

COURSE TITLE	ENTERPRISE MANAGEMENT - CAPSTONE PROJECT
COURSE CODE	05MF0105
COURSE CREDITS	4

Objective:

- 1 Equip students with the ability to formulate, implement, and evaluate strategic initiatives to drive organizational success.
- 2 Teach students to analyse and optimize business operations to improve efficiency, reduce costs, and enhance productivity.
- 3 Enable students to understand and leverage digital technologies to transform traditional business models and practices.
- 4 Instill a deep understanding of corporate social responsibility (CSR) and sustainability principles, encouraging ethical and responsible business conduct.
- 5 Prepare students to effectively lead and manage teams, fostering a positive organizational culture and enhancing employee performance.

Course Outcomes: After completion of this course, student will be able to:

- 1 Students will learn to develop comprehensive business strategies that align with the organization's vision and goals, including market analysis, competitive positioning, and strategic planning.
- 2 Students will gain proficiency in using operational management tools and techniques such as lean management, Six Sigma, and process reengineering to identify and address inefficiencies in business processes.
- 3 Students will be able to develop and implement digital transformation strategies that integrate new technologies to enhance business operations, customer engagement, and competitive advantage.
- 4 Students will be capable of designing and implementing CSR initiatives and sustainability programs that align with the company's values and contribute to societal and environmental well-being.
- 5 Students will learn to develop strategic HR plans, including talent acquisition, development, retention strategies, and performance management systems, to build a motivated and high-performing workforce.

Pre-requisite of course:NA

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
0	0	8	0	0	0	50	50
Contents : Unit	Topics						Contact Hours
Total Hours							

Suggested List of Experiments:

Contents : Unit	Topics	Contact Hours
1	Milestone 1 Milestone 1	0
2	Milestone 2 Milestone 2	0
3	Milestone 3 Milestone 3	0
Total Hours		0

Textbook :

- 1 Essentials of Strategic Management: The Quest for Competitive Advantage, John E. Gamble, Margaret A. Peteraf, and Arthur A. Thompson Jr., McGraw-Hill Education, 2019

References:

- 1 The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, Eric Ries, Crown Business, 2011
- 2 Strategic Management: Concepts and Cases, Strategic Management: Concepts and Cases, Fred R. David and Forest R. David, Pearson, 2020

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
10.00	20.00	25.00	25.00	10.00	10.00

Instructional Method:

- 1 Guided project