

Venue

Bipin Chandra Paul
Seminar Hall
Assam University

Thursday
16th February 2017

National Seminar On

MANAGEMENT AND COMMERCE EDUCATION & BEYOND

THE PROFESSIONAL EDGE



THE INSTITUTE OF COST ACCOUNTANTS OF INDIA

(Statutory Body under an Act of Parliament)

CMA Bhawan, 12 Sudder Street, Kolkata - 700016

in association with



SUPPORTED BY



**Jawaharlal Nehru School of Management Studies
ASSAM UNIVERSITY**

Behind every successful business decision there is always a CMA

History of human education is as old as civilizations of the world. In our Varna-ashram system of social organisation, Vaishya had an important place. This class of society was and is responsible for trade and commerce to fulfil the demand of society. "It is said- Education of commerce was stated by private commercial instructions. To start with only book-keeping was taught. We find Munims use to train Junior Munims under their apprenticeship. Later on private commercial institutions started teaching book-keeping and accountancy".

Chesseman defined Commerce Education As - "Commerce education is that form of instruction which both directly and indirectly prepare the business man for his calling."

Business education has its origins in the late 19th century in the United States and has a long history in India. India's first business school - Commercial School of Pachiappa Charities – was set up in 1886 in the southern city of Chennai. A shift in the social status of business education began occurring during the 1980s. Business education growth both in numbers and status occurred during the 1990s. A large number of multinational companies entered India, and sought to hire business graduates for their management training positions. Companies found that the skills of business graduates from the commerce stream varied greatly across different colleges, and fell considerably short of the demands of the executive positions in a competitive world. Consequently, given the costs of training commerce graduates, companies offered huge premiums for those with an MBA degree. Recognizing

the success of MBA programs, and demand from students and employers, universities started looking at management education as an academic discipline and started offering MBA programs.

By 2030, India will be amongst the youngest nations in the world. With nearly 140 million people in the college-going age group, one in every four graduates in the world will be a product of the Indian higher education system. The broad objectives of the University education are liberal education with the aim of fostering in the students an attitude of objective enquiry and some understanding of the society and social change, of the problems of human relationships and the human and social implications of technological change, and developing a capacity to appreciate the finer values of life etc.

In tune with the needs of the business and society, independent professions have emerged in the form of professional management accountants. The business environment in India is highly volatile and uncertain. Companies strive to achieve sustainable competitive advantage by formulating appropriate strategies, which management accountants support the top management to formulate and implement. Moreover, the focus of the national agenda today is on developing cost competitiveness and pushing inclusive and sustainable growth.

This seminar will address these important issues about commerce and management education and more specifically education vividly in emerging areas of modern economy, business environments for socio-economic developments of the nation.

"The education which does not help the common mass of people to equip themselves for the struggle for life, which does not bring out strength of character, a spirit of philanthropy, and the courage of a lion -- is it worth of the name? Real education is that which enables one to stand on one's own legs."

- Swami Vivekananda

Prof. Dilip Chandra Nath **Vice Chancellor, Assam University**

Dr. Dilip C. Nath is currently Vice-Chancellor of Assam University (A Central University). He was a Professor and former Head, Department of Statistics, and former Director, Population Research Centre, Gauhati University, Assam, India. He has contributed more than 160 research papers on various aspects of Demography/ Bio-Statistics in National and International journals of repute. He had been awarded the Post Doctoral Fellowship by the Rockefeller Foundation to work with renowned Demographer Professor Kenneth C. Land of Duke University, NC, USA (1991-1993). Dr. Nath worked as a Visiting Scientist under the Andrew W. Mellon Fellowship in the Center for Studies in Demography & Ecology and Department of Anthropology, University of Washington, Seattle, USA (1997-98). Dr. Nath was an Affiliate Professor in the Department of Anthropology, University of Washington, Seattle, USA for the period 1999-2002. Professor Nath was a Chief Editor of Demography-India (2007-2011). He is member of more than 20 Professional Bodies/Associations in Population and Statistics. Professor Nath visited USA, UK, France, Germany, Viet Nam, Thailand, Japan, Finland, Japan, Italy, Ire Land and Bangladesh under various academic programmes. So far twenty one students had been awarded their Ph.D degree under his guidance. Dr. Nath was a Vice-President of Indian Association of Population Studies (2006-2015).

CMA Manas Kumar Thakur **President, The Institute of Cost Accountants of India**

CMA Manas Kumar Thakur has been unanimously elected as the President of the Institute of Cost Accountants of India for the year 2016-2017. An academician with more than 25 years of teaching experience, he has authored several books on Valuation Management, Operations Management, Cost Audit, Laws & Audit, Cost & Management etc. He has published several articles in different reputed journals and offered his professional acumen in different professional institutes including Government organizations.

Recently he has been awarded with "Bharat Nirman Award" by a reputed Delhi based NGO. He is the member of different Chambers of Commerce like ASSOCHAM, CII, Bharat Chamber of Commerce, Indian Chamber of Commerce and also an Advisory member of CDR of SBI.

Prof. Apurbananda Mazumdar **Dean, Jawaharlal Nehru School of Management Studies** **Assam University**

Dr. Apurbananda Mazumdar is the senior most Professor and Dean of the School of Management Studies in Assam University with a teaching experience of more than 37 years to his credit. Professor Mazumdar has been the fountain head of many unique academic initiatives. He is currently also the Executive Director of the North Eastern Centre for Advanced Studies, Silchar and the Director of the Assam University Centre for Heritage and Business Studies. His specialization areas are: Strategic Management & Heritage Studies.

