



IDEAL INSTITUTE OF MANAGEMENT AND TECHNOLOGY

PROGRAMME: BBA

SEMESTER – 6TH

ACADEMIC YEAR – 2023-24

Course Code	Course Title	Course/ Lesson Planner	Lectures/ week (60 Min. each)	Tutorials/ Practicals/ PSDA (Per Week)	Credits
BBA 302	PROJECT MANAGEMENT	DR. NIKITA JAIN	4	0	3

Marks Assessment Distribution

- As per GGSIP University norms
- > Continuous Assessment: 25 (Class Test + Assignments/ Class Presentations + Teachers' Assessment)
 - > End Term Examination: 75

**Course Orientation/
Learning Objective**

The basic objective of this course is familiarize the students with the various aspects of projects and key guidelines relevant to project planning, analysis, financing, selection, implementation and review.

Sr No	Title	Author	Publisher Name
T-1	Project Management	Nikita Jain	Taneja Sales Corp.
R-1	Project Management	Prasanna Chandra	McGraw Hills Education

TEXT BOOKS (T)

REFERENCE BOOKS (R)

RELEVANT WEBSITES (RW)

(Web address) (only if relevant to the course)

Salient Features

Moneycontrol

Discuss the various PM comparisons

Zoho

Give updates about practical knowledge of PM tools

DETAILED PLAN FOR LECTURES

Lecture No.	Unit/ Topic	Sub-Topic/ Lecture Description	Learning Outcomes	References/ Text Books/ Other Readings, Relevant Websites, Audio Visual Aids, software and Virtual Labs/ Self compiled instructional material	Pedagogical Tool Demonstration/ Case Study / Group Discussion/Power Point Presentation etc. Planned	Actual Date of Lecture and Signature of Faculty
1.	UNIT – I	Introduction: Projects, Project Management, Objective and importance	To learn about project management	T1	Lecture Method	6 Feb 2024
2.		Tools & Techniques for PM	To learn about tools and techniques	T1	Lecture Method	13 Feb 2024
3.		Roles and responsibilities of project manager, Determinants of project success	To learn working of project	T1	Lecture Method	17 Feb 2024
4.		Phases of PLC, Classification of projects		T1	Lecture Method	19 Feb 2024
5.		Generation, Monitoring and Preliminary screening		T1	Lecture Method	26 Feb 2024
6.		PRI and Experience Curve		T1	Lecture Method	27 Feb 2024
7.	Unit- II	Market Analysis, Conduct of Market Survey, Characterization of Market	To understand demand forecasting	T1	Lecture Method	29 Feb 2024
8.		Demand Forecasting Technique	To study various demand techniques	T1	Lecture Method	1 March 2024
9.		Technical Analysis- Aspects and Plant & Location Site	To learn about global market analysis	T1	Lecture Method	4 March 2024
10.		Technical Analysis- Aspects and Plant & Location Site		T1	Lecture Method	5 March 2024
11.		Alternative Technology, Technology Selection,		T1	Lecture Method	7 March 2024
12.		Sources and Appropriate Technology		T1	Lecture Method	8 March 2024


13.	Network Diagram- Theory & Rule		T2 & RW	Lecture Method	11 March 2024
14.	Network Diagram- Theory & Rule		T2 & RW	Lecture Method	12 March 2024
15.	Numerical- Arrow Diagram		T2 & RW	Lecture Method	13 March 2024
16.	Numerical- Arrow Diagram		T2 & RW	Lecture Method	14 March 2024
17.	Numerical- Arrow Diagram		T2 & RW	Lecture Method	15 March 2024
18.	Numerical-CPM		T2 & RW	Lecture Method	18 March 2024
19.	Numerical-CPM		T2 & RW	Lecture Method	19 March 2024
20.	Numerical-CPM		T2 & RW	Lecture Method	21 March 2024
21.	Numerical-Floats		T2 & RW	Lecture Method	8 April 2024
22.	Numerical-Pert- Z Test		T2 & RW	Lecture Method	9 April 2024
23.	Project Evaluation and Control:	To learn about global project and SCB analysis. To evaluate and audit project	T1	Lecture Method	25 April 2024
24.	Project Monitoring and Controlling		T1	Lecture Method	26 April 2024
25.	Project Evaluation, Post Project Evaluation(Post Audit), Abandonment Analysis		T1	Lecture Method	29 April 2024
26.	Social Cost Benefit Analysis: Social Cost, Social Benefit, Emerging concepts and issues in PM: Role of IT in PM, future of PM		T1	Lecture Method	30 April 2024

