M.L. DAHANUKAR COLLEGE OF COMMERCE (Autonomous)

PRESENTS

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➢ INTERVIEW : MS. SAYALEE NATU

- BY INTERVIEW TEAM

Q.1. What inspired you to choose Mass Media as your teaching field?

I did my graduation and post-graduation in mass media and after working the field for a few years, I felt that I would be happier teaching the kids about the industry that I worked in, while continuing to free-lance. Moreover, I chose Mass Media as my teaching field because media shapes public opinion, culture, and democracy. Observing the evolution from traditional platforms like Doordarshan to global standards set by BBC inspired me. I aim to develop critical thinkers, ethical storytellers, and responsible communicators who understand media theories, practice professional skills, and contribute meaningfully to society in an era of rapid digital transformation.

Q.2. How important is media ethics in today's fast-moving digital world?

Misinformation is one of the biggest concerns in today's media sector. Depleting media ethics would only make the field more dangerous. Without ethics, media would only be a propaganda machine that only fosters hatred and polarizes the world even further. With ethics, media can become a tool of correct information and a dependable source of understanding facts.

Q.3. What impact has digital media and AI had on journalism and communication?

I feel information gathering has become much more convenient and easier. However, it also has raised the need for verification. Digital media and AI can bring all the information to you within minutes, but the information is not necessarily always correct.

Q.4. What career paths can BMM students explore beyond journalism?

BAMMC can pave the way for students in the fields of journalism, advertising, public relations, content creation, marketing, film production, film making, post-production of films, writing, animation, etc. What I have told is only the tip of the iceberg. There are so many more avenues open for the students after learning BAMMC.

Q.5. How do you make Media theories interesting and relatable for students?

We are living in such an interesting world today, that majority of the media theories can be shown in practice in media today. Media theories can become more interesting when you show the practical application of the same. Be it uses and gratification theory and its application in the world of OTT, or the magic bullet theory of propaganda and today's news media; you are literally a living example of them.

Q.6. How can IT tools like Excel be useful for Mass Media students?

Media students won't use Excel in the same way as others do, as their needs from excel would be very different from that of other students. Mass media students also require tremendous best research, especially in data analytics and advertising. Excel will always help them with it. Along with that, excel is also helpful for keeping a directory of sources and their utility value.

Q.7. Why should BMM students study basic economics?

When you are a media student, you are expected to know something about everything. Economics become one of the most important aspects of social life. It is only natural for the media students to know about it. Media functions within an economic framework. Newsrooms, film production houses, advertising agencies, and digital platforms operate on revenue models, market demand, and resource allocation. It is also important to understand concepts like supply and demand, inflation, GDP, market structures, and consumer behaviour that helps students interpret business reporting, advertising strategies, and media ownership patterns. Economics also sharpens analytical skills, enabling students to understand TRP competition, pricing strategies, budgeting in film production, and the financial sustainability of platforms

Q.8. How do you guide students for internships and industry exposure?

We arrange many guest lectures and work towards ensuring that students get the necessary industry exposure. I guide students for internships through skill mapping, aligning their strengths with sectors like journalism, advertising, and film. I use alumni networks and industry contacts to connect them with organizations. We have already invited many experts from sectors of journalism, advertising, public relations, sound engineering, voice modulation, etc. to guide students to understand the field and the strengths required for it.

Q.9. What advice would you give to first-year BMM students?

Many people think that media students do not have to study. On the contrary, they have to study more than anyone else. Not only they need to be updated about their own field, they also need to be aware of other sectors too. That makes their job tad more difficult. Along with it, their projects are demanding and tiring as practical implications are given more importance in mass media. Even students when they enter first year, think so. I think they should be more aware of their surroundings and start understanding where their special interests lie. This will help them hone their skills better.

Q.10. What message would you like to give aspiring media professionals?

Aspiring media professionals must prioritize credibility, ethics, and continuous learning. Many media institutions demonstrate the value of trust over sensationalism. Master new technologies but never compromise on verification and integrity. Stay curious, think critically, and remember—media professionals shape public narratives and carry significant social responsibility.Be prepared to work really hard! Nothing comes easy, definitely not in the media sector. First few years are pure struggle and if you have set your heart in your job, you are going to be unstoppable!

THANK YOU !!!

➢ The Process: Behind the scenes of Valuation of Intangible Assets

- **Karan Upadhyay , SYBAF**
- **Kashmi Nair, FYBAF**

1. Before understanding the valuation of an Intangible Asset one should know the following things :

- What are intangible assets?

