

GENERIC ELECTIVE/OPEN ELECTIVE COURSES/MULTIDISCIPLINARY COURSES/

OPEN ELECTIVE COURSES - 7

BBA(Digital Marketing) Semester IV

UGOE401: Project Management

Course objective: - The primary objective of this course is to develop understanding of the concepts of Project management, tools, techniques of project management and their implications.

Syllabus & Detailed Contents

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Unit	Content	Hrs./Weight age
Unit 1:	Introduction to Project Management: Definition, functions, evolution of Project Management, classification of projects, Project management in different environments. The Project Management Systems, Methodologies & Systems Development Cycle: Systems approach, systems analysis, systems development, project feasibility, Project life cycle, project appraisal, project contracting, the phases of system development life cycle	11/25%
Unit 2:	Project Feasibility Study: Developing a project plan, market and technical analysis, financial analysis evaluation of project proposals, risk analysis, sensitivity analysis, and social cost benefit analysis. Project Planning: Planning fundamentals, project master plan, work breakdown structure & other tools of project planning, work packages project organization structures & responsibilities, responsibility matrix.	11/25%
Unit 3:	PERT, CPM, Resource allocation: Tools & techniques for scheduling development, crashing of networks, time cost relationship, and resource leveling multiple project scheduling. Cost Estimating Budgeting : Cost estimating process elements of budgeting, project cost accounting & management information systems, cost schedules & forecasts.	12/25%
Unit 4:	Managing Risks in Projects: Risk concept & identification, risk assessment, risk priority, risk response planning, risk management methods. Project Control: Information monitoring, internal & external project control, cost accounting systems for project control, control process, performance analysis, variance limits, and issues in project control.	11/25%

Course Learning Outcomes (CLO)

On completion of this course, the students will be able to:

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand the concepts of Project management, complex issues in project management, tools, techniques and their implications.	2
CO2	Understanding	Understand the concept and methods for project feasibility analysis and process involved in project planning to get the desired result out of proposed projects.	2
CO3	Applying	Apply the tools and techniques of resource allocation and cost estimation in a project execution.	3
CO4	Applying	Apply various methods for identifying the associated risks with the project and project control.	3
CO5	Applying	Applying computer related tools and techniques for project evaluation and review of project.	3

SUGGESTED READINGS

Textbooks:

1. Clements and Gido, Effective Project Management, Thomson India.

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2. Gray and Larson, Project Management: The Managerial Process, MGH.
3. John Nicholas, Project Management for Business and Technology: Principles and Practice by PHI –Eastern Economy

Reference Books

1. Bhavesh, M Patel, Project Management, Vikas Publishing House, New Delhi.
2. Machiraju, H. R., Project Finance, Vikas Publishing House, New Delhi.
3. Rao, P.C.K., Project Management and Control, Sultan Chand & Sons, N. Delhi.
4. Nijiru, Cyrus and Merna, Tony, Financing Infrastructure Projects, Thomas Telford, UK.

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