

GUJARAT TECHNOLOGICAL UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION
Year – 2 (Semester – IV) (W.E.F. Academic Year 2018-19)

Subject Specialization: Elective

Subject Name: Project Management for Entrepreneurs (PME)

Subject Code: 3549286

1. Learning Outcomes:

- To develop the understanding of performing a project / start-up in India.
- To know the importance of Project Management from entrepreneurs' point of view.
- To develop the understanding of Governments schemes for start-up / project.
- To enhance the ability of the student to work effectively as entrepreneur.

2. Course Duration: The course duration is of **36 sessions of 75 minutes each.**

3. Course Contents:

Module No:	Module Content	No. of Sessions	70 Marks (External Evaluation)
I	<p>Project Management Concepts:</p> <ul style="list-style-type: none"> • Meaning of Project, Project management, Project Life Cycle, Modern project management, Balance between technical and socio-cultural dimensions <p>Defining the Project:</p> <ul style="list-style-type: none"> • Defining the project scope, priority Matrices, Work Breakdown Structure and Organization breakdown structure, Responsibility Matrices, Project Communication • Public Private Partnership (PPP): • General Structure (BOT, BOOT, and others), Participants involved Project Construction Alternatives 	9	17
II	<p>Estimating Project time and cost:</p> <ul style="list-style-type: none"> • Top-Down and Bottom-Up approaches for estimation <p>Network Analysis and Execution:</p> <ul style="list-style-type: none"> • Project Network Construction (AOA and AON approach), Gantt Chart, CPM and PERT Techniques, (PERT & CPM: Theory and Examples), Crashing of the Project (Concept and Sums), Construction of Gantt Chart 	9	18

III	Managing Project Teams: <ul style="list-style-type: none"> • Five Stage Team development model, Building High Performance Project team, Managing Virtual Project Teams, Project Team Pitfalls. Managing Project Risks. Contingency Planning. Project Audit Process and Closure. Overview of International Projects. Current affairs in Project Management.	9	17
IV	Project Financing for entrepreneurs: <ul style="list-style-type: none"> • Role of Incubators • Angel Investors • Venture capital • Private Equity • Crowd sourcing • Overview of debt financing. 	9	18
V	Practical: Perform a short-term project covering all the topics of the subject and share the presentation in the class. Use of any project management software / freeware is desirable.	---	(30 marks CEC)

4. Pedagogy:

- ICT enabled Classroom teaching
- Case Analysis
- Practical / live assignment
- Interactive class room discussions

5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following elements:

A	Continuous Evaluation Component comprising of Projects / Assignments / Quiz / Class Participation / Class test / Presentation on specific topic etc.	(Internal Assessment- 50 Marks)
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

6. Reference Books:

No.	Author	Name of the Book	Publisher	Year of Publication
1	Clifford F Gray, Erik W Larson and Desai	Project Management- The Managerial Process	Mcgraw-Hill	Latest

2	Vasant Desai	Project Management	Himalaya Publishing	Latest
3	Bhavesh Patel	Project Management	Vikas	Latest
4	David L Cleland and Lewis Ireland.	Project Management	Mcgraw Hill	Latest
5	Khatua	Project Management and Appraisal	Oxford	Latest

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

7. List of Journals / Periodicals / Magazines / Newspapers, etc.

1. Project Management Journal
2. International Journal of Project Management
3. Journal of Modern Project Management