

BBA III/IV Year	BBA-E114		Semester-V/VI/VII/VIII		
	Project Appraisal				
Time Allotted for End Semester Examination	Marks Allotted for Internal Assessment	Marks Allotted for End Term Examination(ESE)	Maximum Marks (MM)	Total Credits	Maximum Hours
3 Hrs.	30(20+10)	70	100	04	40

	Course Outcomes:	Mapped Program Outcomes
CO.1	To explain identification of a project, feasibility analysis including market, technical and financial appraisal of a project.	PO.1, PO.2
CO.2	Understand the relevance of alternative project appraisal techniques, financial structuring and financing alternatives.	PO.1 PO.2
CO.3	This course intends to equip students to apply appraisal techniques for evaluating live projects.	PO.3
CO.4	Understanding and applying investment appraisals	PO.1 PO.3
CO.5	Understanding and assessing project risks.	PO.1 PO.3

- Appraisal : an introduction, Project appraisal and evaluation , Project cycle, Project cycle management , Private and Public sector Projects/commercial / National probability; Identification of investment opportunities – industry analysis review of project profiles, – feasibility study , Project identification and formulation , Generation of Project ideas, Basic Principals of Project Analysis Entrepreneurship – concept, Theory and perspective. **(10 Hours)**
- Market Analysis: Market analysis of a project, Need for market analysis, Demand and supply analysis, Collection analysis, primary /secondary data, forecasting techniques Technical appraisal of a project, Business and Technology Acquisition and management of technology. **(10 Hours)**
- Investment appraisal: Introduction and techniques, DCF and non DCF methods, Sensitivity Analysis, Financial needs of a Project, Investment criteria, Project Appraisal parameters of select Financial Institutions. Social cost benefit analysis – value added concept, social surplus indirect impact of projects, rationale of SCBA, Efficiency and Equity in Project Appraisal, UNIDO approach, Little Mirlees Approach, Project Appraisal of Indian Plans **(10 Hours)**
- Project risk assessment – Risk and Sensitivity Analysis, Taxonomy of Risks, probabilistic cash flow approaches – application of simulation techniques; Monitoring and Evaluation of a Project - PERT / CPM, Monitoring mechanism, Evaluation ad Lessons, Preparation of project report - Case Analysis **(10 Hours)**

SUGGESTED READINGS:

1. Greg Horine (2022). *Project Management Absolute Beginner's Guide*. Pearson.
2. David, I. Cleland. (1999). *Project management*. USA: McGraw Hill International Edition,.
3. Dennis lock .(2001). *The essentials of project management*.USA: Grower.
4. Gray,C., & Larson,E .(2010).*Project Management.New Delhi: McGraw Hill*.



5. Gopalakrishnan,P.(1993). *Project management*. . New Delhi:McMillian.
6. Harry,N. (1987).*Project Management*.New Delhi:Pearson Publication.
7. Prasanna, C. (2008).*Project Management*.New Delhi:McGraw Hill.

NOTE: The list of cases, specific references and books including recent articles will be announced in the class by concerned teachers from time to time.

