



INDIAN INSTITUTE OF MANAGEMENT CALCUTTA

STRATEGIC COST & PERFORMANCE MANAGEMENT



Programme Director: Prof. Manju Jaiswall



Programme Dates: October 17 - 20, 2022



Programme Venue: MDC, IIM Calcutta



INTRODUCTION

The paradigm shift from cost accounting and control to strategic cost management and performance management has become imperative for organizations in today's times - where cost leadership and performance management is a vital strategy. In this scenario managing costs strategically and monitoring and controlling performance in tune with managerial decisions, is clearly important for the long term sustainability of organizations.



OBJECTIVES:

In an increasingly competitive environment – spanning now beyond national boundaries - a key critical success factor is effective cost management by business enterprises. In this context, there is a need for practising managers to update their knowledge and skills to enable them to improve the effectiveness of their cost management initiatives. The objective of the programme is to provide necessary skills to participants which can be easily adapted to their work environment. Understanding costs, using it for planning (budgeting), pricing, cross functional decision making as also for cost management is a key requirement. This programme will provide a succinct introduction to these vital issues.

In addition, effective performance management, is becoming a vital initiative – given the enhanced competitiveness of markets in the face of unpredictable and volatile environment.



PEDAGOGY

Delivery would be through a balanced mix of concepts, discussions, case analysis and live corporate financial examples. The programme is structured to enable a high level of interaction whereby a key benefit will be derived in terms of sharing and validating experiences.



WHO MAY ATTEND

This programme is targeted to Managers and functional heads across different functional domains like marketing, finance, operations, HR, quality control, etc. No prior working knowledge of Cost and Financial management is required.



KEY TOPICS

The programme will cover the following broad areas:

- Overview of cost management issues for different business situations
- Cost determination techniques like Activity based costing (ABC & ABM)
- Relevant Costing for Managerial decision making
- Standard costing, Budgeting & Variance Analysis
- Divisional Performance measurement and evaluation for SBUs and profit centres
- Responsibility Accounting including Transfer Pricing
- Balanced Scorecard for tracking performance
- Customer Profitability Analysis
- Cost Management and Shareholder Value Creation



PROGRAMME DIRECTOR

Prof. Manju Jaiswall is a faculty member in the Finance and Accounting area at IIM Calcutta. She has done her M.Phil in Commerce (Gold medallist) from Calcutta University and doctorate in Management from Indian Institute of Management Bangalore. Her research interests are in the areas of Corporate Governance, Financial Reporting, Earnings Management and Mergers and Acquisitions. She teaches courses in Corporate Financial Reporting, Cost Management, Empirical Accounting Research and Financial Statement Analysis.



RESOURCE PERSONS

Prof. Sudhir S. Jaiswall is a faculty member in the Finance and Accounting area at IIM Calcutta. He has an MBA from Indian Institute of Management Ahmedabad, MS in Business from University of Rochester (USA), and M. Com (Gold Medalist) and Ph.D. from University of Calcutta. He is a Cost Accountant (ICWAI), CFA (ICFAI), and FRM (GARP, USA). He teaches Corporate Financial Reporting, Cost Management, Financial Statement Analysis, and Selected Topics in Accounting Research. His research deals with issues in Managerial Accounting, Auditing, Taxation, Corporate Governance, and Shareholder Value Creation.

Prof. Purusottam Sen has a B.S. from Birla Institute of Technology & Sciences, Pilani (India), an MBA (specialization in Financial Management) and a PhD (Fellow of IIM Calcutta) from Indian Institute of Management Calcutta (India).

He is also a Chartered Management Accountant from the Chartered Institute of Management Accountants, London – of which he is a member. His focus areas are Corporate Finance, Management Accounting, and Management Control Systems.

PROGRAMME DETAILS

- **Duration:** October 17 - 20, 2022
- **Programme Commencement:** 9:00 AM on October 17, 2022
- **Programme Conclusion:** 2:00 PM on October 20, 2022
- **Venue:** Management Development Centre (MDC), IIM C Campus
- **Accommodation:** For Residential participants
 - **Check in:** October 16, 2022 (6:00 pm onward)
 - **Check out:** October 20, 2022 (2:00 pm)



PROGRAMME FEES

- **Residential (R):** ₹ 88,000/- plus taxes and surcharges as applicable.
- **Non-Residential (NR):** ₹ 78,000/- plus taxes and surcharges as applicable.

We would strongly encourage candidates to enroll as Residential participants, as the experience of an MDP is optimized in a full-immersion mode.

Discount on Programme fees:

A discount of 10% on the Programme fees can be availed by an organization if it nominates at least 4 participants for a particular MDP.

TERMS & CONDITIONS

- Participants would have to make their own travel arrangements.
- Accommodation at IIM C will be provided till 2.00 p.m. on the last day of the Programme. Participants staying beyond this time will have to bear additional stay and food charges, which they have to settle directly with the hospitality service provider, conditional upon room availability.
- Cancellation Policy: In case you/your nominated candidate(s) does(do) not attend the programme, 40% of the programme fees will be retained, as per policy.
- Executive Education Alumni: With effect from April 1, 2017, participants of IIM Calcutta's 'Open' MDPs who attend 20 days of learning through two or more Open MDPs will be eligible to apply for 'Executive Education Alumni of IIM Calcutta' status.



HOW TO APPLY

- You can apply/nominate your personnel by clicking on the "Apply Now" link corresponding to the particular MDP, as appearing on our online calendar available at: <https://iimcal.ac.in/mdp/mdp-calendar>
- Once the candidature(s) is (are) approved, the sponsoring authority or participant (in case of self-nomination) will be intimated over email along with the Payment Advice seeking programme fees in advance.
- Programme fees can be remitted online through Electronic Fund Transfer (NEFT/RTGS).
- Upon remitting the fees online, kindly intimate CMDP office with the UTRNo./relevant transaction details through email, so that we can connect your remittance to your nomination(s). Please note that confirmation of participation is subject to receipt of Programme fees by CMDP Office before commencement of the MDP.

IIM CALCUTTA'S RANKINGS AND ACCREDITATIONS

- Triple accreditations by AACSB (Association to Advance Collegiate Schools of Business), AMBA (Association of MBAs) and EQUIS.
- IIM Calcutta is the only B-school in India to be a part of the prestigious CEMS. (The Global Alliance in Management Education or CEMS (formerly the Community of European Management Schools and International Companies) is an international cooperation of leading business schools and universities with multinational companies and NGOs).
- IIM Calcutta has been ranked at No. 2 in India and 59 Globally in the Financial Times Executive Education Ranking 2022. IIM Calcutta had secured 2nd rank amongst all B-schools in India and 21st Globally, in Financial Times: Masters in Management Rankings 2020.



Our correspondence address is as follows:

CMDP Office

Management Development Centre (MDC)

Indian Institute of Management Calcutta, Diamond Harbour Road, Joka, Kolkata - 700 104

Phone: +91 33 7121 6000-01 (Extns: 6012/6005)

Email: program_mdp@iimcal.ac.in | Weblink: <https://www.iimcal.ac.in/mdp/mdp-calendar>

For all other details on administrative matters please refer to the 'Guidelines for Participants' on our website or e-mail to program_mdp@iimcal.ac.in