

Two -day MDP

On

*Strategic Management Accounting- A Tool for  
Competitive Advantage*

April 17<sup>th</sup> – 18<sup>th</sup>, 2009



Shailesh J. Mehta School of Management (SJM SOM)

Indian Institute of Technology Bombay

Powai, Mumbai - 400076

## **About IITB**

The Indian Institute of Technology, Bombay (IIT Bombay) was established in 1958, at Powai, Mumbai. The Institute is recognized as one of the centers of academic excellence in the country on par with the best institutions in the world.

Shailesh J. Mehta School of Management (SJM SOM) established in 1995 leads the way in preparing its students to respond to the new challenges by drawing on the varied intellectual resources of IIT Bombay and providing an outstanding and innovative programs in management education.

## **About Strategic Management Accounting**

During the past two decades, many organizations in both, the manufacturing and service sectors have faced dramatic changes in their business environment. Deregulation, combined with extensive competition from overseas companies in domestic markets has resulted in a situation, where most companies are now competing in a highly competitive global market. At the same time, there has been a significant reduction in product life cycle arising from technological innovations and the need to meet increasingly discriminative customer demands. To compete successfully in today's highly competitive global environment, companies have made customer satisfaction an overriding priority. They have also adopted new Management approaches, changed their manufacturing systems and invested in new technologies. The increasing competition has squeezed the margins and more attention is required to be paid to the various aspects of Cost Management. These changes have had a significant influence on Management accounting systems. Role of a Management Accountant has no longer remained that of an accountant, but he has assumed a significant role in improving the competitiveness of the organization.

## **Objectives:**

- To understand basic concepts in Strategic Management Accounting.
- To understand fundamentals and applications of Cost and Management Techniques
- To understand applications of concepts like Activity Based Costing and Balanced Scorecard.
- To Practice various Strategic Management Accounting Tools to improve competitiveness.

## **Session wise coverage**

- ✓ Basics of Strategic Management Accounting
- ✓ ABC Problems and Solutions
- ✓ Balanced Scorecard
- ✓ Practical BSC
- ✓ How to develop BSC for Organizations and Cases in BSC
- ✓ Other Techniques like Target Costing, Kaizen Costing, and Value Chain Analysis etc.

## **Who May Benefit**

- Professionals from various organizations
- Executives and Managers from Corporate
- Entrepreneurs
- Students
- Participants from academic institutes

## **Program Coordinator & Faculty**

Dr. CA. Varadraj Bapat, SJM School of Management, IIT Bombay is the program coordinator and main resource person for the program, and there may be some guest lectures by visiting faculty.

## **Faculty Profile**

Dr. CA. Varadraj Bapat  
FCA, Grad. CWA, Ph.D.(IIT Bombay)

Dr. CA. Varadraj Bapat is a core faculty member in Accounting and Finance at Shailesh J. Mehta School of Management, IIT Bombay. He has been a faculty member at NITIE and Somaiya Institute of Management Studies and Research. He has presented and published research papers in national and international journals and conferences. He conducted and taught in many MDPs in the area of Accounting and Finance.

CMA. Ashish P Thatte

AICWA, M.Com, PGDFM, NET (Com)

CMA Ashish Thatte is a practicing Cost Accountant and faculty in Accounting and Finance.

**Course Fee and Registration:**

**Rs. 6000/-** per participant including course material and lunch. (**Rs. 4000/-** for students)

Demand Draft to be sent in the favour of **“REGISTRAR IIT BOMBAY CEP ACCOUNT”**

Course fee does **NOT** include accommodation charges.

Last Date of registration: 13<sup>th</sup> April 2009.

## REGISTRATION FORM

### *Strategic Management Accounting- A Tool for Competitive Advantage*

Name: Mr. /Ms. \_\_\_\_\_

Date of Birth: \_\_\_\_\_

Gender: M / F Nationality: \_\_\_\_\_

Academic Qualifications: \_\_\_\_\_

Address for correspondence:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Phone No. : \_\_\_\_\_

Email: \_\_\_\_\_

Organization Name and Address:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Designation: \_\_\_\_\_

Years of Experience: \_\_\_\_\_

Lodging requested? Student Hostel / Not Required

If Yes, Please give details of expected arrival at I.I.T. (Date: Time:)

Signature of the Applicant

*For Office Use*

Cheque /DD No.:

Date:

Bank:

Place:

Amount Rs.