



R.V. Educational Institutions  
**Sivananda Sarma Memorial R.V. College**  
UG & PG Programmes  
Affiliated to Bengaluru City University  
Accredited by NAAC with 'A' Grade  
Ranked among top 5 Colleges in India  
(India Today - MDRA Survey 2018, 2019 & 2020)



## Department of Commerce

Organises a

### GUEST LECTURE

On the subject – Advanced Financial Management

**“ Topic – Value Based Management”**  
**For Students of V semester B.com**  
**An IQAC Initiative**

Resource Person



Dr. B. Mariyappa, HOD of Commerce  
BMS college for Women, Bengaluru

Date – 24.01.2022, Monday

Timing – 1.30 pm

### Venue/Online Platform – Zoom and You tube Link

<https://us06web.zoom.us/j/89968383737?pwd=MFd1dW16L113N1BJbnBTM1FrMWWhnZz09>  
<https://youtu.be/7wN3DD6FCIk>

Mrs. Vijayalakshmi. R  
Event Cordinator  
Asst Professor  
Dept of Commerce  
SSMRV College

Dr. shalini. N  
coordinator III B.com  
SSMRV College

Dr M S Nagaraj  
Head – Dept of Commerce  
Coordinator – IQAC  
SSMRV College

Dr S Anil Kumar  
Principal  
SSMRV College



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## **A Report - GUEST LECTURE ON APPROACHES OF VALUE BASED MANAGEMENT FOR B.Com V SEMESTER (Subject – Advanced Financial management)**

**Date:** 24-01-2021

A guest lecture was organized by Department of Commerce, Sivananda Sarma Memorial RV College on the topic “APPROACHES OF VALUE BASED MANAGEMENT” for the students of V semester B.Com (Subject AFM). The speaker was Dr. B Mariyappa, an Eminent professor and HOD of Commerce department at BMS College, Basavanagudi and also an author for many books, specialized in Accounting, Taxation, Finance, E-Business and so on and he has also presented many papers in National and International Conferences, his articles were published in International Journals. He is a well-known & resourceful person in Bangalore University. This virtual guest lecture was conducted in Zoom platform <https://us06web.zoom.us/j/89968383737?pwd=MFdldW16L1I3N1BJbnBTM1FrMWhnZz09> and also was parallely streamed live on YouTube for students on 24th Jan 2022 from 1:30 PM - 3:00 PM. <https://youtu.be/7wN3DD6FCIk> . Students of final year B.com took an active participation during the programme.

Dr. B Mariyappa started his session by explaining the importance of Value Based Management. The session focused not only on discussing the various concepts of maximizing shareholder and stakeholder value, he also covered the different aspects of implementing value-based management in a company. Thereby the students were introduced to the concepts of Marakon approach, Alcar Approach, Mc Kinsey Approach, Stern-Steward Approach, EVA Method and BCG Approach. He also discussed about real world examples of value-based management in companies to complete the lecture. The session helped the students to understand the concept.

