

VALUE-BASED MANAGEMENT

AN INTEGRATED APPROACH TO VALUE CREATION

SCHOOL OF BUILDING AND ENVIRONMENT

DEPARTMENT OF ARCHITECTURE

CONVENED BY

PROF. JAYASHREE DESHPANDE

DIRECTOR COA TRC, PUNE

VENUE

Department of Architecture
Sathyabama University, Chennai

DATE

11th-15th September 2017

Last date for registration: 28th August 2017

SESSIONS

BUILDING A CULTURE OF VALUE CREATION

PERCEPTIONS OF DIFFERENT STAKEHOLDERS

DIFFERENT VALUE BASED MANAGEMENT STRATEGIES

SUPPORTING TOOLS AND TECHNIQUES FOR VBM

IMPLEMENTATION OF VBM APPROACH

THE PREAMBLE

This programme aims to compare not only the metrics used by different consultants, but also to analyse their value-based management constructs as a whole. This analysis shall be based on the fundamental components of a holistic VBM-program, as defined by several researches on value-based management. The programme is intended for Practising Architects, Project Managers, Researchers and Teachers in understanding the varied interests of all stakeholder groups and the impact of value-based management on collaboration.

COORDINATORS

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FACULTY INDUCTION PROGRAMME

VALUE-BASED MANAGEMENT

AN INTEGRATED APPROACH TO VALUE CREATION

VENUE: SCHOOL OF BUILDING AND ENVIRONMENT
DEPARTMENT OF ARCHITECTURE
Date-11th-15th September 2017

SIGNIFICANCE & OBJECTIVES OF THE PROGRAMME

Value-based management can be defined as an integrated management control system that measures, encourages and supports the creation of net worth. Over the last 20 years, the field of value-based management (VBM) has changed significantly. VBM began with a breakthrough performance metric and has matured into an entire management framework that focuses organizations around value creation. There is a complication with value-based management, however. Doing it right is not easy. Recent reports have indicated that almost half of the companies that have adopted a VBM metric have had mediocre success. The difference between success and failure with VBM depends on how well a firm integrates VBM into the culture of the organization. This programme aims to compare not only the metrics used by different consultants, but also to analyse their value-based management constructs as a whole. This analysis shall be based on the fundamental components of a holistic VBM-program, as defined by several researches on value-based management. The programme is intended for Practising Architects, Project Managers, Researchers and Teachers in understanding the varied interests of all stakeholder groups and the impact of value-based management on collaboration.

SCHEDULE

	MORNING SESSION				AFTERNOON SESSION		
	09:00	10:00	10:15	12:15	01:15	02:15	02:30
	–	–	–	–	–	–	–
	10:00	10:15	12:15	01:15	02:15	02:30	03:30
MONDAY	BUILDING A CULTURE OF VALUE CREATION						
	INAUGURATION		Fundamentals for value creation		Value-based Management in Practice - Mr.Kavin Project Manager, EPMCR		Strategy development in VBM - Mr.Kavin Project Manager, EPMCR
	PERCEPTIONS OF DIFFERENT STAKEHOLDERS						
TUESDAY	Perception of the different stakeholders		Market evaluation and External Communication		Parameters of consultants approach		Benchmarking at different levels
	DIFFERENT VALUE-BASED MANAGEMENT APPROACHES						
WEDNESDAY	Perception and specific contribution of the VBM-approach in general		Investment decisions & resource allocation		Internal Communication of the VBM-approach		Facilitators for the implementation of the VBM approach
	SUPPORTING TOOLS & TECHNIQUES FOR VBM						
THURSDAY	Supporting tools for VBM		Training & education for VBM& BIM 360 as an integrated PM tool		<i>Hand on Training on PRIMAVERA / MS PROJECT</i>		<i>Hand on Training on PRIMAVERA / MS PROJECT</i>
	IMPLEMENTATION OF VBM APPROACH						
FRIDAY	Performance Management		Implementation Process for VBM		Recognition and Reward System and policies		VALEDICTORY



Council of Architecture

CERTIFICATE OF PARTICIPATION

This certificate is awarded to

Surya R.

for participating in the training program titled

Value-Based Management: An Integrated Approach to Value Creation

from 11th September to 15th September, 2017

Convened by

Prof. Jayashree Deshpande, Director, Council of Architecture Training & Research Centre, Pune

Coordinated by

Dr. N. Jothilakshmy, Dean, School of Building & Environment, Sathyabama University, Chennai

Sponsored and organized by

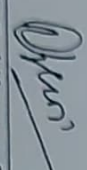
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COUNCIL OF ARCHITECTURE TRAINING & RESEARCH CENTRE (COA-TRC)

Resource support from

Department of Architecture, School of Building & Environment, Sathyabama University, Chennai, Tamil Nadu


Shri. Biswaranjan Nayak
President, COA


Shri. Raj Kumar Oberoi
Registrar, COA


Prof. Jayashree Deshpande
Director, COA-TRC, Pune

15.09.2017



Cityworks Urban Design Studio

Sathyabama University, Department of architecture

Session: Semester 9

Year: 2017

1. Learning objectives

What is urban design.

Understanding the built environment and its components.

Reading and interpreting the built environment - skills required for mapping an area, site evaluation and analysis.

Analysing the factors that influence the form of cities

Identifying issues and opportunities in the public realm

Reading and knowing critical urban literature.

2. Case study – Application based approach

The studio will use the context of Erode City to understand the issues and opportunities of Urban design. Indian towns and cities have their own set of challenges where adequate study has not been done. By analyzing a small town (population 5 Lakhs) typical issues which face most urban areas can be studied. Unique opportunities to enhance quality of life through design show students the role that architects and urban designers can play in shaping the built environment

3. Structure of the course

Week 1

Introduction – History and Theory

(Special lecture – Nischal Buddhavarupu)

Reading the built environment

(Methods workshop – Vidhya Mohankumar) – Assignment in mapping

Literature review – Critical texts – Presentation

Week 2

Case study method – Urban design projects from around the world

List of cases will be given – Students to present study to class

Introduction of the Design Project

Establish the objectives

Site Visit to Erode City

Week 3

Case analysis and detailed study – Themes will be identified as a guideline and base information will be shared.

Water front developments

Tourism and heritage

Affordable housing

Streets and open spaces

Environmental concerns

Presentation of issues and opportunities

Selecting projects

Week 4

Design

Review and feedback

Presentation in prescribed format

4. Conclusion

The study of issues and design solutions can be compiled as a resource. Typically these can also be carried to a subsequent year so that the next batch can build on next level of proposals. Depending on the outcome of the studio, we will have a possible opportunity to present to Erode City officials and prominent NGO working on improving Erode City.