Gyanmanjari Innovative University

Course Syllabus
Gyanmanjari Institute of Management Studies
Semester-6 (BBA)

Subject: Project Management – BBAXX16326

Type of course: Minor Stream

Prerequisite:
Basic knowledge of business functions, communication, and problem-solving skills.

Rationale:
Project Management equips the students with essential skills to plan, execute, and manage projects effectively across all business domains.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks			Total Marks
					CCE		
CI	T	P	C	SEE	MSE	ALA	
4	0	0	4	100	30	70	200

Legends: CI-Classroom Instructions; T – Tutorial; P - Practical; C – Credit; SEE - Semester End Evaluation; MSE- Mid Semester Examination; V – Viva; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.

4 Credits * 25 Marks = 100 Marks (each credit carries 25 Marks)
SEE 100 Marks will be converted in to 50 Marks
CCE 100 Marks will be converted in to 50 Marks
It is compulsory to pass in each individual component.

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Course Content:

Sr. No	Course content	Hrs	% Weightage
1	**Fundamentals of Project Management:** • Introduction: Meaning, characteristics, and classification of projects. • Importance and scope of project management in business. • Project life cycle: Initiation, Planning, Execution, and Closure. • Project selection: Models (non-quantitative & scoring), technical analysis, and market potential analysis. • Organizational structures for project management: Functional, Matrix, and Pure Project structures.	15	25
2	**Project Feasibility and Appraisal:** • Feasibility studies: Pre-feasibility, technical, financial, market/demand, and social feasibility. • Project financing: Cost of project, means of finance, capital structure, working capital requirements. • Project appraisal techniques: Payback Period, Accounting Rate of Return, Net Present Value, Internal Rate of Return, Benefit-Cost Ratio. • Risk analysis in project appraisal: Sensitivity analysis, scenario analysis, simulation, and risk mitigation.	15	25
3	**Project Planning and Implementation:** • Project planning: Work Breakdown Structure (WBS), Gantt Charts, Project Execution Plan (PEP). • Network techniques: PERT, CPM, floats, crashing, time-cost trade-off. • Resource planning and allocation: Resource leveling, resource smoothing. • Project software applications: MS Project or equivalent. • Managing project constraints: cost, time, quality, and scope.	15	25
4	**Project Control, Audit, and Human Aspects:** • Project closure: Post - completion audit, evaluation of project team and manager. • Project termination and abandonment analysis.	15	25

	• Human aspects in project management: Leadership vs. management in projects, qualities of a project manager, managing stakeholders, building effective project teams, conflict management and negotiation.		

Continuous Assessment:

Sr. No	Active Learning Activities	Marks
1	**Project Identification Report:** Students will identify any local ongoing project (construction of a building, road work, school renovation, startup setup, etc.), observe it, and prepare a short report (2–3 pages) on its objectives, stakeholders, and expected outcomes. Uploaded PDF on the GMIU Web Portal.	10
2	**Mini Business Case Study:** Students will select a small business or startup in their locality (e.g., café, boutique, coaching center, or food outlet) and prepare a short business case summary covering the project's purpose, expected investment, and challenges. Uploaded PDF on the GMIU Web Portal	10
3	**Field Visit: Project Life Cycle Observation:** Students will visit a nearby project site (e.g., road construction, commercial complex, hospital wing, or community project). After the visit, they will prepare a note (2–3 pages) highlighting which phase of the project life cycle (initiation, planning, execution, or closure) the project is in, with supporting observations. Upload the PDF report on the GMIU Web Portal.	10
4	**Network Diagram Preparation:** Students will take a simple activity (e.g., organizing a college event, wedding function, or product launch) and prepare a network diagram (PERT/CPM) showing tasks, dependencies, and timelines. The diagram can be hand-drawn or made digitally and uploaded as PDF on the GMIU Web Portal	10
5	**Project Manager Skills Reflection:** Students will interview (in person or online) a project manager/professional (from construction, IT, NGO, or small business) and prepare a one-page reflection on skills required for project management. The reflection should highlight at least 3 key skills. Uploaded PDF on the GMIU Web Portal.	10
6	**Project Closure & Audit Report:** Students will select any past project they are aware of (e.g., a completed local mall, metro station, or even a college festival) and write a short closure report covering what went well, challenges faced, and lessons learned. The summary should be 2–3 pages and uploaded on the GMIU Web Portal.	10
7	**Attendance**	10
Total		70

Suggested Specification table with Marks (Theory): 100

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	40%	40%	10%	10%	0%	0%

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcome:

After learning the course, the students should be able to:	
CO1	Understand the fundamentals of project management concepts, tools, and techniques
CO2	Analyze feasibility, appraise projects, and manage risk.
CO3	Develop managerial skills for planning, executing, and controlling projects.
CO4	Build competency in using modern project management techniques for business decision-making.

Instructional Method:

The course delivery method will depend upon the requirement of content and the needs of students. The teacher, in addition to conventional teaching methods by black board, may also use any tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction. Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses. The internal evaluation will be done on the basis of Active Learning Assignment.

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in the laboratory.

Reference Books:

[1] Harold Kerzner, Project Management: A Systems Approach to Planning, Scheduling, and Controlling, Wiley.
[2] PMI, A Guide to the Project Management Body of Knowledge (PMBOK Guide), Latest Edition.
[3] Clifford F. Gray and Erik W. Larson, Project Management: The Managerial Process, McGraw-Hill Education.
[4] Rory Burke, Project Management: Planning and Control Techniques, Wiley.
[5] Prasanna Chandra, Projects: Planning, Analysis, Selection, Financing, Implementation, and Review, Tata McGraw Hill.