Topic

*“The tools and techniques that were covered in the Strategic Cost Management and Strategic Business Analysis courses are very useful in providing decisionoriented information to senior management in my organisation and such information will ultimately enhance its corporate value.”*

Discuss the above statement in depth, by reviewing, comparing and contrasting recent approaches to management accounting, and the applicability of such in the organisation you work for. Do you agree with the statement? Please indicate if such techniques are already in use in your organisation, and if so, describe them in details. If not, discuss their applicability, and your possible role in introducing some key tools and techniques and bringing about organisational change.

**References:**

All references must be in the Harvard Style, e.g. the following sentence will be referenced as follows:

A greater focus on market forces is also becoming evident, and this orientation has been stressed by a number of researchers and investigative bodies (Nelson et al, 1998; Moore & Diamond, 1995; Elliott, 1992).

The Bibliography will show as follows (in alphabetical sequence):

Elliott, R. K. (1992), “The third wave brakes on the shores of Accounting”, Accounting Horizons, Vol.12, No.3, June, pp. 61-85.

You should make every attempt to source at least 5-10 relevant and more recent journal articles, especially from (but not limited to) the following Journals:

a. Journal of Cost Management

b. Journal of Management Accounting Research

c. Management Accounting Frontiers

d. Journal of Applied Management Accounting Research

e. Financial Management (USA)

f. Harvard Business Review

g. Sloan Management Review

h. Long Range Planning

i. Accounting and Business Research

 j. Journal of Marketing

k. European Marketing Journal

l. Journal of Advertising Research