



**FACULTY OF INFORMATION & COMMUNICATION TECHNOLOGY**

**BITI 2513**

**ARTIFICIAL INTELLIGENCE PROJECT MANAGEMENT**

**LAB 3**

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## LAB 3

### **The Process Groups of Apple.Inc**

The company that we have chosen is Apple Inc. It is one of the biggest companies in the world which develops and sells consumer electronics, computer software, and online services. It is considered to be one of the 5 biggest tech companies such as Facebook, Amazon, Google and Microsoft. There are no bounds to Apple's success as they are the highest earning electronics company which has an annual revenue of US\$260 billion.

#### Initiating Process Group:

Projects are the foundation of all business exercises in successful companies, they must finish different activities to accomplish their objectives and get data. Hence, the process must be carefully thought out and planned in order to attain success. The initiation process in project management includes the necessary steps to getting the project launched where there are several key phases of the initiation process. As for Apple.Inc start of a project is initialized by creating or developing an initiation team which works on establishing a relationship between customers, emerge in project initiation plan, management procedures and project environment.

#### Planning Process Group:

Project planning is all about creating a guideline for the execution process group and establishing the scope of the project. Its key output is the project management plan, which is used by all the process groups to ensure successful execution of the project. In Apple's case, for each project, the Project Management Office (PMO) puts together a planning process group, that is in charge of refining the project objectives and developing the course of action to attain those objectives. In the development of an apple product, if significant changes occur, the planning process group will need to revisit one or more of the planning processes. It is known that the Apple project team seeks and encourages involvement from all stakeholders during the planning phase, which is very recommended for any project management endeavors.

#### Execution Process Group :

The execution phase is where all the plans that have been done prior to this phase have been put into motion. This consists of executing baseline project plans, maintaining project workbook, and communicating the project status. For example, Apple started by developing a new product before getting it tested. This process is important as it is able to show the flaws in design and planning during the execution phase. Not only that, this also gives time for the developers to fix their product and make it as close as possible to the testing product.

#### Monitoring and Controlling Process Group:

Apple's Monitoring and Controlling Process Group is responsible for tracking, reviewing, and orchestrating the progress and performance of the project. They continuously observe and identify if any changes are required in certain areas of the project and initiate the corresponding changes. The presence of Apple's Monitoring and Controlling Process Group allows the company to measure and analyze the project performance at regular intervals, and identify variances from the project management plans. Other tasks include controlling changes, monitoring ongoing project activities against the project management plan, and implementing approved changes.

Closing Process Group :

The meaning of the closing process is we need to finalize all the activities for the project. During this process you need to show your end project to the client. To end this project clients need to be satisfied with the end product and clients need to review the end product. After the client is satisfied with the end product and it means we bring the project to an end. Then we need to continue improving in developing more opportunities in upcoming projects.