SCHEME FOR CONTINUOUS ASSESSMENT (CA):

Component	Weightage (%)
Class Test/ Internal Exam (Subjective)	15
Assignments/ Presentations	10

DETAILS OF ACADEMIC TASK(S)

Academic Task	Objective	Detail of Academic Task	Nature of Academic Task (group/individuals)	Academic Task Mode	Marks	Allotment/ submission Week
Assignments- Book Based/ Proposition	To enhance the capacity of the students to understand the concept and to identify the different aspects of IT which are relevant in different situations	Introduction to Topic Applicability of Concept Quality of Content Conclusion/Suggestions	Individual	Written Assignments/ Presentations/ Viva	10	27 March 2024
Class Test/ Internal Examination	To improve the answer writing skills of students.	Memory based test. Attempt any 3 Questions, out of 5 of 5 Marks each respectively from Units – I, III & IV	Individual	Offline Subjective Paper	15	6-10 May 2024


Dr. NIKITA JAIN
 Associate Professor

REMARKS BY ACADEMIC INCHARGE:

Good work!

SIGNATURE

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21/11/24

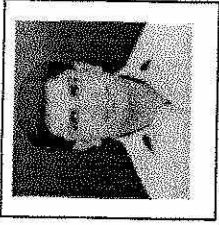
REMARKS BY DIRECTOR:

L.P. framed work

SIGNATURE

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J. Vijay Dixit

IDEAL INSTITUTE OF MANAGEMENT AND TECHNOLOGY



PROGRAMME: BBA		SEMESTER – 6		ACADEMIC YEAR – 2023-24	
Course Code	Course Title	Course/ Lesson Planner	Lectures/ week (60 Min. each)	Tutorials/ Practicals/ PSDA (Per Week)	Credits
BBA CAM 302	BUSINESS POLICY AND STRATEGY	DR. KESHAV KUMAR GUPTA	4	0	4
Marks Assessment Distribution	As per GGSIP University norms ➤ Continuous Assessment: 25 (Class Test + Assignments/ Class Presentations + Teachers' Assessment) ➤ End Term Examination: 75				
Course Orientation/ Learning Objective	The course aim to acquaint the students with the nature, scope and dimensions of business policy and strategy management process.				

TEXT BOOKS (T)		
Sr No	Title	Author Publisher Name
T-1	Strategic Management	Azhar Kazmi Tata McGraw Hill Education Company
T-2	Business Policy: Strategic Management	L. M. Prasad Sultan Chand and Sons
T-3	Business Policy and Strategic Management	Jauch, Gupta and Glueck Frank Bros. & Company (Publishers) Ltd.
REFERENCE BOOKS (R)		
R-1	Strategic Management	U. Kachru Tata McGraw Hill Education Company
R-2	Strategic Management	S. Dhir Tata McGraw Hill Education Company
R-3	Marketing Strategy	Gordon Walker Tata McGraw Hill Education Company

Relevant Websites (RW)

(Web address) (only if relevant to the course)

Salient Features

DETAILED PLAN FOR LECTURES

Lecture No.	Unit/ Topic	Sub-Topic/ Lecture Description	Learning Outcomes	References/ Text Books/ Other Readings, Relevant Websites, Audio Visual Aids, software and Virtual Labs/ Self compiled instructional material	Pedagogical Tool Demonstration/ Case Study / Group Discussion/Power Point Presentation etc. Planned	Actual Date of Lecture and Signature of Faculty		
1 2	UNIT - I	Nature, scope and importance of business policy	The students were apprised of the important terms and definitions which shall be of relevance in the study.	T1	Lecture Method	06-02-2024,		
3		evolution,				07-02-2024		
4 5 6		forecasting, long-range planning				12-02-2024		
7		strategic planning and strategic management, Strategic management process: formulation phase -- vision, mission,				13-02-2024, 17-02-2024, 19-02-2024		
		objectives and strategy, implementation phase strategic activities, Evaluation and control				21-02-2024		
8						T1	PPT	26-02-2024