In accounting, an intangible asset is a non-physical asset that provides long-term economic benefits to a business. Unlike machinery or buildings, intangible assets cannot be seen or touched, but they help generate income and competitive advantage. Common examples include goodwill, patents, trademarks, copyrights, brand value, and software.

According to accounting standards (such as International Accounting Standards Board guidelines under International Financial Reporting Standards), an intangible asset must be identifiable, controlled by the business, and capable of generating future economic benefits. These assets appear on the balance sheet only when they satisfy specific recognition criteria.

- Where Do Intangible Assets Come From?

Intangible assets mainly arise from: **Internal development** – creating software, product designs, or proprietary processes. **Business acquisition** – purchasing another company and recognizing goodwill, brand value, or customer relationships.
Legal rights – patents, licenses, copyrights, and trademarks obtained through registration. **Marketing and branding activities** – building brand reputation and market presence.
BTS: companies maintain detailed records (sub-ledgers) showing

when each intangible was created or acquired, its cost, and supporting legal documents. For internally generated assets, only development costs (not research costs) are capitalized once technical feasibility is proven.

2. Steps in valuing any Intangible Asset :

1. Recognition Criteria

An intangible asset is recognized in the books only when :-

a. It is identifiable (separable or legally protected).
b. The company controls the asset.
c. It is expected to generate future economic benefits.
d. Its cost can be measured reliably.

If any of these conditions are not met, the expenditure is treated as an expense in the Profit & Loss Account instead of being capitalized.BTS: accountants verify contracts, ownership rights, feasibility reports, and cost records before approving recognition.

2. Valuation Valuation

Determines how much the intangible asset is worth. Common valuation approaches include :-

a. Cost method – based on creation or acquisition cost
b. Market method – comparing with similar assets in the market.
c. Income method – estimating future cash flows generated by the asset.

Special valuation models are often used by professionals, especially during mergers or acquisitions. Accounting systems continuously monitor market changes and future earning potential to assess whether the asset's value has declined (impairment).

3. Initial Recording

At the time of acquisition or successful development, intangible assets are recorded at cost. This includes :-

a. Purchase price.

b. Legal and registration fees.
c. Directly attributable costs.

Journal Entry (example):

Intangible Asset A/c …… Dr
To Bank/Cash A/c

BTS: Accounting software collects invoices, contracts, and approvals to generate this entry automatically.

4. Amortisation Process

Amortisation is similar to depreciation but applies to intangible assets. The cost of the asset is spread over its useful life.

For example,

If software costing ₹5,00,000 has a useful life of 5 years, ₹1,00,000 is charged every year as amortisation.

Journal Entry:

Amortisation Expense A/c …… Dr
To Intangible Asset A/c

Internally, systems calculate amortisation monthly or yearly based on preset useful lives and accounting policies.

5. Revaluation

It means adjusting the carrying value of an intangible asset to its fair value. This is allowed only when an active market exists (which is rare for most intangibles).

If value increases → Revaluation surplus (shown in reserves).
If value decreases → Loss charged to P&L.

BTS: Professional valuers assess market data and future income to support revaluation figures.

6. Disposal or Sale of Intangible Asset

When an intangible asset is sold or becomes obsolete, it is removed from the books.

For example Journal (Entry)

Bank/Cash A/c …… Dr.

Accumulated Amortisation A/c …… Dr

To Intangible Asset A/c

To Profit on Sale / Loss on Sale

Accounting systems calculate profit or loss by comparing sale proceeds with the asset's carrying amount.

7. Final Reporting

At the end of the accounting period, intangible assets appear under

a. Non-Current Assets in the Balance Sheet.

b. Notes to accounts disclose: Opening balance

Additions

Amortisation

Impairment losses

Closing balance

Auditors verify ownership documents, valuation reports, and amortisation schedules before approving final figures.

