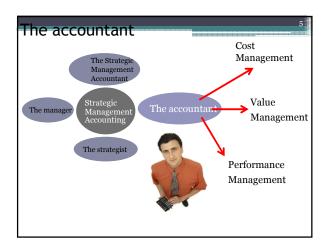
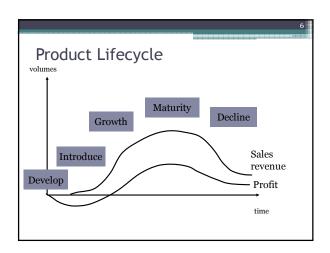


Objectives and topics

- Update on current topics in management accounting;
 - Strategic management accounting: the changing role of the accountant in the 21st century
 - Performance management

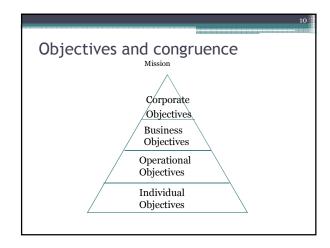


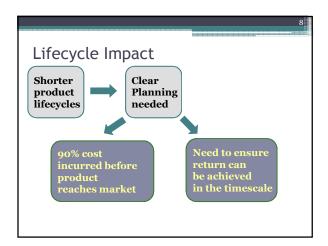
The Future Direction Management accounting is changing from a traditional monitoring and control perspective, to a more business and support-oriented perspective

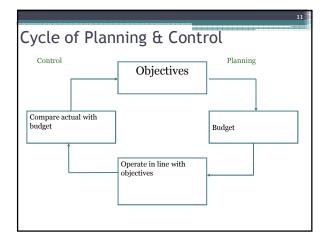


Implications

- True costs of product are identified
- Price will change according to demand
- Assess profitability over **product life** not by period







Lifecycle costing - Summary

- All costs and revenues measured throughout product life
- · Price to manipulate demand / PLC stage

