



ANDHRA LOYOLA INSTITUTE OF ENGINEERING AND TECHNOLOGY
An ISO 9001: 2008 Certified Institution
(Approved by AICTE, New Delhi & Affiliated to JNTU, Kakinada)
Vijayawada – 520 008
DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

AN EXTENSION LECTURE ON “ACCOUNTING PRACTICES OF SMALL AND MEDIUM ENTERPRISES”

Title: AN EXTENSION LECTURE ON “ ACCOUNTING PRACTICES OF SMALL AND MEDIUM ENTERPRISES”

Resource Person: Dr. NUNE SRINIVASA RAO, PROFESSOR, NI-MSME, HYDERABAD.

Date(s): 24-09-2018

Venue: ROOM NO-204, Andhra Loyola Institute of Engineering and Technology, Vijayawada.

Participants:

55 Students of II MBA participated in the event.

Description about the Guest Lecture: Accounting plays a critical role in the success or failure of contemporary business institutions. Accounting systems are responsible for recording, analyzing, monitoring and evaluating the financial condition of companies, preparation of documents necessary for tax purposes, providing information support to many others organizational functions. Accounting systems provide a source of information to owners and managers of SMEs operating in any industry for the use in measuring financial performance.

He Explained the negative impact of poor accounting practices on the growth and sustainability of SMEs. But many owners or managers operate their business activities without any accounting or financial judgment, take many important investment and credit decision without any accounting and financial analysis. Sometimes owners or managers of the SMEs fail to understand about the actual financial status of their own business. He covered the all the issues in his extension lecture.



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Report Submitted by: Mr. N.JANARDHANA RAO.

Designation(s): Associate Professor

Department: Department Master of Business Administration

Glimpses of the Programme:

