



**Savitribai Phule Pune University**  
**School of Open Learning**  
(Distance Education Program)  
**Master of Business Administration**  
(M.B.A.-Distance)

<b>Basis of Project Management</b>
<b>SEM-III, PRJ-MJ-32</b>

- 1. Introduction to Project Management:** Definition, functions, evolution of Project Management, classification of projects, Project management in different environments
- 2. The Project Management Systems Methodologies & Systems Development Cycle:** Systems approach, systems analysis, systems development, project feasibility, Project life cycle, project appraisal, project contracting, the phases of system development life cycle.
- 3. Project Feasibility Study:** Developing a project plan, market and technical analysis, financial analysis evaluation of project proposals, risk analysis, sensitivity analysis, and social cost benefit analysis
- 4. Project Planning:** Planning fundamentals, project master plan, work breakdown structure & other tools of project planning, work packages project organization structures & responsibilities, responsibility matrix
- 5. PERT, CPM, Resource allocation:** Tools & techniques for scheduling development, crashing of networks, time-cost relationship, and resource levelling multiple project scheduling.



**Savitribai Phule Pune University**  
**School of Open Learning**  
(Distance Education Program)  
Master of Business Administration  
(M.B.A. -Distance)

<b>Managing Projects &amp; Resources</b>
<b>SEM-III, PRJ-MJ-33</b>

- 1. Overview:** Concept of Project Attributes of a Project, Importance of Project Management, Project Management Process, Project Lifecycle, Project Stakeholders, Project Management Structures, Choosing Appropriate Project Management Structure, Implications of Organizational Culture, and Main Causes of Project Failure.
- 2. Project Definition:** Defining Scope, Establishing Priorities, Creating the Work Breakdown Structure (WBS), integrating the WBS with the organization, Coding the WBS for information system, Project Roll Up, Process Breakdown Structure, Responsibility Matrices.
- 3. Project Planning:** Estimating Project Times and Costs: Factors Influencing Quality of Estimates, Estimation Guidelines for Time, Costs and resources, Macro versus Micro Estimating, Methods for Estimating Project Times and Costs, Level of detail, Developing Budgets, Types of Costs, Refining estimates and contingency funds.
- 4. Developing a Project Plan:** Developing the Project Network, From Work Package to Network, constructing a Project Network, Activity-On-Node Fundamentals, Network Computation process, Using the Forward and Backward pass information, Level of Detail for activities, Extended Network techniques.
- 5. Project Cost Estimation:** Introduction, sources of finance, role of financial institutions in project financing, resources allocation.



**Savitribai Phule Pune University**  
**School of Open Learning**  
(Distance Education Program)  
Master of Business Administration  
(M.B.A.-Distance)

<b>Project Identification and Selection</b>
<b>SEM-III, PRJ-MN-34</b>

- 1. Introduction of Project:** Project Meaning and concept, Project characteristics: Objective, life cycle, definite time limit, uniqueness, team work, complexity, sub-contracting. Risk and uncertainty, response to environment, forecasting, rational choice, control mechanism, Attributes of a good project manager, Taxonomy of projects: based on activity, location of project, completion time, ownership, size and need.
- 2. Projects Types:** Balancing Project, expansion project, modernisation project, replacement project, diversification project, backward integration project, forward integration project.
- 3. Project Identification & Formulation:** Government, the regulator, fiscal policy, monetary policy. Project identification, project preparation (formulation), pre-feasibility study, functional or support studies, feasibility studies, detailed project analysis. Tax planning for project formulation, zero based project formulation.
- 4. Project Implementation:** Project objectives, social objectives, establishing the project: initiating, planning, organizing, executing, directing and controlling. Organizing human resource, selection of project manager, project office, team member selection, team building, and characteristics of a good team, skilled required of a project manager, organizing systems and procedures for implementation, Project direction, and project coordination. Project control

**5. Project Appraisal:** Technical appraisal, commercial appraisal, economical appraisal, financial appraisal, managerial appraisal, social cost benefit analysis, project risk analysis, decision tree analysis, Monte Carlo simulation.



**Savitribai Phule Pune University**  
**School of Open Learning**  
(Distance Education Program)  
Master of Business Administration  
(M.B.A.-Distance)

<b>Case Studies in Project Management</b>
<b>SEM-III, PRJ-MN-35</b>

- 1. Project management applications case studies in pharmaceutical project management, hospital and health care sector.**
- 2. Project management applications case studies in software project management and technology project management, new product development, innovation.**
- 3. Project management applications case studies in food processing project management, retail & Contractual Services.**
- 4. Project management applications case studies in automobile project management.**
- 5. Project management applications case studies in Banking & Insurance sector.**

*Note: Students need to understand how theory and practice work together to solve real world problems.*



**Savitribai Phule Pune University**  
**School of Open Learning**  
(Distance Education Program)  
Master of Business Administration  
(M.B.A. -Distance)

