

## **Unveiling the Essence of Management Accounting in Modern Business Education: A Comprehensive Exploration for Learners**

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### **Abstract**

Business as always is an ever-changing subject. In this case, all should be in update mode. Just like having a new course offered in university. Courses should be updated and added as the years go by. To dance with business sustainability and emerging growth for years. Learners are also changing their choices depending on available choices. More choices such as more courses to be offered, more learners, and more income as well. The main research objectives of this study are to establish a strong foundational understanding of management principles for learners and to provide practical insights and learning resources for aspiring management accountants. This research aims to shed light on the critical role of management accounting in modern business education to provide students with a clear understanding of management accounting's core principles. A mixed method triangulation was employed along with the purposive sampling method. Through Google Forms the primary data was collected from respondents. Document analysis and interviews were also used. Data collected were summarized and analyzed to inculcate both descriptive and inferential statistics. The research outcome stated that based on perceptions of respondents such as priority, demand in industry, learner's awareness, and learner's benefits the BS Management Accounting is fit as a new course offering of the University. In conclusion, it is about time that the university will offer the new course to serve the community and the country with great education and sustainability.

*Keywords: Management accounting, business education, mixed method, Philippines*