

2/1/2017 - 38

MBA- Part-II Sem-III
301 - Project Management

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Course Overview

The subject emphasizes on imparting the knowledge, skills, tools and techniques involved in carrying out project activities so as to ensure that projects are delivered within budget and schedule. The basic purpose of this course is to understand the framework for project and their planning and management in the review of the projects undertaken.

At the end of the course the students should able to-(1) To understand the concepts of project management. (2) To familiar the concepts cost planning. (3) To learn the concepts of sensitivity analysis.

Course Content

Group I:

Concepts of Project Management: Meaning and Definition of Project, Characteristics of a project, Project Life Cycle Phases, Role of a Project Manager, The Planning Process: Work Breakdown Structure,

Cost Planning – tools & techniques, cost estimation, Time Planning – tools & techniques. Project Appraisal: Technical Feasibility, Economic Feasibility, Financial Evaluation, Appraisal Under Risk and Uncertainty.

Group II:

Concept of Sensitivity Analysis, Social Cost Benefit Analysis: Rationale, Fundamentals of Shadow Pricing,

Basic approaches to Social Cost Benefit Analysis. Scheduling: Graphic representation of project activities, Network Analysis, Network Techniques: PERT and CPM. Resource Allocation, Overview of MS-Project 2000. Control of Projects: control systems, control of constraints – cost and time.

Pedagogy:

The instructor is expected to use leading pedagogical approaches in the class room situation. Research based methodology, innovative instructional methods, extensive use of technology in the classroom, online modules of MOOCS, and comprehensive assessment practices to strengthen teaching efforts and improve student learning outcomes.

The instructor of the class will engage in a combination of academic reading, analyzing case studies, preparing the weekly assigned readings, encouraging in the class discussions, and live project based learning.

Case/Class discussion in the class:

Students will work in a group to prepare a brief write-up due before the start of class covering the Case study. Question in the case study would include the quantitative analysis of the problem solving and decision making.

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Class Participation:

Attendance will be taken in each class and class participation is scored for each student for each class.

Texts and Readings:

- Harvey Maylor, *Project Management*, Pearson Education, New Delhi, 2nd Edition.
- Prasanna Chandra, *Projects: Planning, Analysis, Selection, Implementation & Review*, Tata McGraw-Hill Publishing Company Ltd., New Delhi, 6th Edition.
- United Nations Industrial Development Organisation, *Guide to Practical Project Appraisal – Social Benefit Cost Analysis in Developing Countries*, Oxford & IBH.
- Jack R. Meredith, *Project Management: A Managerial Approach*, Wiley Publications, 1st Edition.

Scheme of Examination

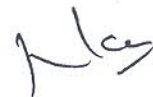
- English will be the medium of instruction and examination.
- Written Examinations will be conducted at the end of each Semester as per the Academic Calendar notified in advance.
- This course carries 100 marks of which 50 marks shall be reserved for internal assessment and the remaining 50 marks for written examination to be held at the end of each semester.
- The duration of written examination for each paper shall be three hours.
- The internal assessment marks shall be based on factors such as: (a) Mid-term test (20 marks), Submission of written assignments (20marks), and Participation in case studies/ discussion, and group activities (10 marks), The weightage given to each of these factors shall be decided and announced at the beginning of the semester by the individual teacher responsible for the paper, and the marks obtained shall be made open to the students and also shown separately in the mark sheet
- The minimum number of marks required to pass a paper shall be 40% in the external examination and 40% in the aggregate of internal and external examination in each paper.
- There is no pass percentage for internal part of the assessment.
- A minimum of 75% of classroom attendance is required in each subject.

Instructions for External Paper Setter

The external paper will carry 50 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. The question paper will consist of four questions each in group I and II. Each question in these groups carries 10 marks. Candidates will be required to attempt four questions in all from section I and II selecting not more than two questions from each of these group. The III group shall be a case study of 10 marks and shall be compulsory.

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MBA- Part-II Sem-III
302 - Business Analytics

Course Overview

The objective of this course is to introduce the students to the managerial issues relating to business analytics. This course covers all the important aspects of Business Analytics i.e. Multidimensional Modelling, Predictive Analytics, Data Warehouse and Data Mining.

At the end of the course the students should be able to-(1) To understand the concepts of business analytics. (2) To be familiar with the concepts integrating analytics in business approach. (3) To learn the concepts of data modeling.

Course Content

Group I:

Concept of Business Analytics: Definition, Evolution, Architecture, Benefits, Future Application: Business Analytics as Solution for Business Challenges, Effective Predictive Analytics, Integrating Analytics in Business Processes, Unstructured Data Analytics, Balanced Scorecard, Dashboards, KPI based on Dashboard and Scorecard, LOFT effect, Data Quality, Master Data Management, Data Profiling. **Emerging Areas of Analytics:** Facial Analytics, Retail Analytics, Social Media Analytics

Group II:

Data Modelling: Data Modelling Concepts, Data Modelling Types and Techniques. **Multidimensional modelling:** measures, dimensions, attributes and hierarchies, Schemas, Data Marts. **Data Integration:** Extraction, Transformation and Load Processes. **Data Warehouse:** Definition, Architecture, Development and Implementation issues, OLTP and OLAP. **Data Mining:** Definition, Concepts, Applications and Methods.

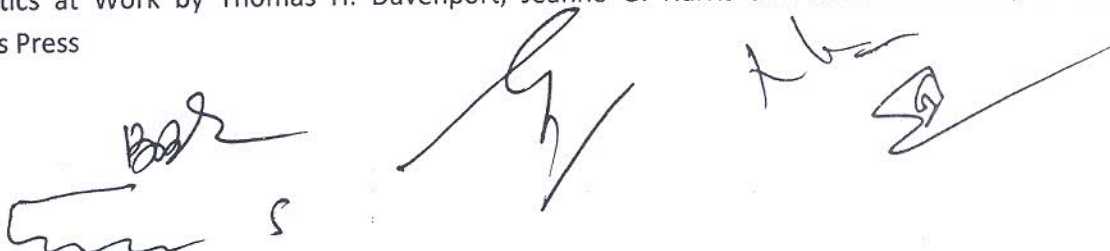
Pedagogy:

The instructor is expected to use leading pedagogical approaches in the class room situation. Research based methodology, innovative instructional methods, extensive use of technology in the classroom, online modules of MOOCs, and comprehensive assessment practices to strengthen teaching efforts and improve student learning outcomes.

The instructor of the class will engage in a combination of academic reading, analyzing case studies, preparing the weekly assigned readings, encouraging in the class discussions, and live project based learning.

Texts and Readings:

- Business Analytics By Sahil Raj, Cengage Publication
- Fundamentals of Business Analytics by RN Prasad and Seema Acharya, Wiley India Publication
- Win With Advanced Business Analytics by Jean Paul Isson and Jesse S. Harroitt, Wiley Publication,
- Successful Business Intelligence: Secrets to Making BI a Killer App by Cindi Howson, Tata McGraw Hill Edition
- Analytics at Work by Thomas H. Davenport, Jeanne G. Harris and Robert Morison, Harvard Business Press



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- Business Intelligence: A Managerial Approach by Efraim Turban, Ramesh Sharda, DursunDelen and Daid King, Pearson Publication
- Delivering Business Intelligence with Microsoft SQL Server 2012, by Brian Larson, Tata McGraw-Hill Edition

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The bottom of the page features three handwritten signatures or initials. From left to right: the first is a signature that appears to be 'S' with a flourish above it; the second is a stylized signature that looks like 'S' with a large loop; the third is a signature that appears to be 'N' with a flourish above it.

