



TECNIA INSTITUTE OF ADVANCED STUDIES

Approved by AICTE, Ministry of HRD, Govt. of India Affiliated To Guru Gobind Singh Indraprastha University, Delhi

INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI- 110085

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Fax No: 27555120, Tel: 27555121-24



Dated - September 24th, 2010

EVENT	:	PERSONALITY DEVELOPMENT PROGRAMME
PROGRAMME	:	EXPERT LECTURE
TOPIC	:	EMERGING ISSUES IN STRATEGIC COST MANAGEMENT
RESOURCE PERSON	:	Prof. Barnali Chaklader, IMT Ghaziabad
SCHEDULE	:	3:30 pm to 5:30 pm
Date	:	September 24th, 2010
Day	:	Friday
FACULTY INCHARGE	:	Mr. Sachin Sabharwal
No of Students	:	80

OBJECTIVE:

To update the students of management Programme on emerging concepts of strategic cost management and enlightening them on new developments regarding costing techniques in order to enhance the scope of profit ability of the business firm.



Prof. Barnali Chaklader giving the overview of the Cost Management



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Prof. Barnali Chaklader interacting with the students

Profile of Resource Person: *Prof. Barnali Chaklader*

Prof. Barnali Chaklader is an M.Com., MBA, AICWA and PhD. She has an experience of teaching post graduate management students for thirteen years. She also possesses three years of industry experience in audit and accounts department of Malvika Steels Ltd., and Goenka Engineering, New Delhi. She has been continuously engaged in research and publication in accounting and finance at national and international level. She is currently the area chairperson (Finance).

Objective:

1. To enlighten students on the emerging concepts in the cost management.
2. To provide students with the new developments regarding costing techniques i.e. target costing, value costing and activity based costing.

Learning Outcome :

An expert lecture on **“Emerging Issues in Strategic Cost Management”** was held on the seminar hall of Tecnia Institute of Advanced Studies-PG Block on **24th September, 2010**



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(3:30pm to 5:30 pm). Students of MBA –I & III Semester attended the workshop along with some faculty members.

She started the presentation by challenging the well established rules followed in “Cost Accounting”. She emphasized that practical knowledge is vastly different from the theoretical knowledge, studied by the students in class room teaching, due to fast changing dynamic business environment and the ever changing consumers’ preferences.

She explained the relevant concepts like target costing, value addition, cost reduction, cost management, life cycle costing and the inter-relations between them with the help of live practical examples of companies like TATA Motors, IBM, Ford, Toyota etc.

The whole session was very inter-active and the students learned and enjoyed the presentation although the topics discussed were techniques in nature specially for the first year students of MBA. But Prof. Chaklader made it simpler by explaining various practical examples. The students learned the importance of small and minute details which are to be taken into consideration in the decision which are to be taken into consideration in the decision –making process.

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