



Gujarat Technological University

(Accredited with A+ Grade by NAAC)

(Graduate School of Management Studies)

Report on “Expert Session on Decision Making in Management accounting”

- 1. Title of Event:** Decision Making in Management Accounting
- 2. Type of event:** Expert Session
- 3. Date:** 28th March, 2024
Time: 04:00 PM to 5:30 PM
Venue: Room No. 10
- 4. Description of the Event:**

The Expert Session on Decision Making in Management Accounting was organized for students of BBA Semester 4 with the aim of enhancing their understanding of how accounting principles are applied in making strategic business decisions. The session provided valuable insights into various tools and techniques used by managers to analyze financial data and make informed decisions. This session was aimed to provide students with a comprehensive understanding of crucial decision-making processes within managerial accounting. Through insightful discussions and practical examples, the session delved into topics such as target costing, make or buy decisions, and more. It enhanced their understanding of decision-making complexities and provided valuable insights into applying theoretical concepts in real-world scenarios.



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5. Name of expert & brief speech:

Dr. Anjali Manglani, Assistant Professor, SOIM, Silver Oak University. She brought extensive industry experience and academic knowledge to the discussion. Dr. Anjali Manglani, provided valuable insights, practical examples, and answered students' queries, enriching their understanding of decision-making processes in managerial accounting.

6. Number of participants:

A total of 20 students of the 4th semester BBA batch attended the session.

7. Geotag Photograph of the event:





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8. Brochure or Flyer of the Event:

Graduate School of Management Studies (GSMS)
Gujarat Technological University (GTU)
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Expert Session
on
**Decision Making in
Management Accounting**

**Eminent Speaker**
Dr. Anjali Manglani
Assistant Professor,
SOIBM, Silver Oak University

Date: 28th March, 2024
Time: 04:00PM to 05:30PM
Venue: Classroom no. - 10

Invitee
Dr. Pankajraj Patel
Director-GSMS

Coordinator
Mrs. Indira Mehta
Asst. Prof.-GSMS

Locate us @ : GSMS, Academic Block-4, GTU Campus, Visat Gandhinagar Highway, Chandkheda, Ahmedabad Gujarat

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9. Feedback of the Event:

- The Students found her explanations clear and concise, and appreciated her ability to simplify complex concepts.
- Students appreciated the relevance and practicality of the topics covered, including target costing, make or buy decisions, and other decision-making techniques. They found the content to be highly informative and directly applicable to their academic coursework.
- They enjoyed the interactive nature of the session, which allowed them to actively participate, share insights, and ask questions.



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10. Social Media Post:



Mr. Rajan Modha
Coordinator of the Event

Report Prepared by:
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Report Edited by:
Mr. Rajan Modha, Assistant Professor, GSMS