

Dayananda Sagar College of Arts, Science & Commerce

BBA/B.Com Department- UG (BU)

Guest Lecture Event Report

Department of Commerce and Management, Dayananda Sagar College of Arts, Science & Commerce organized Guest Lecture title **‘Recent Trends & Techniques in Management Accounting’** for all the students of V Semester BBA to enhance their knowledge in Management accounting subject on 14th February 2022 from 2:00PM to 3:00PM. The resource person was **Dr. Shobha B G, Associate Professor, School of Economics and Commerce from CMR University**. In the session, the speaker highlighted the application of various techniques of management accounting such as target costing, ABC analysis, Kaizen technique and JIT analysis globally. 56 Final year BBA Students participated and gained insightful knowledge on various techniques of management accounting from this session.

The screenshot displays a Zoom meeting interface. The main window shows a presentation slide titled "TARGET COSTING" with a red number "11" in the top right corner. The slide content includes:

Target costing is a system under which a company plans in advance for the price points, product cost, and margins that it wants to achieve for a new product. If it cannot manufacturer a product at these planned levels, then it cancels the design project entirely

$$\text{Sales Price} - \text{Target Profit} = \text{Target Cost}$$

Below the text is an image of a red target with a red arrow hitting the bullseye, with the words "TARGET COSTING" written in red below it.

The top of the Zoom window shows a toolbar with icons for recording, chat, and other functions. The top bar lists participants: Sheema, Shobha, Mohammad Yusuf, CHINMAYI SS 1..., and Saharsh Rai 19C... The right side of the screenshot shows a "Participants (56)" list with names and icons for each participant. The bottom of the screenshot shows the Windows taskbar with the search bar and various application icons.

Zoom Meeting

Recording...

Western and Japanese cost Management

U.S.

Market research

Product characteristics

Design

Engineering

Supplier pricing

Cost

If cost is too high, return to design phase

Manufacturing

Periodic cost reduction

Japan

Market research

Product characteristics

Planned selling price less desired profit

Target Cost

Design Engineering Supplier pricing

Target costs for each component force marketers, designers and engineers from all departments and suppliers to struggle and negotiate tradeoffs

Manufacturing

Continuous cost reduction

Source: Worthy, F. (1991), Japan's smart secret weapon, *Fortune* 124, 1991, 4, pp. 72-75.

Participants (5/7)

Video participant

- Hridisha P. (19CC26046) [M]
- Khushi Nulk. [M]
- Pransh. [M]
- ROHIT KADBI. [M]
- SARAI HIRSHI (19CC26076) [M]
- SARV. [M]
- Sachinika. [M]

Chat

Muzumita Ghosh (19CC26076) to Everyone

Alakshita Ghosh (19CC26005) 5m BBA A

Pransh to Everyone

Pransh Prakash (19CC26076) BBA SEC A

Who can use your message? Recording On

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Type here to search

zmc 2:48 PM 01/14/2022