

The background of the slide is a light gray gradient. It is decorated with numerous realistic water droplets of various sizes. Some droplets are large and prominent, while others are small and subtle. They are scattered across the slide, with a higher concentration in the top-left and bottom-right corners. Each droplet has a highlight and a shadow, giving it a three-dimensional appearance.

PROJECT STRUCTURE

LECTURE 2 – PROJECT MANAGEMENT

INTRODUCTION

AFTER UNDERSTANDING THE SIGNIFICANCE OF PROJECT, NOW WE SEE HOW DO WE STRUCTURE A PROJECT SMOOTHLY?

- PROJECT STRUCTURE IS THE FORMAL ARRANGEMENT OF ROLES, RESPONSIBILITIES & COMMUNICATION.
- PROJECT STRUCTURE DETERMINES HOW RESOURCES ARE ORGANIZED AND MANAGED TO ACHIEVE OBJECTIVES.
- PROJECT STRUCTURE SUPPORT DECISION-MAKING EFFICIENCY BY WHO DECIDES WHAT AND HOW INFORMATION FLOW
- EXAMPLE: LIKE A CRICKET TEAM – CLEAR ROLES AVOID CHAOS.

WHY PROJECT STRUCTURE IS IMPORTANT

- CLARITY OF ROLES & RESPONSIBILITIES – TO AVOIDS DUPLICATION EVERYONE KNOWS THEIR TASK.
- IMPROVED COMMUNICATION – CLEAR REPORTING LINES.
- DECISION-MAKING EFFICIENCY – FASTER RESPONSES.
- COORDINATION OF RESOURCES – TIME, MONEY, PEOPLE, TECHNOLOGY ARE ALLOCATED PROPERLY.
- CONFLICT RESOLUTION – HIERARCHY DECIDES FINAL WORD.

LET IN A GROUP PROJECT, IF TWO MEMBERS BOTH ASSUME LEADERSHIP, CONFLICT ARISES. A DEFINED STRUCTURE PREVENTS THIS.

ELEMENTS OF PROJECT STRUCTURE

- PROJECT MANAGER – LEADER & COORDINATOR. RESPONSIBLE FOR PLANNING, EXECUTION, AND DELIVERY.
- PROJECT TEAM MEMBERS – SPECIALISTS DOING TASKS FROM DIFFERENT AREAS (PROGRAMMERS, DESIGNERS, QA TESTERS)
- DECISION-MAKING AUTHORITY – WHO DECIDES FINANCIAL, TECHNICAL, SCHEDULING, AND PREVENT CONFUSION IN CRISIS
- COMMUNICATION CHANNELS – DEFINE HOW INFORMATION FLOWS (MEETINGS, REPORTS). HELPS IN COORDINATION
- WORK BREAKDOWN STRUCTURE (WBS) – BREAKING PROJECT INTO MODULES/TASKS. EACH TASK HAS CLEAR RESPONSIBILITY AND DELIVERABILITY.

WORK BREAKDOWN STRUCTURE EXAMPLE

- E-COMMERCE PROJECT DIVIDED INTO:
- 1. USER LOGIN SYSTEM
- 2. PRODUCT CATALOG
- 3. SHOPPING CART
- 4. PAYMENT GATEWAY

TYPES OF PROJECT STRUCTURES:

FUNCTIONAL STRUCTURE

- HANDLED WITHIN DEPARTMENTS (E.G., IT BUILDS STUDENT PORTAL).
- EACH DEPARTMENT CONTRIBUTES ITS EXPERTISE.
- PROS: SPECIALIZED EXPERTISE, EFFICIENCY.
- CONS: SLOW DECISIONS, WEAK COORDINATION.

LET IT DEPARTMENT DEVELOPING SOFTWARE WHILE REPORTING TO HEAD OF IT.

TYPES OF PROJECT STRUCTURES:

PROJECTIZED STRUCTURE

- DEDICATED TEAM FORMED FOR THE PROJECT.
- PROJECT MANAGER HAS FULL AUTHORITY
- PROS: FAST DECISIONS, STRONG FOCUS, CLEAR ACCOUNTABILITY.
- CONS: EXPENSIVE, DUPLICATION OF RESOURCES.

EXAMPLE: A UNIVERSITY CREATED A SPECIAL TEAM TO DEVELOP ITS OWN LEARNING MANAGEMENT SYSTEM.

TYPES OF PROJECT STRUCTURES: MATRIX

- BLEND OF FUNCTIONAL + PROJECTIZED.
- DUAL REPORTING (FUNCTIONAL BOSS + PROJECT MANAGER).
- PROS: EFFICIENT RESOURCE USE, SHARED KNOWLEDGE.
- CONS: CONFUSION FROM TWO BOSSES.

TYPES OF PROJECT STRUCTURES: TEAM-BASED (AGILE)

- MODERN FLEXIBLE APPROACH.
- CROSS-FUNCTIONAL SMALL TEAMS.
- PROS: FLEXIBILITY, INNOVATION, FAST RESPONSE.
- CONS: NEEDS MATURITY & STRONG COMMUNICATION.

DECISION-MAKING IN STRUCTURES

DECISION MAKING VARIES BASED ON STRUCTURE

- FUNCTIONAL: SLOW (FOLLOW HIERARCHY).
- PROJECTIZED: FAST (PROJECT MANAGER AUTHORITY).
- MATRIX: BALANCED BUT CONFUSING.
- AGILE/TEAM-BASED: COLLABORATIVE, ADAPTIVE.
- COOKE & SLACK: BEST STRUCTURE REDUCES UNCERTAINTY.

CASE EXAMPLE: E-GOVERNMENT TAX PROJECT

- PROJECT: ONLINE TAX FILING SYSTEM.
- STRUCTURE: MATRIX (FBR STAFF + PRIVATE SOFTWARE HOUSE).
- WHY MATRIX? COMBINES LEGAL & TECHNICAL EXPERTISE.
- RESULT: SUCCESS BUT INITIAL DELAYS DUE TO DUAL REPORTING.

CONCLUSION

- PROJECT STRUCTURE = BACKBONE OF PROJECT SUCCESS.
- ENSURES CLARITY, COORDINATION, DECISION-MAKING.
- FOUR COMMON TYPES: FUNCTIONAL, PROJECTIZED, MATRIX, AGILE.
- BEST STRUCTURE DEPENDS ON PROJECT SIZE, COMPLEXITY, CULTURE.
- TAKEAWAY: STRONG STRUCTURE = HIGHER SUCCESS CHANCE.