

Introduction to Project Management

Project Life Cycle

Learning Content

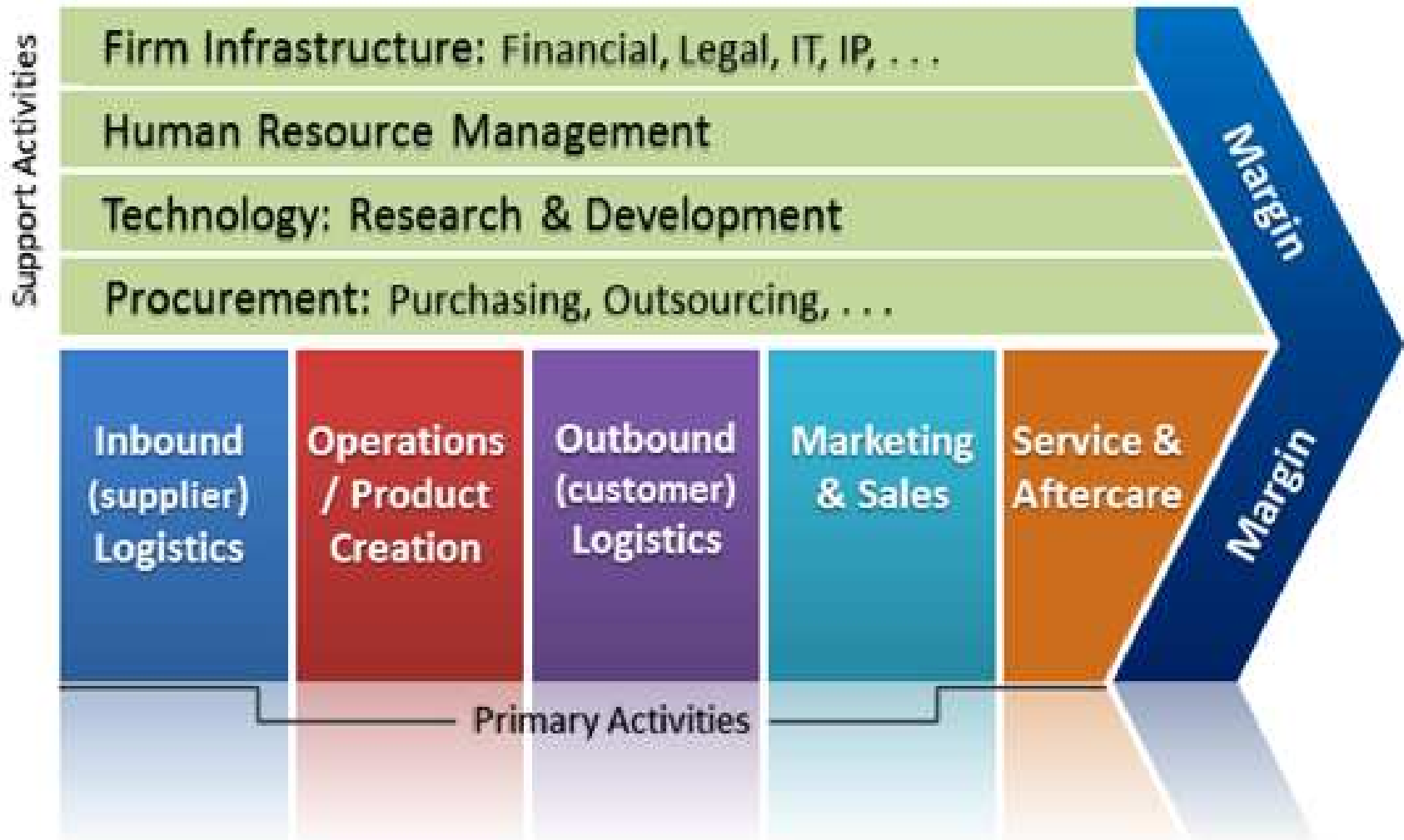
- Project and Project Management Definition
- Project Lifecycle
- Project Phases
- Project Success and Failure
- Project Management Processes
- Portfolio, Program , and projects Management
- Operations Management

What is a Project

- A project is a temporary endeavor undertaken to create a unique outcome (deliverable) to fulfill a project objectives.
- **Temporary** means that a project has a beginning and an end.

- **Endeavors** means: an ongoing work efforts or a **repetitive processes** that follows the organization's existing procedures to achieve the desired outcome (**Operations Management**)

Porter's generic Value Chain Model



- **An outcome (deliverable)** includes:
service / product/ improvement in the
existing product or service/ a result such
as document or research / a combination
of one or more products, and services such
as: software application, user manual, and
support service.

- Example on projects:
 - Construction project.
 - Improving manufacturing/business processes.
 - Developing a new pharmaceutical product for market.
 - Developing new software application.
 - Acquiring new computer hardware system.
 - Implementing a QM system.

- Organizational state transition (objective achievement) projects:
 - for the transition from current state to future state; for example an organizational objective is to move **from a manual operations (current state) to an automated one (future state)**, it should take several steps to achieve the future state requirements.

