

NGM COLLEGE

DEPARTMENT OF BUSINESS ADMINISTRATION

VALUE ADDED COURSE FOR YEAR 2019-2020

19 UBM VAC1 PROJECT MANAGEMENT FOR SMALL BUSINESSES



Vision:

"To empower small businesses with efficient project management solutions, fostering growth, innovation, and success in their endeavors."

Mission:

"Our mission is to provide accessible, user-friendly project management tools and guidance tailored to the unique needs of small businesses, enabling them to streamline processes, enhance collaboration, and achieve their goals with confidence and clarity."



Programme code:	BBA	Programme Title:	Bachelor of Business Administration	
Course Code:	19UBMVAC1	Title: Project Management For Small Business	Batch:	2019-2021
		Department Specific Value Added Course(Mandatory)	Semester	VI
Lecture Hrs	30*	Tutorial Hrs./Sem.	-	Credits: 2*

Course Objectives

"To equip participants with essential knowledge, skills, and practical tools necessary to understand and effectively navigate the dynamic landscape of project Management and Micro, Small, and Medium Enterprises (MSMEs), enabling them to contribute meaningfully to the growth, sustainability, and success of these enterprises in today's competitive business environment."

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	Introducing fundamental concepts and terminology related to Project for MSMEs.	K1
CO2	Understanding a deeper comprehension of key principles underlying regarding project management and MSMEs.	K2
CO3	Applying knowledge to analyze real-world scenarios and propose solutions using project management for MSME challenges.	K3
CO4	Integrating concepts from different modules to evaluate strategies and approaches by project framework and MSMEs.	K4
CO5	Applying advanced concepts to innovate and create actionable plans for MSME growth and development by formulating project report	K5

Unit	Content	Hrs
Unit I	<u>Project Management</u> Meaning of project - concept - categories - project life cycle - characteristics of project - project manager Role and Responsibilities project manage-Project formation - Contents of a project report - Planning commission - Guide lines for formulating a project - Specimen of a project report.	10



Unit II	Source of finance for a project Institutional Finance supportive projects -project evaluation-objectives-types-method-business plan preparation	10
Unit III	Foundations of MSMEs Definition and Classification - Importance of MSMEs in the economy - Challenges faced by MSMEs - Policy Framework for MSMEs - Role of financial institutions in supporting MSMEs - Regulatory environment and compliance requirements - Entrepreneurship and Innovation in MSMEs - Characteristics of successful MSME entrepreneurs	10
Total Contact Hours		30
Pedagogy and Assessment Methods : PowerpointPresentations,Groupdiscussions,Seminar,Quiz,Assignment,Activity		

Books for Study:

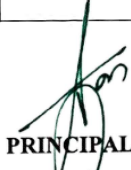
S.No	Author	TitleofBook	Publisher\Edition	Year ofPublication
1	Dr. Ashok Rai	Understanding Micro, Small, and Medium Enterprises: A Handbook for Entrepreneurs and Practitioners"	Routledge	2020

Books for Reference:

S.No	Author	TitleofBook	Publisher\Edition	Year of Publication
1	David Robertson, Kent Lineback	The Power of Little Ideas: A Low-Risk, High-Reward Approach to Innovation"	Harvard Business Review Press	2017
2	Ilan Bijaoui	"SMEs in an Era of Globalization: International Business and Market Strategies"	Ilan Bijaoui	2016
3	Justin G. Longenecker, J. William Petty, Leslie E. Palich, Frank Hoy	Small Business Management: Launching and Growing Entrepreneurial Ventures"	Cengage Learning	2020
4	N.S. Siddharthan, K.J. Joseph	"SMEs in Asian Developing Countries"	Routledge	2017


 Assistant Professor & Head (I/r)
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 Nallamuthu Gounder Mahalingam College (Autonomous)
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 PRINCIPAL
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VALUE ADDED COURSE

Certificate of Completion

This is to certify that BIRUNDHA.S (I9-B1-34), Department of B.COM (B&I),
Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed
Value Added Course entitled **“PROJECT MANAGEMENT FOR SMALL BUSINESS”** during
the Academic Year 2019-20

HOD

Principal



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VALUE ADDED COURSE

Certificate of Completion

This is to certify that MOI IANAPRIYAJ (19-BI-46), Department of B.COM (B&I), Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled **“PROJECT MANAGEMENT FOR SMALL BUSINESS”** during the Academic Year 2019-20

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Certificate of Completion

This is to certify that PR1YANKA.S (19-BI-50), Department of B.COM (B&I),
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Certificate of Completion

This is to certify that KALANANDHI.S (19-BI-41), Department of B.COM (B&I), Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled **“PROJECT MANAGEMENT FOR SMALL BUSINESS”** during the Academic Year 2019-20

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Certificate of Completion

This is to certify that MONOKA.M (19-BE-47), Department of B.COM (E-COMMERCE), Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled **“PROJECT MANAGEMENT FOR SMALL BUSINESS”** during the Academic Year 2019-20

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Certificate of Completion

This is to certify that GOBIKA.S (19-BE-37), Department of B.COM (E-COMMERCE), Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled **“PROJECT MANAGEMENT FOR SMALL BUSINESS”** during the Academic Year 2019-20

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Certificate of Completion

This is to certify that SRI ASWATHI.R (19-BE-57), Department of B.COM (E-COMMERCE), Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled **“PROJECT MANAGEMENT FOR SMALL BUSINESS”** during the Academic Year 2019-20

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Certificate of Completion

This is to certify that AKSHAYA DHARSHINI.B (19-BE-32), Department of B.COM (E-COMMERCE), Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled **“PROJECT MANAGEMENT FOR SMALL BUSINESS”** during the Academic Year 2019-20

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Certificate of Completion

This is to certify that ANUSIYA NOWRIN.M (19-BE-33), Department of B.COM (E-COMMERCE), Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled **“PROJECT MANAGEMENT FOR SMALL BUSINESS”** during the Academic Year 2019-20

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Certificate of Completion

This is to certify that MOHANAPRIYA.R (19-BE-45), Department of B.COM (E-COMMERCE), Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled **“PROJECT MANAGEMENT FOR SMALL BUSINESS”** during the Academic Year 2019-20

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