

Veer Narmad South Gujarat University

Project Management II

T.Y. B.B.A., Semester VI

Effective from December 2013

OBJECTIVES: -

- To make the students aware about the related aspects of entrepreneurship, including project appraisal, analysis and management of a project.

PAGOGIC TOOLS: -Lectures, Case study, Presentation, Group Discussion, Seminars, Biography of corporate leaders..

COURSE CONTENT :- Topics with Weightage

I PROJECT MANAGEMENT (30%)

- Definition, meaning, characteristics, and types
- Project cycle
- Sources and preliminary screening of project ideas, identification and formulation
- Project design and Network Analysis (Gantt charts, CPM and PERT)
- Project Report- General format (A) Scope(B) Feasibility report
Setting (C) Contents (D) Performa

II PROJECT APPRAISAL (30%) (Definition, Meaning and scope)

(A) – MARKET ANALYSIS

- Information required for market analysis
- Definition of situational analysis
- Sources of market information – primary & secondary
- Demand forecasting
(Qualitative – Jury and Delphi)
(Quantitative – Exponential and Leading Indicator)

(B) – TECHNICAL ANALYSIS

- Location and site
- Raw Materials
- Product technology
- Site preparation
- Project engineering
- Factors affecting manpower planning(MMP)

III FINANCIAL PROJECTIONS (20%)

- Preparation of projected financial statements
- Projected fund flow and cash flow
- Debt service coverage ratio

IV FINANCING THE PROJECT (20%)

- Types of financial assistance
- Procedure for project loan

(Presentations, Case studies, Discussion, Guest interactions)

Text and Reference books/Journals :-

- 1) Dynamics of Entrepreneurship development – Vasant Desai
(Himalaya Publishing House) IV Edi 2007
 - 2) Entrepreneurial Development - S.S.Khanka (S.Chand & Co) III Edi. 2007
 - 3) Essentials of Business Environment – K. Aswathappa (Himalaya Publishing House)
 - 4) Project Planning to Implementation – Prasanna Chandra TMH Publishing 6th Edi
 - 5) Essentials of entrepreneurship and small business management, Thomas Zimmerer.
Norman Scarborough, Prentice Hall of India
 - 6) Business Maharajas , Gita Piramal, PenguinBook
 - 7) Business Legends , Gita Piramal, PenguinBook
-