

SARDAR PATEL UNIVERSITY
BBA (ISM) (3 Years) Semester - 3
Syllabus with Effect from: 2019-20
UM03CBBS24 : PROJECT MANAGEMENT

Theory – 100 Marks

Credit – 3

Unit 1:	Introduction to Project Management <ul style="list-style-type: none"> • Meaning of Projects • Characteristics of a Project • Project Classification • Aspects of a Project • Dimensions of a Project • The Project Life Cycle • Project Management – Meaning and Phases 	25%
Unit 2:	Project Identification and Formulation (A) Project Identification: <ul style="list-style-type: none"> • Meaning • Criteria for Selecting a Project • Project Ideas • Importance of Project Identification (B) Project Formulation: <ul style="list-style-type: none"> • Meaning • Seven Sequential Stages • Checklist for Feasibility Report • Planning Commission’s Guidelines for Project Formulation 	25%
Unit 3:	Project Reports and Project Appraisal (A) Project Report <ul style="list-style-type: none"> • Project Report • Significance • Contents • Scope • Performa of Project Report (B) Project Appraisal <ul style="list-style-type: none"> • Meaning and Definition • Scope • Steps in Project Appraisal 	25%
Unit 4:	Project Design and Network Analysis <ul style="list-style-type: none"> • Introduction • Importance of Network Analysis • Network Techniques, Need for Network Techniques • PERT and CPM • Critical Path 	25%

Reference Books:

1. Dynamics of Entrepreneurial Development and Management – Vasant Desai
2. Entrepreneurial Development – S. S. Khanka

Evaluation Scheme: Internal (Theory) = 40 Marks External (Theory) = 60 Marks