

**MBA: Semester-IV****Paper MGTM-401: PROJECT MANAGEMENT****Duration: 3Hrs.****Marks: 100****Credits: 4****Objective**

This course examines business planning and project management in theory and practice. It offers a practical approach to managing projects, focusing on organizing, planning, and controlling the efforts of the project.

**Curriculum****Unit I: Introduction to Business Planning and Project management**

Business Planning: Importance of Planning; the planning process-objectives vis-a vis a plan; the benefits of planning; types of plans used by the managers-short-range and long-range plans, strategic and operational plans; policies and procedures; budgets and projects.

Overview of the Project Management: Capital investment - Investment and Difficulties, Types of capital Investment,Phase of Capital Budgting, Levels of Decisision Making.

**Unit-II: Planning Tools & Techniques and the Control Process**

Forecasting; contingency planning; Benchmarking; Best Practices; use of staff planners; participatory planning; Importance of controlling; steps in the control process; types of controls; internal and external controls; organizational control; information and financial controls; operations management and controls.

**Unit III: Project Risk Analysis:**

Sources, Measures,and perspectives on Risk, Sensitivity Analysis, Scenario Analysis, Break even Analysis, Simulation Analysis, Decision tree Analysis Project selection under P

**Unit IV: Multiple projects and Constraints:**

Constraints, Method of Ranking, Mathematical programing Aproach,Linear Programing Approach, Integer Linear Programing model, Goal Programing Model.

**Unit V: Network Techniques For Project Management:**

Development of Project network, Time Estimation, Dterminations of Critical Path, PERT Model, CPM Model, Network Cost system.

**Recommended Book**

- Projects: Prasanna Chandra: Tata McGraw- HILL.

**Reference Books**

Project Management : Choudhary: TMH.

- Project Management :Panneerselvam:PHI
- Project Management For Business and Technogy: Nicholas,:Pearson

**MBA: Semester-IV****Paper MGTM-402: ENTREPRENEURSHIP****Duration: 3Hrs.****Marks: 100****Credits: 4****Objectives**

- The course aims to make students acquaints with the various opportunities and challenges of being an entrepreneur.
- The course aims to make the students aware about challenges of starting a new ventures.
- This also aims to enable them to investigate, understand and internalize the process of setting up a business.
- This course is also intend to prepare the students to be motivated to be job provider instead of a job seeker.

**Course Learning Outcomes**

After completing the course, the student shall be able to:

CO1:	Make students aware about the concept of entrepreneurs and give them an understanding of what it really means to be an entrepreneur.
CO2:	Make students aware about the various steps to write a business plan and ways to approach the investor.
CO3:	Portrait the various opportunities open for entrepreneurs nationally as well as internationally.
CO4:	Understand the aspects of family business and women entrepreneurship.
CO5:	Learn the various dimensions and methods to generate funds for a new business venture.

**Curriculum****Unit I:**

Definition of Entrepreneur, Internal and External Factors, Functions of an Entrepreneur, Entrepreneurial motivation and Barriers, Classification of Entrepreneurship, Theory of Entrepreneurship, Concept of Entrepreneurship, Development of entrepreneurship; Culture, stages in entrepreneurial process.

**Unit II:**

Creativity and Entrepreneurial Plan: Idea Generation, Screening and Project Identification, Creative Performance, Feasibility Analysis: Economic, Marketing, Financial and Technical; Project Planning: Evaluation, Monitoring and Control segmentation. Creative Problem Solving: Heuristics, Brainstorming, Synectics, Value Analysis, Innovation.

**Unit III:**

International Entrepreneurship Opportunities: The nature of international entrepreneurship, Importance of international business to the firm, International versus domestic entrepreneurship, Stages of economic development.

Institutional support for new ventures: Supporting Organizations; Incentives and facilities; Financial Institutions and Small scale Industries, Govt. Policies for SSIs.

**Unit IV:**

Family and Non Family Entrepreneur: Role of Professionals, Professionalism vs family entrepreneurs, Role of Woman entrepreneur.

