

## Semester 6

S. No	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
1	BBAMJ-601	Project Management	Major	4	4	0	0	40	60	100

**COURSE OUTCOMES:**

At the end of the course the student will be able to: -	
CO1	Describe the core concepts of Project Management.
CO2	Conceptualize project organization and planning.
CO3	Evaluate feasibility and risks associated with projects.
CO4	Appraise the various sources of finance.
CO5	Apply industry insights to refine project strategies and avoid common pitfalls.

**Detailed Syllabus****Section A**

**Unit I: Project Preparation:** Meaning and importance of Project; Types of projects; Project life cycle; Project Management: Phases of Project Management, Prerequisites for successful Project Management, Project Manager: Need, Selection and Responsibilities

**(10 Hrs)**

**Unit II: Project Planning:** Strategy & Resource Allocation: Corporate strategy; Generation & screening of Project Ideas: Monitoring the environment; Tools for identifying investment opportunities, scouting project ideas; Project Rating Index & Net Present Value.

**(10 Hrs)**

**Unit III: Demand & Risk Analysis:** Market Survey; Demand Forecasting: Need and Techniques; Technical Analysis: Concept and Components; Risk Analysis: Sources, measures and perspectives.

**(10 Hrs)****Section B**

**Unit IV: Financing of Projects:** Financial Analysis: sources of funds; Cost of project, cost of production, working capital requirements and its financing; Project Financing Structures; Financial Closure; Role of Financial Institution in Project Appraisal.

**(09 Hrs)**

**Unit V: New Venture Development:** Business Start-up - Ideation; Project formulation and economic analysis; Insights from the Industry through experts; DPR preparation; Project presentation, Project failure, Project Management causes of Project failure, Project Success, Project Management causes of project success.

**(09 Hrs)****Textbooks**

S. No.	Name of the Books	Author	Publisher	Edition (Pub.Yr.)
1	Projects: Planning, Analysis, Selection, Financing, Implementation and Review	Prasanna Chandra	McGraw Hill	10th (2023)
2	Project Management: The Managerial Process	Clifford F. Gray Erik W. Larson	Tata McGraw Hill	8th (2021)

**Reference Books**

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	Project Management: Planning and Control Techniques	Rory Burke	Wiley	5th (2013)