



New Opportunities for the Development of Education at the Technical University of Liberec

Specific objective A2: Development in the field of distance learning, online learning and blended learning

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Introduction to Virtual Mobility: New Challenges for Management Accounting

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**CZECH
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MSMT
MINISTRY OF EDUCATION,
YOUTH AND SPORTS



Virtual Mobility: NEW CHALLENGES FOR MANAGEMENT ACCOUNTING

ONLINE MEETING 25/10/2023

*"Developing international experience for students
through virtual mobility"*



Agenda

1. Introduction of the teachers and groups
2. Goals of virtual mobility
3. Padlet (<https://padlet.com/virutalmobilityfetul/virtual-mobility-new-challenges-for-management-accounting-pi49v8d8z5zynn5j>)
4. Dividing students into groups ([Flippity.net: Random Name Picker Instructions](#))
5. Assignment of topics to groups
6. Q&A

The Goals of Virtual Mobility

- 1. Cultural Exchange:** One of the primary goals of virtual mobility is to facilitate cultural exchange. Students from different countries can interact with each other, learn about each other's cultures, and develop a global perspective. This can be particularly valuable in the field of managerial accounting, where understanding diverse business practices and cultural nuances is essential.
- 2. Knowledge Sharing:** Virtual mobility allows students to share knowledge and insights related to managerial accounting. They can exchange information about accounting standards, practices, and regulations in their respective countries, gaining a broader understanding of the subject.
- 3. Collaborative Learning:** Virtual mobility promotes collaborative learning. Students can work on joint projects or assignments that involve solving real-world managerial accounting problems. This collaborative approach can lead to the development of innovative solutions and a deeper understanding of the subject matter.
- 4. Language Proficiency:** It provides an opportunity for students to improve their language skills, especially in a business context. This is important for effective communication and collaboration in a globalized business world.

The Goals of Virtual Mobility

- 5. Interdisciplinary Learning:** Virtual mobility can promote interdisciplinary learning, allowing students to explore the intersection of managerial accounting with other fields, such as international business, finance, and economics. This broader perspective can enhance problem-solving skills.
- 6. Cultural Sensitivity:** Exposure to different cultures and perspectives can enhance cultural sensitivity and cross-cultural communication skills. In managerial accounting, this is important when dealing with international clients, partners, or teams.
- 7. Networking:** Virtual mobility can help students build a global network of peers and professionals. This network can be valuable for future career opportunities and collaborations.
- 8. Global Competence:** Developing global competence is a key goal. This includes understanding international accounting standards, global financial markets, and the implications of different accounting practices on multinational corporations.

The Goals of Virtual Mobility

- 9. Preparation for International Careers:** For students interested in pursuing careers in international business or accounting, virtual mobility can provide valuable experience and exposure to the challenges and opportunities of working in a global context.
- 10. Technology and Digital Skills:** Virtual mobility requires the use of digital tools and platforms, which can enhance students' digital literacy and adaptability, skills that are increasingly important in modern business environments.
- 11. Research and Innovation:** Collaborative projects can lead to research and innovation in the field of managerial accounting. Students may identify new trends or solutions that have practical applications.
- 12. Soft Skills Development:** Virtual mobility encourages the development of soft skills such as communication, adaptability, teamwork, and problem-solving, which are highly valued in the business world.

List of topics for VM

1. **Management Accounting and its relationship with business development.**
2. **The role of control systems and Management Accounting in the Hospitality and Tourism Enterprises.**
3. **The main role and advantages of Management Accounting in the services corporations and manufacturing corporations.**
4. **The role of control systems as a support of the Management Accounting practice and their contribution to the corporation's activities.**
5. **The importance and principal role of Management Accounting in the Soccer Industry.**
6. **Total Quality Management and its relationship with Management Accounting.**
7. **The impact of enterprise resources planning (ERP) in Management Accounting and its role in the corporation.**
8. **The role of Management Accounting for Micro, Small, and Medium Enterprises.**
9. **The importance and specifics of Management Accounting in the Healthcare Sector.**
10. **Specifics of Management Accounting in Educational Institutions.**
11. **Specifics of Management Accounting in Nonprofit Organizations.**
12. **Potential of Artificial Intelligence in Management Accounting.**

Students' activities during VM

Activities during VM (online and offline):

- Students work in groups on paper – they prepare written paper (about 10 pages) and presentation - students choose any online platform they like for communication in groups (Google Meet, Zoom, MS Teams, Wonder.me, etc.)
- Students study theory for their topic.



Outcome presentations - online

- Groups present their assignments in front of other students online (Zoom):
- Wednesdays: **29 November + 6 December** (CZ time 14:15 – 15:50 / PT time 13:15 – 14:50)
- Time for presentation is limited: **10 minutes**

Final Evaluation of VM

- Evaluation is part of course evaluation at each university
- Based on the submitted paper and group presentation





Good luck in your studies!