CMA Mrityunjay Acharjee **Associate Vice President, Balmer Lawrie & Co. Ltd.**

CMA Mrityunjay Acharjee is a Post Graduate in Commerce from University of Calcutta. He achieved all India Rank in the Final Examination of the Institute of Cost Accountants of India and also The Institute of Company Secretaries of India. He also qualified MBA (Finance) from Anna University Chennai. He also qualified the P G Programme in Tax Management from IIM Bangalore.

He has more than 23 years post qualification in Industry, which include Bharat Electronic Ltd -Bangalore, BHEL Bangalore, Securities Exchange Board of India (SEBI). Presently he is associated with Balmer Lawrie Ltd as Asso Vice President (Taxation & Audit) and in charge of Taxation on PAN India basis as well as its joint ventures abroad apart from being the Head of Audit of the organisation.

He is a visiting faculty in several Institutions / University including IIM Calcutta, XIMB Bhubaneswar and XUV Bhubaneswar, Power Management Institute - Noida/ Delhi, Institute of Coal Management - Ranchi, etc.

He is a member of the Taxation committee of the confederation of Indian Industry and Bengal Chamber of Commerce and contributes in the Union Budget making process.

He is a member of the GST Advisory Council of the Institute of Cost Accountants of India and also a member of the Audit & Assurance Standard Board of the Institute.

He has written books on "GST - Comprehensive Guidance ", "Valuation Management" etc.

Programme Schedule

Tea & Registration	0930-1100 Hrs
Inaugural Session	1100-1200 Hrs
Technical Session I (Career Awareness)	1200-1245 Hrs
Technical Session II (GST & its impact on National Economy)	1245-1330 Hrs
An interactive Session with MCX	1330-1400 Hrs
Lunch	1400 Hrs onwards

The Institute of Cost Accountants of India (ICAI)

The Institute of Cost Accountants of India (ICAI) was first established in 1944 as a registered company under the Companies Act with the objective of promoting, regulating and developing the profession of Cost Accountancy. On 28th May, 1959, the Institute was accorded recognition by an act of Parliament, namely, the Cost and Works Accountants Act, 1959 as a statutory professional body for the regulating the profession of cost and management accountancy in the country. It has since been continuously contributing to the growth of the industrial and economic climate of the country.

The headquarters of the Institute is situated at Kolkata. The Institute is having four regional offices in Kolkata, Chennai, Delhi and Mumbai and 96 chapters situated throughout India and 9 overseas centers. The Institute comes under the administrative control of Ministry of Corporate Affairs (MCA), Government of India. It has more than 70,000 members and 5,00,000 students.

The Institute is a member of the International Federation of Accountants (IFAC), the Confederation of Asian & Pacific Accountants (CAPA) and the South Asian Federation of Accountants (SAFA).

The objectives of the Institute is to develop the Cost and Management Accountancy function as a powerful tool of management control in all spheres of economic activities, promote and develop the adoption of scientific methods in cost and management accountancy, develop the professional body of members and equip them fully to discharge their functions and fulfil the objectives of the Institute in the context of the developing economy, keep abreast of the latest developments in the cost and management accounting principles and practices and to incorporate such changes that are essential for sustained vitality of the industry and other economic activities.

The profession's primary contribution is to create value by eliminating and reducing waste from each activity, and thus, improving the productivity of resources used in different sectors of the economy. In today's world, the profession of conventional accounting and auditing has taken a backseat. Cost accountants are increasingly contributing towards efficient utilisation of men, machines and material. This has opened up huge employment opportunities for them in India and abroad.

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Assam University

Assam University, Silchar was established in 1994 as a Central University by an Act of Parliament enforced through Notification of the Government of India.

The University over the years has made impressive strides in establishing itself as a premier institution of learning in North East India where emphasis persistently has been on the blending of quality education, socially relevant endeavours and scientific pursuits with mission-orientation and tireless striving for excellence.

The sprawling University Campus is spread over an area of about 600 acres where 41 Academic Departments are under sixteen Schools of Studies of the University function. The institution provides state-of-the-art facilities to students who come from different parts of the country and abroad.

Jawaharlal Nehru School of Management Studies

Established in 1997, the Jawaharlal Nehru School of Management Studies, Assam University (JNSMS-AU) has consolidated its position over the years as one of the premier B-Schools in the country. During the years, JNSMS has been accredited consecutively by national rating agencies as the Outstanding B-School in Eastern and North-East India.

The central focus in JNSMS-AU has been on developing in students a strong bond with their Indian roots while persistently inspiring and enabling these learners to acquire global vision and competency of a global scale. The processes, systems and modules in the School are so designed that the students' can acquire mastery over the diverse functional areas of Management and are empowered simultaneously with improved analytical & soft skills, intellectual prowess and creative imagination.

The enabling academic ambience & state-of-the art teaching-learning infrastructure, the continually updated learning modules and teaching pedagogy and above all the careful nurturing by a competent and dedicated core faculty go hand in hand in JNSMS in ensuring that the MBAs coming out from this B School are culturally sensible and fine-tuned and are mission focused and value driven.

Local Co-ordinator

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Joint Co-ordinator

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