<b>Product Pricing Strategies</b>
<b>SEM-IV, PRJ-MJ-42</b>

- 1. Product:** Meaning, The Role of Product as a market offering, Goods & Services Continuum, Classification of consumer products- convenience, shopping, shopping, unsought goods. Classification of industrial products- materials and parts, capital items, supplies and services, New Product Development Process - Idea Generation to commercialization.
- 2. Pricing:** Meaning, The Role of Pricing, Importance and Factors influencing pricing decisions setting the Price: Setting pricing objectives, determining demand, estimating costs, Analyzing competitors' pricing, Selecting pricing method, selecting final price
- 3. Adapting the Price:** Geographical pricing, Price discounts & allowances, Promotional pricing, Differentiated pricing, concept of transfer pricing, Dynamic pricing (surge pricing, auction pricing), Pricing in online marketing. Price Change: Initiating & responding to price changes
- 4. Developing Pricing Strategies:** Understanding Pricing, A Changing Pricing Environment, Marketing Insight, How Companies Price, Consumer Psychology and Pricing Setting the Price, Step 1: Selecting the Pricing Objective Step 2: Determining Demand Step 3: Estimating Costs Step 4: Analyzing Competitors' Costs, Prices, and Offers Step 5: Selecting a Pricing Method Step 6: Selecting the Final Price
- 5. Marketing Insight:** Stealth Price, Increases Adapting the Price, Geographical Pricing (Cash, Countertrade, Barter) Price Discounts and Allowances, Promotional Pricing, Differentiated Pricing, Initiating and Responding to Price Changes, Initiating Price Cuts, Initiating Price Increases Responding to Competitors' Price Changes.



**Savitribai Phule Pune University**  
**School of Open Learning**  
(Distance Education Program)  
Master of Business Administration  
(M.B.A. -Distance)

<b>Resources Considerations in projects</b>
<b>SEM-IV, PRJ-MJ-43</b>

- 1. Project Scheduling & Risk Management:** Types of Project Constraints, Classification of Scheduling Problem, Resource Allocation Methods, Splitting, Multitasking, Benefits of scheduling resources, Assigning Project work, Multi Project resource Schedules,
- 2. Scheduling Resources and Reducing Project Duration:** Rationale for reducing project duration, Options for accelerating Project Completion, Concept and construction of a Project Cost – Duration Graph, Practical considerations.
- 3. Managing Risk:** Risk Management process – Risk Identification, Risk Assessment, Risk Response Development, Contingency Planning, Risk Response Control, Change Control Management.
- 4. Project Organization:** The Project Manager, Role and Responsibilities of the project Manager, Planning, Organizing, Controlling, Skills of the Project Manager – Leadership Abilities, Coaching & mentoring Abilities, Communication Skills, Interpersonal Skills, Ability to Handle Stress, Problem Solving Skills, Time Management Skills, Delegation, Management of Change.
- 5. Managing Project Teams:** The five stage team development model, Situational factors affecting team development, Team effectiveness, Conflict in projects, Sources of Conflict, Handling Conflict. Managing Virtual Project teams, Project team pitfalls.



**Savitribai Phule Pune University**  
**School of Open Learning**  
(Distance Education Program)  
Master of Business Administration  
(M.B.A.-Distance)

<b>Project Performance Management</b>
<b>SEM-IV, PRJ-MN-44</b>

- 1. Progress and Performance Management and Evaluation:** Structure of a Project Monitoring Information System, Project Control Process, Monitoring Time Performance, need for an Integrated Information System, developing a status report and index to monitor progress, Forecasting final project cost, Other control issues.
- 2. Project Audit and Closure:** Project Audit, Project Audit Process, Project Closure, Team, Team member and Project Manager Evaluations.
- 3. Cost Estimating Budgeting:** Cost estimating process elements of budgeting, project cost accounting & management information systems, cost schedules & forecasts.
- 4. Managing Risks in Projects:** Risk concept & identification, risk assessment, risk priority, risk response planning, risk management methods.
- 5. Project Control:** Information monitoring, internal & external project control, cost accounting systems for project control, control process, performance analysis, variance limits, and issues in project control.





**Savitribai Phule Pune University**  
**School of Open Learning**  
(Distance Education Program)  
**Master of Business Administration**  
(M.B.A.-Distance)

<b>Project Execution and Control</b>
<b>SEM-IV, PRJ-MN-45</b>

- 1. Project Scheduling:** Project scheduling, scheduling techniques, bar charts, network based scheduling, sequencing activities, network diagram.
- 2. Project Implementation:** Project classification, activities in project implementation, integrated project management organization, experiences of actual implementation of a project.
- 3. Project Monitoring & Control:** Meaning & parameters for monitoring and control, process of monitoring, annual implementation plan (APP), review of process, broad coverage of review, reports and reporting system, benchmarking for process improvement of project planning and monitoring
- 4. CPM & PERT:** Critical path method, program evolution review technique, network updating, line of balance technique, progress chart, numerical based on CPM & PERT.
- 5. Project Cost Control:** Project cost verses project completion time, normal and crash time, direct and indirect cost, total cost, time-cost trade off, crashing of project time, resource allocation, forecasting and funds requirement