OTHER ENTRIES :-

(A) Purchase of Intangible Asset

Intangible Asset A/c …… Dr

To Bank A/c

(B) Amortisation

Amortisation Expense A/c …… Dr

To Intangible Asset A/c

(C) Impairment (Loss)

Impairment Loss A/c …… Dr

To Intangible Asset A/c

(D) Sale of Intangible Asset

Bank A/c …… Dr

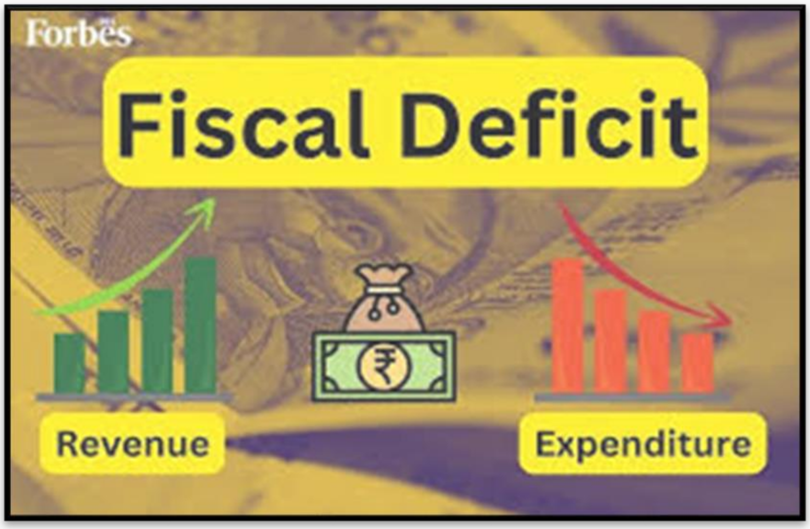
To Intangible Asset A/c

To Profit/Loss on Sale

➢ ARTICLE: i) Govt. Achieves Fiscal Deficit

- By Mansi Gawde, SYBAF A

In the financial year 2024-25, the Government of India successfully met its fiscal deficit target of 4.8 % of GDP, as per final provisional figures released by the Controller General of Accounts. The fiscal deficit — which represents the shortfall between the government's total expenditure and its revenue receipts — stood at approximately ₹15.77 lakh crore, aligning closely with the revised estimate announced in the Union Budget and marking a continuation of the country's fiscal consolidation path after previous years of higher deficits. Stronger tax collections, disciplined control of non-capital expenditure, and healthy growth in nominal GDP helped in keeping the deficit within the targeted threshold. This achievement underlines the government's emphasis on prudent fiscal management while still maintaining capital expenditure outlays to support infrastructure and economic growth. Reaching the 4.8 % target also helps build confidence among investors and credit rating agencies by showing macroeconomic stability, even as global economic uncertainties and domestic challenges persist.



The government's achievement of the 4.8% fiscal deficit target in 2024–25 reflects steady progress on fiscal consolidation while still supporting growth through capital expenditure.

It signals improved revenue mobilisation, better expenditure control, and stronger macroeconomic management compared to the high-deficit years post-pandemic. Staying on this glide path helps contain public debt, stabilise interest rates, and strengthen investor confidence, which in turn supports private investment and long-term growth.

ii) Financial Crime and Cybersecurity

- By Tanisha Kumawat, TYBAF B

In today's increasingly digital world, financial institutions and consumers face a mounting threat from financial crime and cybersecurity breaches. As technology advances, so do the methods used by cybercriminals, leading to a surge in fraud, hacking, and digital theft that threaten the stability of financial systems and the security of personal assets.

The Rise of Financial Crime in the Digital Age

Financial crime encompasses a broad spectrum of illegal activities, including money laundering, fraud, identity theft, and cyber-enabled fraud schemes. The digitization of banking and financial services has expanded the attack surface for cybercriminals, making it easier to execute sophisticated attacks remotely. Cybercriminals exploit vulnerabilities in banking networks, mobile apps, and online platforms to siphon funds, steal sensitive data, or manipulate financial transactions.

Increasing Cyber Threats and Hacking Incidents

Hacking incidents targeting financial institutions have become alarmingly common. Cybercriminals utilize advanced techniques such as phishing, malware, ransomware, and social engineering to breach security defenses. High-profile data breaches have exposed millions of consumers' personal and financial information, leading to identity theft and financial loss. The rise of cyberattacks also includes Distributed Denial of Service (DDoS) attacks, which disrupt online services, causing operational delays and eroding customer trust.

Digital Theft and Fraud: A Growing Concern

Digital theft involves unauthorized access to digital assets, including bank accounts, credit cards, and cryptocurrencies. Fraudulent schemes such as account takeovers, card-not-present fraud, and synthetic identity fraud have grown exponentially. Consumers are often targeted through phishing emails or fake websites that mimic legitimate banking portals. Additionally, the proliferation of cryptocurrencies has introduced new avenues for illicit activities, including money laundering and scams.

