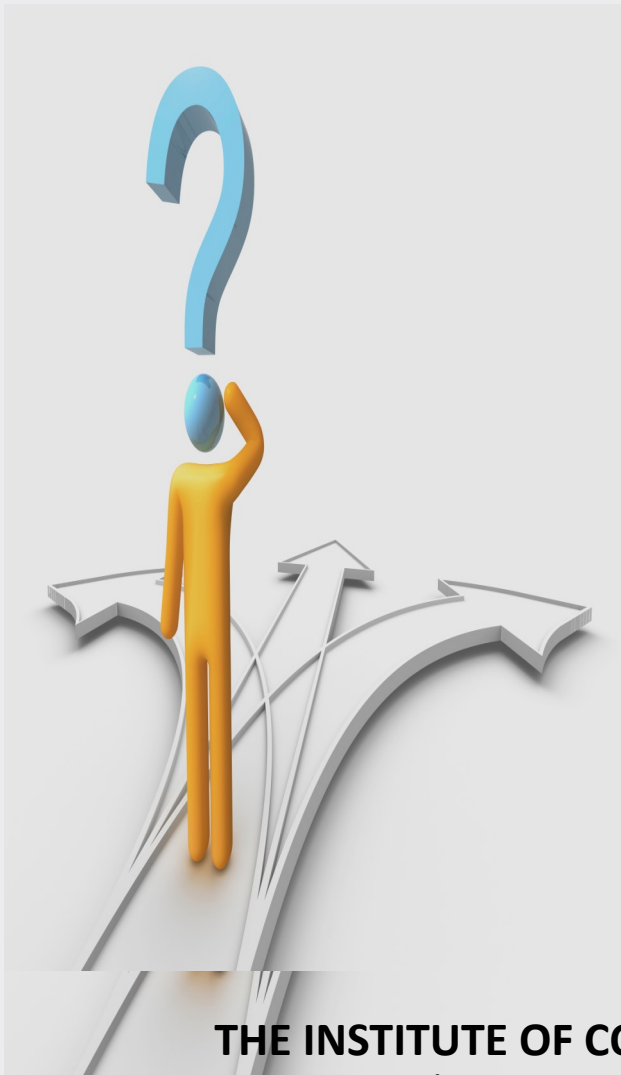


NATIONAL SEMINAR ON

COMMERCE EDUCATION & BEYOND

THE PROFESSIONAL EDGE



KBR Auditorium,
TEZPUR UNIVERSITY, ASSAM
Tuesday, 15 November, 2016



THE INSTITUTE OF COST ACCOUNTANTS OF INDIA
(Statutory Body under an Act of Parliament)

in association with



**DEPARTMENT OF COMMERCE
TEZPUR UNIVERSITY**

Behind every successful business decision there is always a CMA

"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

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".

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 College and University education are - liberal education with the aim of fostering, an attitude of objective enquiry among students and some understanding of the society and social setup and changes thereof, of the problems of human relationships and social implications of technological change, and developing a capacity to appreciate the finer values of life etc. These objectives can be taken as implied in case of professional education also. Education should be a three-fold process of imparting knowledge, developing skills, and including proper attitudes and values towards life and society in general. Commerce education is that area of education which develops the knowledge, skills and attitude that is required for the successful handling of trade, commerce and industry.

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

Commerce education is a living discipline and is totally different from other disciplines. Hence, it must charter new routes to service the aspirations of the nation. Commerce education has emerged as one of the most potential pursuits in the wake of industrialization. The rapid trend of globalization and technological changes have made difficult for organizations to survive in the competitive world. As a result the importance of Commerce education has been increased many folds and there is greater demand for sound development of commerce education in Indian Colleges and Universities. Business executives need to update their skills due to sudden changes in the external environment. The School of commerce should play pivotal role in equipping our future dynamic managers with the emerging trends of Commerce skills to face the challenges of dynamic business world.

In tune with the needs of the business and society, independent professions have emerged in the form of Professional Accountants and Business Administrators. The business environment in India is highly volatile and uncertain. Companies strive to achieve sustainable competitive advantage by appropriate strategies formulated by Cost and Management Accountants. Moreover, the focus of the national agenda today is on developing cost competitiveness and achieving inclusive and sustainable growth.

