

Q2: The term "Yoga" in the IKS refers to?

- A. Physical Exercise
- B. Spiritual Practices
- C. Meditation
- D. Union of Body and Mind

RIGHT

CHOICE

BHARATIYA BHASHA

Bharatiya Bhasha is an initiative by the Government of India to promote and preserve the richness of Indian languages. It aims to encourage learning, usage, and development of regional languages, fostering cultural pride and linguistic diversity.

“ಸಂಸ್ಕೃತಿ ಮತ್ತು ವೈವಿಧ್ಯತೆಯ ಸಂಭ್ರಮ: ಸಮಾನತೆ ಹಾಗೂ ಒಳಗೊಂಡ ಬೆಳವಣಿಗೆಯ ಆಧಾರ”

ಭಾರತನು ವಿಶ್ವವು “ವೈವಿಧ್ಯತೆಯಲ್ಲಿಯ ಏಕತೆ” ಎಂದತ ಗತರತಿಸಿದೆ. ನಮಮ ದೋಶ್ಚು ನೂರಾರತ ಭಾಷೆಗಳು, ಧ್ಮಮಗಳು, ಸಂಸ್ಕೃತಿಗಳು ಮತ್ತು ಆಚರಣೆಗಳ ಸಮೂಹವಾಗಿದೆ. ಈ ವೈವಿಧ್ಯತೆಯೇ ನಮಮ ಬಲ, ಏಕೆಂದರೆ ಇದತ ನಮಮ ಬದತಕನತು ವೈವಿಧ್ಯಮಯವಾಗಿ, ಸಮೃದಧವಾಗಿ ಹಾಗೂ ಆಳವಾಗಿ ರೂಪಿಸತತು. ಸಂಸ್ಕೃತಿ ನಮಮ ಅಸಿತ್ವದ ಬೋರತ, ವೈವಿಧ್ಯತೆ ಅದರ ಹೂವು.

ಸಂಸ್ಕೃತಿಯ ನಿಜವಾದ ಅಮುವೆಂದರೆ, ಮನತಷ್ಯರ ನಡತವೆ ಸಹಕಾರ, ಸಹಿಷ್ಣುತೆ ಮತ್ತು ಬಾಂಧ್ವಯವನತು ಬೆಳೆಸತವುದತ. ಹಬಬಗಳು, ಆಚರಣೆಗಳು, ನೃತ್ಯ-ಸಂಗೀತ್ ಮತ್ತು ವಿವಿಧ್ ಕಲೆಗಳು ಸಮಾಜವನತು ಒಂದೋ ಅಂಗಳದಲ್ಲಿ ಸೋರಿಸತತುವೆ. ದೇಪಾವಳಿ, ಈದ್, ಕ್ರಿಸ್ ಮಸ, ಉಗಾದ ಮತಂತಾದ ಹಬಬಗಳನತು ನಾವು ಬೋರೆ ಬೋರೆ ಧ್ಮಮ, ಜಾತಿ, ಭಾಷೆಯವರೊಂದಗೆ ಆಚರಿಸತತೋವೆ. ಇವು ಕೋವಲ ಹಬಬಗಳಲಿ; ಅವು ಸಮಾಜದಲ್ಲಿ ಒಗಗಟ್ಟು ಮತ್ತು ಸೋಹವನತು ಗಟ್ಟುಗೊಳಿಸತವ ಸೋತ್ತವೆಗಳಾಗಿವೆ. ಹಬಬಗಳು ಎಲಿರನತು ಒಂದೋ ಕತಟ್ಟುಬದ ಸದಸಯರಂತೆ ಸೋರಿಸತವ ಶ್ರು ಹೊಂದವೆ.

ಉದೂಯೇಗ ಕಷೀತ್ರದಲ್ಲಿಯೂ ವೈವಿಧ್ಯತೆಯ ಮಹತ್ವ ಅಪಾರ. ಒಂದೋ ರೀತಿಯ ಚಂತ್ರೆಗಳಿಗೆ ಸೋಮಿತ್ವಾದ ಪರಿಸರದಲ್ಲಿ ಪರಗತಿ ನಿಧಾನಗತಿಯಲ್ಲಿ ಸಾಗತತುವೆ. ಆದರೆ ವಿಭಿನು ಹಿಸೆಲೆಗಳಿಂದ ಬಂದವರ ಸಹಕಾರದಂದ ಹೊಸ ಆಲೋಚನೆಗಳು ಹತಟ್ಟುತುವೆ, ಸಮನೆಯಗಳಿಗೆ ವಿಭಿನು ಪರಿಹಾರಗಳು ದೂರೆಯತತುವೆ. ವೈವಿಧ್ಯತೆಯನತು ಸಿವೇಕರಿಸಿದ ಕೆಲಸದ ಸಧಳವು ಹೆಚತು ಸೃಜನಶೀಲ, ಒಳಗೊಂಡ ಮತ್ತು ಸಮಾನತೆಯ ತ್ವಹದಯನತು ಹೊಂದರತತುವೆ.




