

## 208 Management Audit And Case Studies

Unit No.	Unit Title	Contents
1	Management Audit	<ul style="list-style-type: none"> <li>• Introduction – Definitions - Concept &amp; Essentials of Management Audit</li> <li>• Difference between Financial Audit &amp; Management Audit.</li> <li>• Objectives, Importance &amp; Scope of Management Audit.</li> <li>• Benefits of Management Audit</li> <li>• Relationship with different types of Audits</li> <li>• Conflicts between Profit versus Value Maximisation Principle</li> <li>• Role of Management Accountant in Decision Making</li> </ul>
2	Procedure of Management Audit	<ul style="list-style-type: none"> <li>• Preparation of conducting Management Audit, Management Audit programme,</li> <li>• Reporting under Management Audit</li> </ul>
3	Areas of Management Audit	<ul style="list-style-type: none"> <li>• Corporate Service Audit</li> <li>• Corporate Development Audit</li> <li>• Social Cost-Benefit analysis</li> <li>• Evaluation of.....               <ol style="list-style-type: none"> <li>1. Consumer Services.</li> <li>2. Research and Development.</li> <li>3. Corporate culture.</li> <li>4. Human Resource Development.</li> </ol> </li> </ul>
4	Operational Audit	<ul style="list-style-type: none"> <li>• Meaning &amp; Concept of Operational Audit. Objectives, plan for Operational Audit.</li> <li>• Program for Operational Audit. Differences between Operational Audit and Management Audit</li> <li>• Approaches, Methods, Evaluation, Recommendations and Reporting under Operational Audit.</li> </ul>
5	Evaluation of Corporate Image	<ul style="list-style-type: none"> <li>• Meaning &amp; Concept of Corporate Image.</li> <li>• Sources of Corporate Image</li> <li>• Evaluation of Corporate image.</li> <li>• Impact of Corporate image on Business</li> </ul>

### Case Studies