

Syllabus

Panjab University

M.Com., (4th Semester)

Paper 1 : MC. 401–Project Planning And Control

Objective : *The objective of the course is to provide the student with skills necessary to create, plan and control a new Enterprise.*

Unit – I

Project Identification Formulation and Planning : Understanding environment for business opportunities Idea Generation, short listing and selection of product/service stages in Venture Appraisal–Technical, Financial, Economic and Social Appraisal Location, Factory Design and Layout, Commercial vs. National Profitability Social Cost-Benefit Analysis (broader concept only) Feasibility Report Preparation for new Enterprise–Format and contents.

Unit – II

Market and Financial Appraisal. Market Survey–Design, Data Sources and Methodology, Market Segmentation and Product differentiation, Forecasting Future Demand and Distribution Analysis Preparation of Sales Plan and Report Estimation of Financial Requirement.

Unit – III

Application of Capital Budgeting Techniques – Risk and Uncertainty Analysis for the new enterprise, Planning Capital Structure and Financing Project Financial Viability Study.

Unit – IV

Project Implementation and Management. Project Organization and Control Network Analysis–PERT and CPM, Cost and Time Over-run, Project Follow up and Monitoring.