**Unit V:**

Venture Capital: Venture capital, Nature and Overview, Venture capital process, locating venture capitalists.

**Recommended Book:**

- Hisrich, Robert D., Michael Peters and Dean Shepherded, Entrepreneurship, Tata McGraw Hill, ND

**Reference Books:**

- Barringer, Brace R., and R., Duane Ireland, Entrepreneurship, Pearson Prentice Hall, New Jersey (USA).
- Lall, Madhurima, and Shikha Sahai, Entrepreneurship, Excel Book, New Delhi.
- Charantimath, Poornima, Entrepreneurship Development and Small Business Enterprises, Pearson Education, New Delhi.

**MBA: Semester-IV**  
**Paper MGTM-403: BUSINESS ETHICS**

**Duration: 3Hrs.****Marks: 100****Credits: 4****Objectives**

- The main objective of teaching Business Ethics and Corporate Governance to students of Management is to provide detailed knowledge to the students about the significant contribution of ethics and corporate Governance in the welfare of the society at large.
- To educate the students on the constitution of Ethics as the value and social system for individuals and organizations.
- To learn the ways by which one shall promote an orderly corporate life and a disciplined society.
- To build an understanding that Ethics and values are deep rooted in our traditional heritage of culture and beliefs. and in fact, it has been realized that a successful business is one that is ethical and upholds its contribution to the society at large.
- To educate them about corporate governance and its acceptance by the management of the inalienable rights of the shareholders as the true owners of the corporation and of their role as trustees on behalf of the shareholders.

**Course Learning Outcomes**

After completing the course, the student shall be able to:

CO1:	To improve the learning and knowledge of the students about the concepts of values and ethics.
CO2:	Learn about display of values, role of ethics and values in building an organization.
CO3:	Aligning individual and organizational values for optimal gains and also to improve the knowledge and learning.
CO4:	Understand the aspects of socio-political environment in operation ethical business.
CO5:	Learn the various dimensions and methods to establish and run an ethical organization by resolving unethical matters.

of the students about the best corporate governance practices.

**Curriculum****Unit I: Management Models in the Socio-Political Environment**

Business and the new world, management challenges for the 21<sup>st</sup> Century, models of management in the current environment, management process and ethics, ethical issues, work ethics, promoting ethical climate in the business, relationship between values and behavior, similarities between attitudes and values, value system for managers

**Unit II: Normative Ethics in Management**

Theories of ethics, ethical reasoning, ethical relativism, ethical conflict and ethical congruence, normative ethics in management, categories of ethical theories, virtue ethics in business, strengths and weaknesses of virtue ethics

**Unit III: Managing Ethics**

Ethical activities, code of ethics, ethics training programs, ethics committees, law enforcing ethical conduct, company codes, key organizational and program design factors associated with ethics compliance management, recipients of intended ethical action, the rational organization, Employees obligations to the firm, firm's duties towards employees.

**Unit IV: SEBI Committee on Corporate Governance**

The key mandatory recommendations focusing on strengthening the responsibilities of audit committees, improving the quality of financial disclosures including the proceeds from initial public offerings, corporate executive boards to assess and disclose business risks in the annual reports of companies, position of nominee directors, stock holder approvals and disclosures relating to compensation to non-executive directors

**Unit V: Corporate Governance and Performance**

Government failure: Corporate frauds and regulatory responses; an overview of corporate governance; internal control mechanisms; ownership concentration; contractual theory of the firm; executive compensation; outside control mechanisms; multiple control mechanisms; alternate governance systems.

**Recommended Book:**

- Business Ethics: Text and Cases by C.V.S Murthy published by Himalaya Publishing House, New Delhi

**Reference Books:**

- Ethics in Management and Indian Ethos by Biswanath Ghosh published by Vikas Publishing House
- Report of the SEBI Committee on Corporate Governance
- Takeover, Restructuring and Corporate Governance by Weston, Mitchell and Mulherin published by Pearson Education

**MBA: Semester-IV**

**Paper MGTM-407: RESEARCH PROJECT AND VIVA-VOCE**

**Marks: 100**

**Credits: 4**