

2. Strategic Business Analysis

Objectives:

On completion of this subject students should have developed skills of analysis, evaluation and synthesis in cost and management accounting and, in the process, create an awareness of current developments and issue in the area. The subject covers the complex modern industrial organisations within which the various facets of decision-making and controlling operations take place; the subject includes discussion of costing systems and activity based costing, activity management, and implementation issues in modern costing systems.

Synopsis :

- Identify the basic conventions and doctrines of managerial and cost accounting and other generally accepted principles which may be applied in the contemporary cost management models.
- Identify major contemporary issues that have emerged in managerial accounting.
- Discuss a number of issues relating to the design and implementation of cost management models in modern firms.

Contents

1. Corporate Objectives, Strategy and Structure
2. Strategic Marketing Analysis and Budgeting
3. Financial Analysis in Product Portfolio Management
4. Pricing Methods and Strategies
5. Financial Dimensions of Pricing in International Business Strategies
6. Promotion: Push Strategy and Human Resource Management
7. Promotion: Pull Strategy and Integrated Marketing Communication
8. Supply Chain Management and the Place-Distribution Decision
9. Performance Valuation and Strategic Financial Structures
10. Free Cash Flows and Strategic Value Analysis
11. Risk Management - Corporate Radar and Early Warning Systems
- 12: Strategic Scorecards and Key Performance Indicators

Assessment :	Final assignment/examination	100%
Pass Marks :	Over all marks	50%
Learning Time :	Face to face teaching	: 30 hours
	Self Study	: 30 hours
	Assignments/examination	: 15 hours
		75 hours