9	UNIT - II	Environmental analysis: need characteristics and categorization of environmental factors,	In this Unit student learn different kinds of environment and	T2	Lecture Method	01-03-2024
10		approaches to the environmental scanning process – structural analysis of competitive environment, ETOP a diagnosis tool. Analysis of internal resources: strengths and weakness, resource audit,	factors affecting different kind of environment and how these environmental factor effect organizational functioning.	T2	Lecture Method	02-03-2024
11 12		strategic advantage analysis, value-chain approach to internal analysis, methods of analysis and diagnosing corporate capabilities – functional area profile and resource deployment matrix, strategic advantage profile, SWOT analysis, McKinsey's 7s framework.		T2	Lecture Method	11-03-2024, 12-03-2024
13	UNIT - III	Formulation of corporate strategies: approaches to strategy formation,	In this Unit candidate learn about different types of strategies.	T2	PPT	13-03-2024
14		major strategy options – stability, growth and expansion		T2	PPT	14-03-2024
15		concentration, integration		T1	Lecture Method	15-03-2024
16 17		diversification, internationalization		T1	Lecture Method	18-03-2024, 20-03-2024
18		cooperation and digitalization, refrenchment		T1	PPT	21-03-2024

19		combination strategies				T1	PPT	02-04-2024			
20 21	UNIT – IV	Choice of business strategies: BCG Model, stop light strategy model	In this unit candidate will learn different techniques to select strategy according to current environment condition.			T1	PPT	02-04-2024,			
22 23		directional policy matrix (DPM) model				T1	Lecture Method	03-04-2024			
24 25		product/market evolution – matrix and profit impact of market strategy (PIMS) Model				T2	Lecture Method	05-04-2024, 08-04-2024			
26 27		Major Issues involved in the Implementation of strategy: Introduction				T2	Lecture Method	09-04-2024, 10-04-2024			
28 29 30		Organisational Cultural and Behavioural factors				T2	Lecture Method	15-04-2024, 16-04-2024			
31 32		Organization Structure, Role of Leadership				T2	Lecture Method	19-04-2024, 22-04-2024, 23-04-2024			
33 34		Revision and problem solving session				T2	Lecture Method	24-04-2024, 26-04-2024			
										Discussion Method	29-04-2024 30-04-2024

SCHEME FOR CONTINUOUS ASSESSMENT (CA):

Component	Weightage (%)
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DETAILS OF ACADEMIC TASK(S)

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Assignments- Book Based/ Proposition	To enhance the capacity of the students to read the cases and to identify the different kinds of evidences used and to inform them of facts which are relevant or not in different scenarios.	Introduction to Topic Applicability of Concept Quality of Content Conclusion/Suggestions	Individual	Written Assignments/ Online/ Presentations	10	27 March, 2024
Class Test/ Internal Examination	To improve the answer writing skills of students.	Memory based test. 1 short & 2 long questions of 5 marks respectively from Units - I, II & III	Individual	Offline Subjective Paper	15	06-05-2024

PLAN FOR TUTORIAL/PSDA/PRACTICAL: (Please do not use these time slots for syllabus coverage)

Tutorial/PSDA/ Practical No.	Topic	Type of pedagogical tool(s) planned (case analysis, problem solving test, role play, business game etc.) or Case Study/ Group Discussion/ Mock Trial/ Moot Court etc.)
4.	Insurance company case study.	Case Study

31/02/24
(Dr. Keshav for Gupta)

REMARKS BY ACADEMIC INCHARGE: Good

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31/02/24

REMARKS BY DIRECTOR: [Signature]

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31/02/24