



"A REPORT ON ROLE OF ACCOUNTING IN THE CORPORATE WORLD"

Organised by

Department of Commerce and Management

in Association with

Lions Club, Vijayawada

1. Introduction

The Department of Commerce and Management, in association with the Lions Club, Vijayawada, successfully organised a guest lecture programme on "Role of Accounting in the Corporate World" with the objective of providing practical exposure and industry-oriented insights to undergraduate students. The programme was specially designed for B.Com (Computers and Taxation) students to help them understand the relevance and application of accounting principles in the contemporary corporate environment.

The programme served as an effective platform to bridge the gap between academic knowledge and real-world corporate practices, emphasizing the growing importance of accounting in decision-making, compliance, governance, and strategic management.

2. Objectives of the Programme

The main objectives of the programme were:

- To highlight the significance of accounting in the corporate sector.
- To provide practical insights into corporate accounting, taxation, and compliance.
- To create awareness about career opportunities in accounting and taxation.
- To familiarize students with ethical practices and regulatory frameworks.
- To encourage professional qualifications such as CA, CMA, and CS.

3. Dignitaries on the Dias

The programme was graced by the presence of eminent academicians, professionals, and representatives of the Lions Club. Chief Guest Ln. Gadde Seshagiri garu Immediate Past District Governor, Lions Club Guest of Honour Netrajyothi Ln. T. Durga Malleswara Rao garu Past District Governor, Lions Club Special Guests and Invitees Dr. G. Krishnaveni, Principal Dr. M. Venkateswara Rao, Vice-Principal Sri. N. Hemanth Kumar, Head of the Department, Commerce and Management Kasturi V. V. Padmabhusan, President, Lions Club, Vijayawada Guest Speakers CA. V. Narendra Babu garu Sri. Gaddam Pavan Kumar

garu, Advocate (Taxation) The programme also witnessed the presence of faculty members of the Department of Commerce and Management.

4. Inaugural Session

The programme commenced with a warm welcome to the dignitaries and participants. The dignitaries on the dais addressed the gathering, emphasizing the importance of accounting education and professional ethics in shaping competent corporate professionals. The Principal, Dr. G. Krishnaveni, highlighted the role of academic institutions in equipping students with industry-relevant skills. The Vice-Principal, Dr. M. Venkateswara Rao, emphasized continuous learning and professional development in the field of accounting. Sri. N. Hemanth Kumar, Head of the Department, outlined the purpose of the programme and the relevance of accounting knowledge for B.Com students specializing in Computers and Taxation.

5. Address by Lions Club Dignitaries

The Chief Guest, Ln. Gadde Seshagiri garu, addressed the students on the evolving role of accounting in corporate governance, transparency, and sustainability. He stressed the importance of ethical accounting practices and accountability in building trust among stakeholders. The Guest of Honour, Netrajyothi Ln. T. Durga Malleswara Rao garu, motivated students to pursue professional excellence and highlighted the Lions Club's commitment to education and youth development. Sri. Kasturi V. V. Padmabhusan, President, Lions Club, Vijayawada, appreciated the collaboration with the Department of Commerce and Management and encouraged students to actively participate in professional and social development initiatives.

6. Technical Sessions by Guest Speakers

Session by CA. V. Narendra Babu garu

CA. V. Narendra Babu garu delivered an insightful session on:

- Role of accounting in **financial reporting and decision-making**
- Importance of **accounting standards and compliance**
- Corporate governance and ethical accounting practices
- Career opportunities in **chartered accountancy and corporate finance**

He shared real-time corporate examples and motivated students to pursue professional courses in accounting.

Session by Sri. Gaddam Pavan Kumar garu (Advocate – Taxation)

Sri. Gaddam Pavan Kumar garu elaborated on:

- Importance of accounting in **tax planning and compliance**
- Role of accountants in handling **direct and indirect taxation**
- Legal aspects of taxation and corporate responsibility
- Practical challenges faced by professionals in taxation

The session helped students understand the legal and practical dimensions of accounting and taxation.

7. Student Interaction and Participation

The programme was highly interactive, with students actively engaging in discussions and raising queries related to:

- Career prospects in accounting and taxation
- Professional certifications and skill requirements
- Practical application of accounting software and tools

The speakers provided valuable guidance and career advice, encouraging students to focus on skill development and ethical practices.

8. Learning Outcomes

The programme enabled students to:

- Understand the **critical role of accounting in the corporate world**
- Gain awareness about **corporate accounting practices and taxation laws**
- Recognize the importance of **ethics and compliance**
- Explore various **career pathways in accounting and finance**

9. Conclusion

The programme on “Role of Accounting in the Corporate World” was a grand success and proved to be highly beneficial for B.Com (Computers and Taxation) students. The collaborative effort between the Department of Commerce and Management and the Lions Club, Vijayawada, enriched the academic environment and provided valuable professional exposure to students. The Department expressed its gratitude to the Lions Club dignitaries, guest speakers, and faculty members for their support and reaffirmed its commitment to organizing more industry-oriented programmes in the future.



Invited Dignitaries For The Program



Students gathering in the Program



Chief guest delivering his insights on the topic