**Organiser**

**Coordinator**

**HOD**

**Principal**

**Guest Profile:**

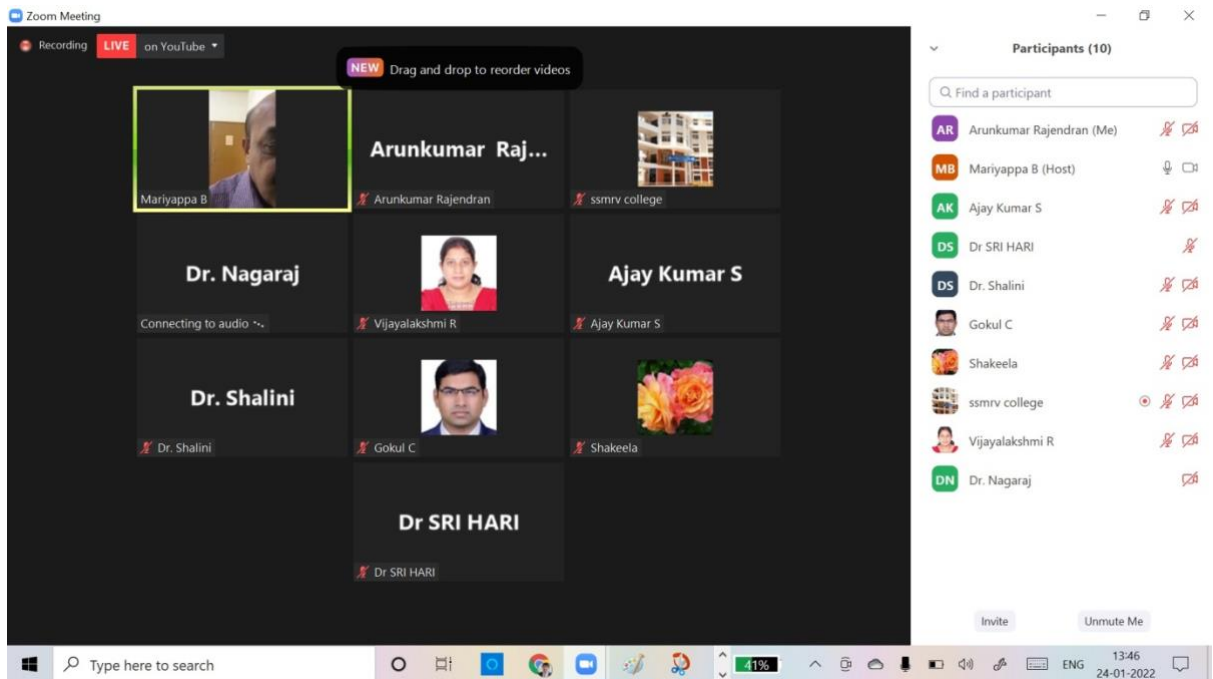
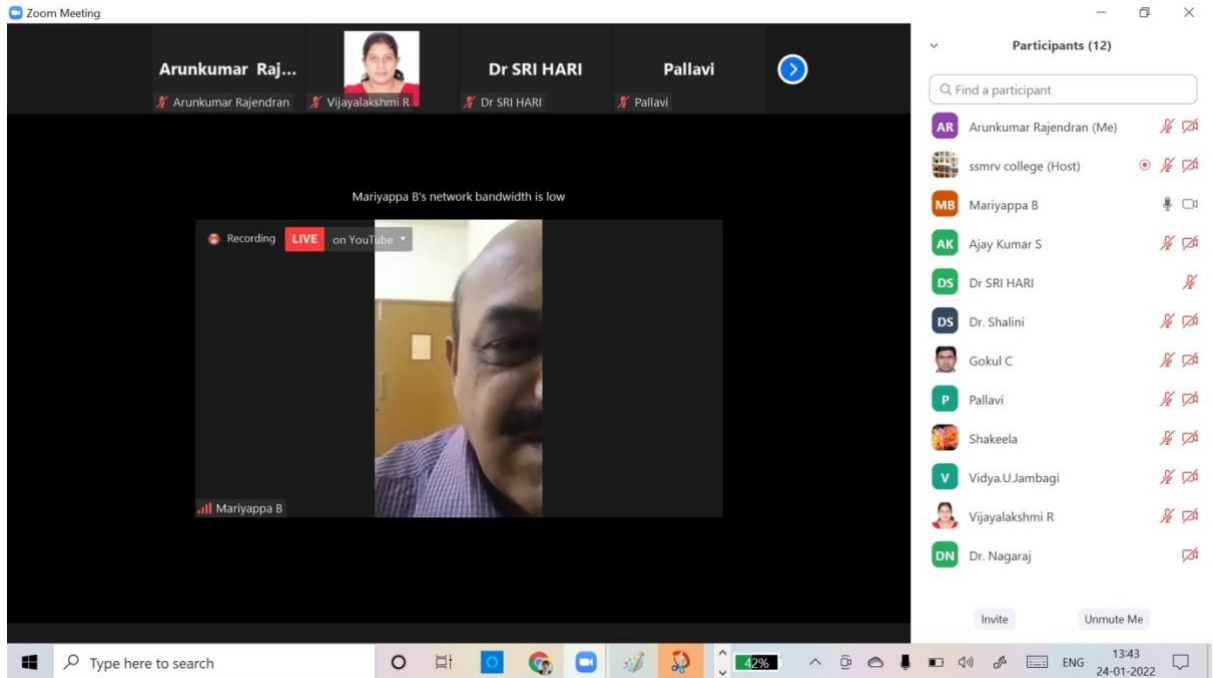


**Dr. B Mariyappa** M.com, MBA, ICWAI, M.phil, PhD










Dr. B Mariyappa currently works as associate professor and Head of the Department of Commerce, BMS College for Women Bengaluru.

He is a hard worker, popular personality and an established commerce teacher in Bengaluru. He pursued doctorate degree on the topic “Impact and effectiveness of Activity based costing in Indian Manufacturing Industries”. His contributions to the field of research are enormous. He presented and published various research papers in leading national and International journals. He has been invited as a resource person for various workshops, National level Seminars and International Conferences. He has got expertise knowledge in the field of commerce and management. He authored many books on various subjects like Financial Accounting, Management Accounting, Cost Accounting, Financial Management, Statistics, Business Maths, International Financial Management, Accounting and Information system and the like.

# Images of the Program:



Recording **LIVE** on YouTube

 <p>Mariyappa B</p>	 <p><b>Arunkumar Raje...</b> Arunkumar Rajendran</p>	 <p>ssmrv college</p>
 <p>Vijayalakshmi R</p>	 <p><b>Ajay Kumar S</b> Ajay Kumar S</p>	 <p>Gokul C</p>
 <p>Shakeela</p>	 <p><b>Dr SRI HARI</b> Dr SRI HARI</p>	 <p><b>Dr. Shalini</b> Dr. Shalini</p>

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Windows taskbar: 37% battery, 13:57, 24-01-2022, ENG