Processes
Systems
Org structure
Job role
(A)

Processes
Systems
Org structure
Job role
(B)

Project Management



Change Management

Person 1
(a)
Person 2
(a)
Person 3
(a)
Person x
(a)

Person 1
(b)
Person 2
(b)
Person 3
(b)
Person x
(b)



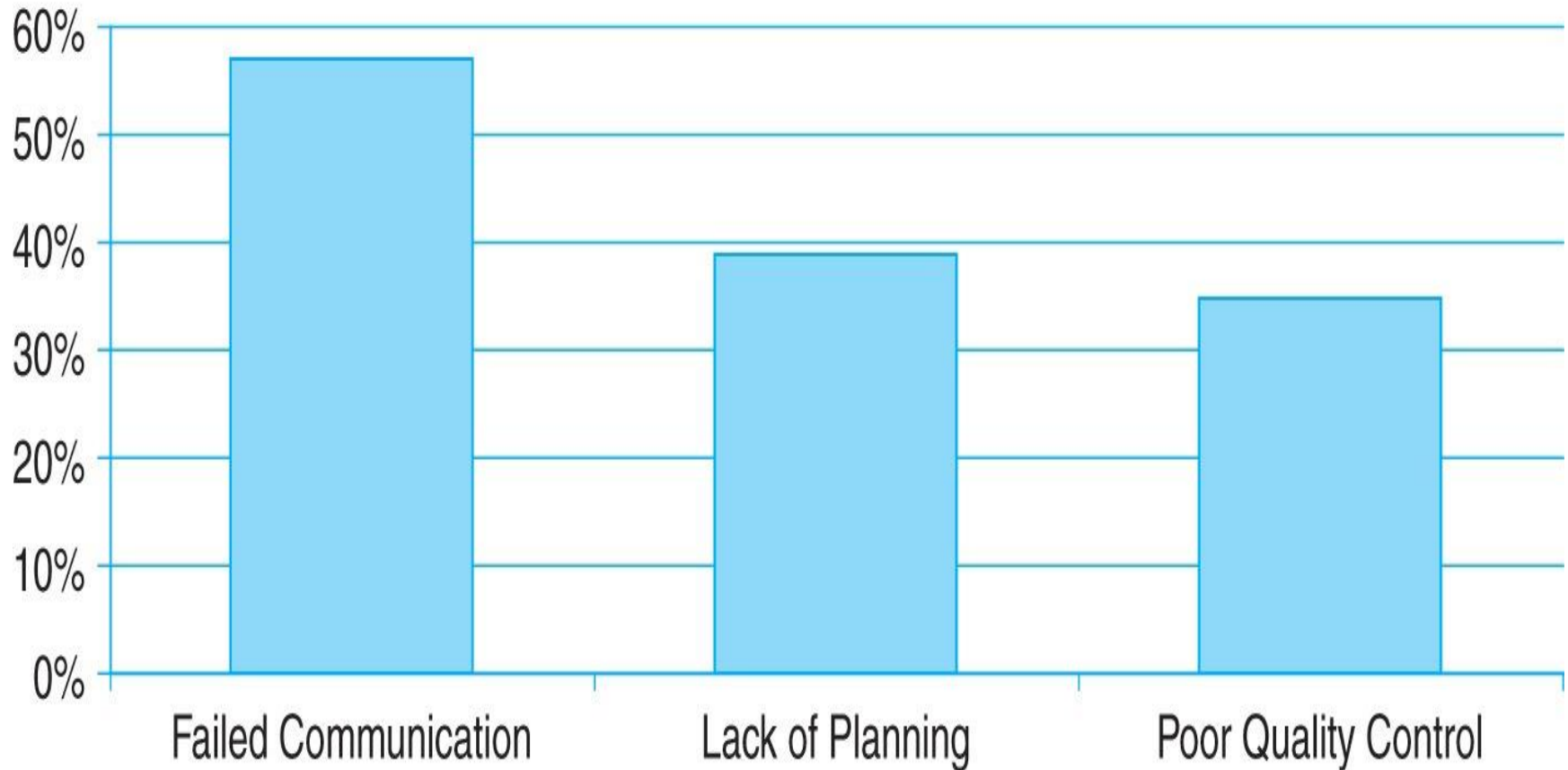
- Projects are **business value enablers**:
 - The benefits derived from achieving project objectives could be tangible
 - Monetary status (revenue, profit, cost)
 - Stockholder equity
 - Assets
 - or intangible
 - Brand recognition
 - Strategic alignment
 - Reputation
 - Public benefits

- The project ends when:
 - Project objectives have been achieved, and the deliverables are submitted and accepted.
 - The project terminated due to:
 - Legal issues
 - Objectives cannot be met
 - Funding, physical, or human resources are not available
 - The need for the project is not exist (strategic direction, changes from the customer, etc...)

Project Failure

(French Study)

Causes of Project Failure as Reported by Top 100 Managers



For Project Success

