

INSTITUTE OF MANAGEMENT, NIRMA UNIVERSITY, AHMEDABAD

The world-class campus of Nirma University is located on Sarkhej-Gandhinagar Highway, about fifteen kilometers from the walled city of Ahmedabad. It is the outcome of the visionary leadership of one of the most successful entrepreneurs of India, Padmashri Dr. Karsanbhai K. Patel, who has created a business conglomerate known as Nirma Group. Institute of Management is a constituent of Nirma University, which was set up in 1996 by Nirma Education and Research Foundation to promote excellence in management education. The Institute has been consistently growing under the guidance of Shri Ambubhai Patel (Vice-President) and Dr. N. V. Vasani (Director General –Nirma University). Dr. C. Gopalkrishnan is Director of the Institute of Management and Dean – Faculty of Management. The Institute has been undertaking a wide range of educational and training related activities and series of national and international conventions which have helped it emerge as one of the premier business schools in the country within a short span of twelve years. Presently, it is rated as one of the top twenty five B-Schools in the country. Its mainstream programmes include MBA (Full Time), MBA (Part Time), MBA (Family Business and Entrepreneurship) and Ph. D. in Management. The Institute also offers Executive Diploma Programmes in various functional areas of management. The Institute conducts need-based in-house training programmes to meet the training needs of industry. The Institute has academic alliance with international universities, such as New Mexico State University, USA; Hanyang University, South Korea; Florida Atlantic University, USA; and Minnesota State University, USA to name a few. The facilities on the campus include air- conditioned classrooms, a state-of-the art library, a 450-seater auditorium, well-equipped computer centre and hostels for the students.



For further information, please contact:

Parag Rijwani | **Devesh Baid**
parag@imnu.ac.in | devesh@imnu.ac.in

or

Jigar Barot - jigar@imnu.ac.in

Management Development Centre

Institute of Management, Nirma University

Sarkhej Gandhinagar Highway, Ahmedabad 382 481

Phone: (02717) 241900/01/02/03/04 Fax: (02717) 241916

Email: eec@imnu.ac.in Website: www.imnu.ac.in

Faculty Development Programme

2010-11



TEACHING ACCOUNTING COURSES THROUGH CASES

June 10-12, 2010

Programme Leaders

Parag Rijwani
parag@imnu.ac.in

Devesh Baid
devesh@imnu.ac.in



Nirma University
Ahmedabad: 382481 (Gujarat)

BACKGROUND:

The most effective way for learning to take place is to actually be in real situations, make decisions, deal with the consequences of those decisions, and learn from our real mistakes. Nothing will ever replace learning from experience.

Compared to other methods of instruction, the case method has several advantages:

- Students can immerse themselves in a simulation that brings theory to life
- Teaches how, when and why to apply specific principles or tools already learned
- Develops reasoning, judgment and communication skills
- Provides a tool for increasing student participation
- Offers a common context for graduate students to share different experiences.

Regardless of the teaching-learning method used, teaching is very hard work. This is especially so in a professional field such as accounting. Student needs and objectives vary widely with a single classroom. Accounting is pervasive in our society. Students who are alert and aware about economic and management issues pick up the vocabulary and elements of the accounting framework as part of their daily living. Accounting systems, information and reports have the potential to provide decision makers with critical data and information about their organization and those of customers and competitors. Case studies are an ideal way to achieve this objective because they illustrate and described what accountants do and provide a basis for discussions about alternatives and implications of accounting standards, procedures and reports. Cases allow the reader to understand that accountants make choices that determine what information managers, as well as outsiders, will see and the form it will take. If the managers needs other information or wants to present another accounting picture, the manager needs to intervene and provide direction through questions or requests. By doing so, the manager uses accounting as a tool to accomplish his or her objectives.

Skill in the management use of accounting information can be acquired only through experiences, that requires participants to understand, analyze, explore alternatives, perform calculations, take a stand, explain his or her point, defend it, understand and appraise the arguments of colleagues and decide what arguments are the strongest; thus building the required skill set.

PROGRAMME OBJECTIVES:

- To upgrade the teaching skills of faculties of Accounting through Case Studies
- To resolve issues of use of case methodology in technical subjects like accounting

WHO SHOULD ATTEND?

? Faculties teaching Accounting & Control System Courses

PEDAGOGY - CASE ANALYSIS THROUGH

- Discussions
- Group Exercises
- Presentations

PROGRAMME LEADER/S:

Parag Rijwani

M.Com, M.Phil, Area: Economics & Finance

Mr. Rijwani holds an M.Com from Gujarat University, Ahmedabad. He earned his Masters in Philosophy degree working in area of 'Shareholders' Value Creation through Cost Control & Cost Reduction in Cement Industries in India'. He began his career in management education as a faculty with a PG centre of Gujarat University in the Finance area. Also developed & managed academic programs imparting professional education in area of Financial Services & Markets and Corporate Accounting & Taxation for two years. His research & teaching interest include Corporate Financial Reporting Practices, Strategic Cost Management, Corporate Finance & Shareholders' Value Creation, Investors' Education and Behavioral Finance. He has published research papers in national & international journals.

Devesh Baid

M.Com, FDP (IIMA), AICWA, Area: Economics & Finance

Devesh Baid has nine years of experience in academia. He has taught courses on accounting and finance and has presented papers in international conference. He has studied B Com (Hon's) at Shri Ram College of Commerce, Delhi University and worked at IIM Ahmedabad as an academic associate. He is currently pursuing his PhD from School of Management, IIT Bombay and his work is on 'Performance Measurement of Higher Education Institutes in India' with special reference to management institutes.

RESOURCE PERSONS

The Faculty of Institute of Management, Nirma University would conduct the programme.

VENUE & DURATION

The programme will be conducted at Institute of Management, Nirma University, Ahmedabad during June 10-12, 2010.

PROGRAMME FEE

Non-residential: Rs. 3,000/-

Fee once paid will not be refunded. However, a substitute delegate is acceptable.

A company nominating three or more participants for the programme will be entitled to 10% discount.

The fee includes presentation material, refreshment and lunch on the programme days.

The fee to be paid in advance through a demand draft or a local cheque drawn in favour of 'Institute of Management, Nirma University' payable at Ahmedabad.

ACCOMMODATION

University Guest House with basic facilities is available for Rs. 1000/- per day.