| PROGRAM | Master of Business Administration |
|---|---|
| SEMESTER | 3 |
| COURSE TITLE | Value chain Management |
| COURSE CODE | 04MB0356 |
| COURSE CREDITS | 3 |
| COURSE DURATION | 42 Hrs (42 sessions of 60 minutes each) |

**COURSE OUTCOMES:**

* Understand the different customers value and measuring inputs and outputs to assess value
* Analyze and maximize value in accounting, operations, and marketing.
* Generate value for customers and greater surplus for organizations.
* Synthesize information to make decisions for organizational initiatives.
* Apply analytical techniques for tactical operations and process improvement decisions.

**COURSE CONTENTS:**

| Unit No | Unit / Sub Unit | Session |
|---|---|---|
| I | **Module 1:** Managerial accounting: Managerial accounting and its importance, financial perspective of accounting for costs, Problems associated with financial accounting information and internal decision making, Organize cost information, Apply activity-based costing (ABC) and recognize the influence of setting and decision characteristics on the relevance of ABC systems, cost-volume-profit (CVP) analysis, Apply CVP analysis in a variety of scenarios. | 6 |
| II | **Module 2:** Managerial Accounting- The role of managerial accounting information in common business decisions, Differentiating relevant and irrelevant information, Avoid common pitfalls in business decisions, master budget and its key components, the iterative and interrelated nature of budgeting, Capital investments via a variety of measures, how upper management uses variance analysis, Calculate, interpret, and investigate variances, decentralization and its advantages and disadvantages, Compute and interpret financial performance measures, the role of non-financial measures and strategic performance measurement systems, issues associated with performance measurement and incentives, the nature and role of subjective performance evaluation | 10 |
| III | **Module 3:** Operation Management- Analysis and Improvement Methods in operation Management, The role of operations management, principles to operations management frameworks and techniques, information to make strategic operations decisions, Evaluating processes on different dimensions, analytical techniques for tactical operations decision | 8 |
| IV | **Module 4:** Operations Management- Strategy and Quality Management for the Digital Age, the roles of process improvement, principles to frameworks and techniques used for process improvement, Information to make decisions for organizational initiatives and process improvement, Apply analytical techniques for tactical decisions in a process improvement project. | 10 |

| V | **Module 5:** Marketing Management - Define marketing, how marketing creates value, Elements of the marketing mix, Role of each element in creating value, Different analytical frameworks to examine to solve business problems, Brand extensions and how it can be evaluated, Developing a marketing Plan & proposal, Different pricing models, Use of different channels of distribution by existing businesses, Critique advertising execution, Create a persuasive advertising piece | 8 |
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**EVALUATION:**

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

| | Component | Weightage |
|---|---|---|
| A | Continuous Evaluation Component (Assignment/ Quiz/ Class participation/ presentation/ etc., | 20%(C.E.C) |
| B | Internal assessment | 30%(I.A) |
| C | End- Semester Examination | 50% (External assessment) |

**SUGGESTED READINGS:**

**Text Books:**

| Sr. No | Author/s | Name of the Book | Publisher | Edition and Year |
|---|---|---|---|---|
| T-01 | Adam & Ebert | Production and operation Management | E-book (amazon) | latest |
| T-02 | William Stevenson | Operation Management | E-book (amazon) | Latest |
| T-03 | Saxena & vashist | Advanced cost & Management accounting | Sultan & Chand | 4th edition |
| T-04 | Inamdar S.M (satish. Inamdar) | Cost & Management accounting | Everest publishing house | 14th edition |

**Reference Books:**

| Sr. No | Author/s | Name of the Book | Publisher | Edition and  Year |
|---|---|---|---|---|
| R-01 | Christopher Lovelock | Service marketing | Pearson | Latest |
| R-02 | Rampal & Gupta | Service marketing | Pearson | latest |