Impact on Financial Institutions and Consumers

The repercussions of these threats are significant. Financial institutions face financial losses, reputational damage, regulatory penalties, and increased compliance costs. For consumers, the consequences include financial loss, emotional distress, and a diminished sense of security in digital banking. The erosion of trust in digital financial services can hamper adoption and innovation in the sector.

Mitigation Strategies and the Future Outlook

To combat these escalating threats, financial institutions are investing heavily in cybersecurity measures, including multi-factor authentication, encryption, real-time monitoring, and AI-driven threat detection. Regulatory bodies are enforcing stricter compliance standards, such as the General Data Protection Regulation (GDPR) and the Financial Industry Regulatory Authority (FINRA) guidelines.

Consumers are also urged to adopt best practices, such as regularly updating passwords, monitoring accounts for for suspicious activity, and being cautious of phishing attempts.

Looking ahead, the ongoing evolution of cyber threats necessitates a proactive and adaptive approach. Collaboration between financial institutions, cybersecurity firms, and government agencies will be crucial to developing resilient defenses against financial crime.

In conclusion, as digital financial services continue to expand, so do the risks associated with cybercrime. Continuous innovation in cybersecurity, combined with heightened awareness and vigilance, is vital to safeguarding the integrity of financial systems and protecting consumers from the increasing tide of digital theft, fraud, and hacking.

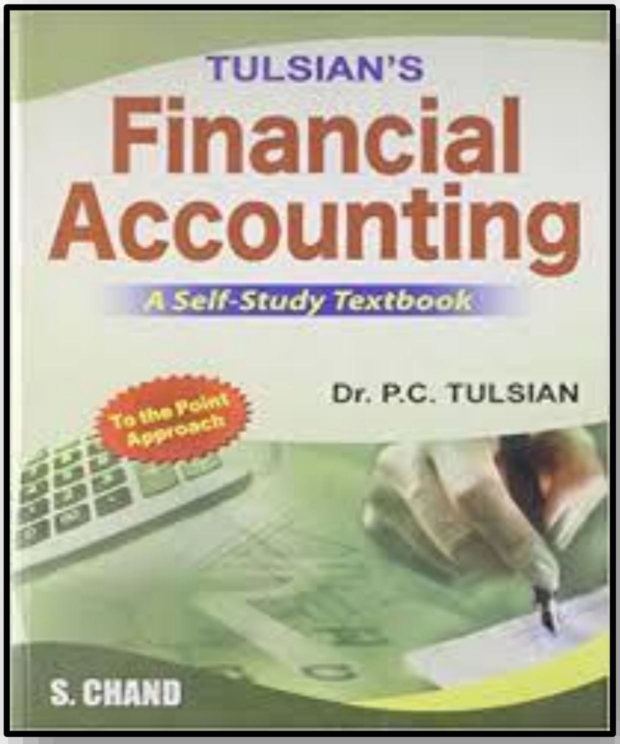
➢ BOOK REVIEW : Financial Accounting by P.C. Tulsian.

- By Bhagyalaxmi Belure, SYBAF A

The book Financial Accounting by P.C. Tulsian is one of the most useful and popular reference books for degree-level commerce students. It explains accounting concepts in a simple, clear, and systematic manner, which makes it easy for beginners to understand while also being helpful for advanced learners. The book covers all the important topics such as journal entries, ledger accounts, trial balance, final accounts, depreciation, rectification of errors, and accounting standards in detail. Each chapter includes a good number of solved illustrations, practical problems, and exercises that help students develop strong problem-solving skills and accuracy in calculations. The step-by-step approach followed in the book helps learners understand the logic behind each accounting treatment rather than just memorizing formats. The language used is student-friendly and easy to follow, making the book suitable for self-study as well as classroom learning. In addition, the logical sequence of topics helps students build their concepts gradually from basic to advanced levels. The practical orientation of the book connects theoretical knowledge with real business situations, which improves analytical thinking and application skills. The book is also very useful for exam preparation as it covers the syllabus in a comprehensive manner and provides enough practice to gain confidence. The book is well-structured and exam-oriented, making it highly useful for B.Com and other commerce degree courses.

From an academic point of view, this book effectively supports conceptual learning and skill development in accounting. The step-by-step explanations and real-life oriented problems help students connect theory with practice. It also improves analytical thinking and accuracy in accounting calculations, which are essential skills for commerce students.

In conclusion, Financial Accounting by P.C. Tulsian stands out as a highly effective and reliable resource for degree-level commerce students. Therefore, this book is strongly recommended as a core reference for students who want to build a solid foundation in financial accounting and achieve better results in their examinations.



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