ವೈವಿಧ್ಯತೆ ನಮಮ ಮನೋಭಾವವನೂ ಬದಲಿಸತತುದೆ. ಬೇರೆ ಧ್ಮಮ ಮತ್ತು ಸಂಸ್ಕೃತಿಗಳನತು ಅರ್ಮಾಡಿಕೊಳಲತ ಕಲ್ಲತಾಗ ನಮಮ ಮನಸತು ವಿಶಾಲವಾಗತತುದೆ. ನಾವು ಇತ್ರರ ಜೀವನಶೈಲ್ಯಯಂದ ಪಾಠಗಳನತು ಕಲ್ಲಯತತುೇವೆ.

ಈ ಅರಿವು ಸಮಾಜದಲ್ಲಿ ಶಾಂತಿ, ಸಹಿಷ್ಣುತೆ ಮತ್ತು ಪರಸಪರ ಗೌರವವನತು ಬೆಳೆಸತತುದೆ. ಹೀಗಾಗಿ ವೈವಿಧ್ಯತೆ ಕೇವಲ ವಿಭಿನ್ನುತೆಯ ಪರತಿಬಂಬವಲಿ; ಅದತ ಪರಗತಿಯ ಕ್ಷೇಲ್ಲಕೈ.

ಒಳಗೊಂಡ ಬೆಳವಣಿಗೆ ಎಂದರೆ ಎಲಿರಿಗೂ ಸಮಾನ ಅವಕಾಶ್ ಸಿಗತವುದತ. ಧ್ಮಮ, ಜಾತಿ, ಲ್ಲಂಗ ಅರ್ವಾ ಸಾಮರ್ಯಮದ ಆಧಾರದ ಮೇಲೆ ಯಾರನೂ ಹೊರಗಿಡದೆ ಎಲಿರನೂ ಒಳಗೊಂಡಾಗ ಮಾತ್ರ ನಿಜವಾದ ಪರಗತಿ ಸಾಧ್ಯ. ಸಮಾಜದಲ್ಲಿ ಪರತಿಯೊಬಬರೂ ಸಮಾನ ಅವಕಾಶ್ಗಳನತು ಪಡೆದಾಗ ರಾಪ್ರವು ಬಲ್ಲಷ್ಯವಾಗತತುದೆ.

ಸಾರಾಂಶ್ವಾಗಿ, ಸಂಸ್ಕೃತಿ ಮತ್ತು ವೈವಿಧ್ಯತೆ ನಮಮ ಬದತಕನತು ಕಂಗೊಳಿಸತವ ಶ್ರು, ಅವು ನಮಮನತು ಒಗಗಟ್ಟುನಲ್ಲಿ ಕಟ್ಟುವ ಬಾಂಧ್ಯಯ, ನಮಮ ಮನಸುನತು ಶರೇಮಂತ್ನೊಳಿಸತವ ಅರಿವು, ಮತ್ತು ನಮಮ ಸಮಾಜವನತು ಒಳಗೊಂಡ ಹಾಗೂ ಶಾಂತಿಯತತ್ಪಾಗಿಸತವ ದಾರಿ. ಸಂಸ್ಕೃತಿಯ ಸಂಭ್ರಮವನತು ಆಚರಿಸಿ, ವೈವಿಧ್ಯತೆಯನತು ಗೌರವಿಸಿದಾಗ ಮಾತ್ರ ನಾವು ನಿಜವಾದ ಸಮಾನತೆ ಹಾಗೂ ಒಳಗೊಂಡ ಬೆಳವಣಿಗೆಯನತು ಸಾಧಿಸಬಲಿವು.





Translation of the previous Article

**Celebrating Culture and Diversity: The Foundation of
Equality and Inclusive Growth**


India is celebrated worldwide for its unity in diversity, with countless languages, religions, and traditions coming together to form a rich cultural tapestry. This diversity is not just a reflection of differences but the very strength that unites our nation.

Culture fosters cooperation, tolerance, and mutual respect, bringing people together through festivals, music, dance, and art. Celebrations like Diwali, Eid, Christmas, and Ugadi act as bridges that promote harmony and friendship among communities.

In workplaces, diversity drives innovation and inclusivity. When people from varied backgrounds collaborate, they bring fresh ideas and multiple solutions, making organizations more creative and resilient. Exposure to different cultures also broadens our minds, nurturing peace and understanding.

True progress is only possible through inclusive growth, where everyone has equal opportunities regardless of religion, caste, or ability. By celebrating culture and respecting diversity, we can build a stronger, more equal, and peaceful society where every individual thrives.

By: Vrinda (23SJCCC257)





IMA Registration for First Years

Orientation for 1st years



2nd and 3rd years



Excel Workshop



MEET THE CORE TEAM



THE EDITORIAL COMMITTEE



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