This seminar will address these important issues about commerce education and more specifically professional education vividly.

Programme Schedule

Tea & Registration	0930-1030 Hrs
Inaugural Session	1030-1200 Hrs
Technical Session I (Motivational Talk)	1200-1300 Hrs
Technical Session II (Career Awareness)	1300-1345 Hrs
An interactive Session with MCX	1345-1415 Hrs
Working Lunch	1415 Hrs onwards

Registration is Free to any student or Teacher interested to know about Commerce Education

For more details & registration, please mail us at research@icmai.in, subh16@gmail.com or call at +91 96097 93616, +91 94350 81446

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Resource Persons

1. Prof. Mihir Kanti Chaudhuri, Vice Chancellor, Tezpur University



Prof. Mihir Kanti Chaudhuri is presently the Vice Chancellor of Tezpur University. He was earlier Dean, Research and Development, Indian Institute of Technology, Guwahati. Prof. Chaudhuri is honoured with D.Sc. (honoris causa) by the Vidyasagar University, West Bengal in 2016. He also honoured with Viswakabi Rabindranath Thakur Award of Indian Institute of Oriental Heritage, Kolkata in the year 2011 and Distinguished Alumnus Award of IIT Kharagpur in the year 2010. A number of products invented/discovered by him have been adopted by a number of MNCs.

2. 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.

3. CMA (Prof.) Asish K. Bhattacharyya, Director of ICWAI Management



Accounting Research Foundation. Prof. Bhattacharyya is also a Professor & Head of School of Corporate Governance & Public Policy in Indian Institute of Corporate Affairs (IICA). He was the former professor of IIM-Kolkata and former Director of International Management Institute, Kolkata.

4. Prof. (Dr.) Subhrangshu Sekhar Sarkar, Head i/c, Department of Commerce, Tezpur University

After completing his Masters in Commerce from Gauhati University, Prof. Sarkar joined the academics. He has done his doctorate in the area of Taxation. He has undergone Faculty Development Programme in Management from XLRI, Jamshedpur. He has completed a Certificate Programme in Entrepreneurship Teaching from Indian School of Business (ISB), Hyderabad. He has also undergone a programme on Case Teaching Pedagogy at Harvard Business School, Boston, USA. He is associated with Tezpur University (A Central University of India) since 1995. He served at IIM Shillong (on lien from Tezpur University) during 2009-10 and helped the process of institution building. On completion of lien, he joined back Tezpur University and recently he has completed his term as Dean, School of Management Sciences. Currently working as the Professor at the Department of Business Administration and Head in-charge, Department of Commerce. His areas of interest include Accounting, Taxation, Entrepreneurship and Strategic Management.



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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.

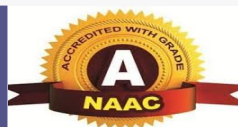
The headquarters of the Institute is situated at Kolkata. The Institute is having four regional offices in Kolkata, Chennai, Delhi and Mumbai and 96 chapters situated throughout India and 9 overseas centres. The Institute comes under the administrative control of Ministry of Corporate Affairs (MCA), 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.

Tezpur University



Tezpur University is a Central University located in Tezpur in the North Eastern state of Assam, India established by an Act in Parliament of India in 1994. The establishment of Tezpur University is considered to be one of the outcomes of the Assam Accord, along with the establishment of Assam University and Indian Institute of Technology Guwahati. Currently, the University has nearly 3300 students and 230 teachers. The university runs academic programmes leading to B.Tech. M. Tech, Integrated Masters and two years Master in Sciences, Humanities & Social Sciences and Languages, Commerce and Business Administration, and PhD in all subjects being taught here. Tezpur University is accredited with "A" grade by NAAC, has been awarded the "Best University" by the President of India, has been ranked 5th in the country by NIRF. The University is one of the few in India to get a place in 601-800 band of best Universities of the world ranked by Times Higher Education. The Department of Commerce of Tezpur University established in the year 2014 under the School of Management Sciences has an aim to popularize the commerce education in the region. It desires to provide quality education to enable the graduates to become leaders in their professional careers, to pursue excellence in research, and to serve the profession, community and nation, and also to be competitive in the international scene.



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