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WARWICK BUSINESS SCHOOL
THE UNIVERSITY OF WARWICK

For the Change Makers

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Lecture 1: Project Definition & Module Introduction

Who are we?

Anna

Eleanor

Mehmet

Ghadafi

The Project Management Teaching Team

About Anna

Dr Anna Michalska
Associate Professor (Teaching Focused)
Academic Qualifications:

- BSc(Hons) & MSc Engineering Business Management (Coventry)
- MSc Management & Marketing (Lodz University of Technology)
- PhD Knowledge Management (Coventry)

Project Management Experience:

- European Research Projects

Full Profile & Contact Details:
https://www.wbs.ac.uk/about/person/MICHALSKA

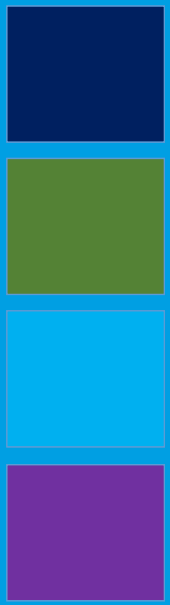
Week 1 Learning outcomes

Know how this module works

Understand characteristics of a project

Critically appraise various project management principles

Define aims and objectives of a project and how they will be evaluated



TEACHING

1. **Asynchronous Tasks**
   - Online case study and quiz and/or task
2. **Lecture**
   - recorded
3. **Seminar**
   - 25-35 students

ASSESSMENT

90% Individual Assignment

- 3000 words

+ 10% participation

- Online case studies and quizzes
- Seminar artefacts

Module Topics

- Project Definition
- Stakeholder Analysis & People Issues of Change
- Financial Planning
- Risk Analysis & Management
- Project Governance & Ethics
- Project Planning – WBS, AoN and CPA
- Project Planning – Gantt Chart and Quality
- Systems for Planning & Control
- Project Implementation Strategies

Explore the module at my.wbs.ac.uk

Week 1 Case Study

DryBath

Project Management Module Context

"critical to most careers … skill set is transferable …
fundamentals are universal …
a talent worthy of development"

(Larson & Gray 2018:5)

What is a project?

It’s a task that’s …

unique,

temporary

and

focused.

(Maylor & Turner 2022)

What is a project?

unique temporary focused

emergent uncertain integrating

mission-focused

socially constructed

(Maylor & Turner 2022)

What is the project life cycle?

"initiating,
planning,
executing,
monitoring and controlling,
and closing"

(PMI 2017:18)

What is the project life cycle?

4Ds:

Define

Design

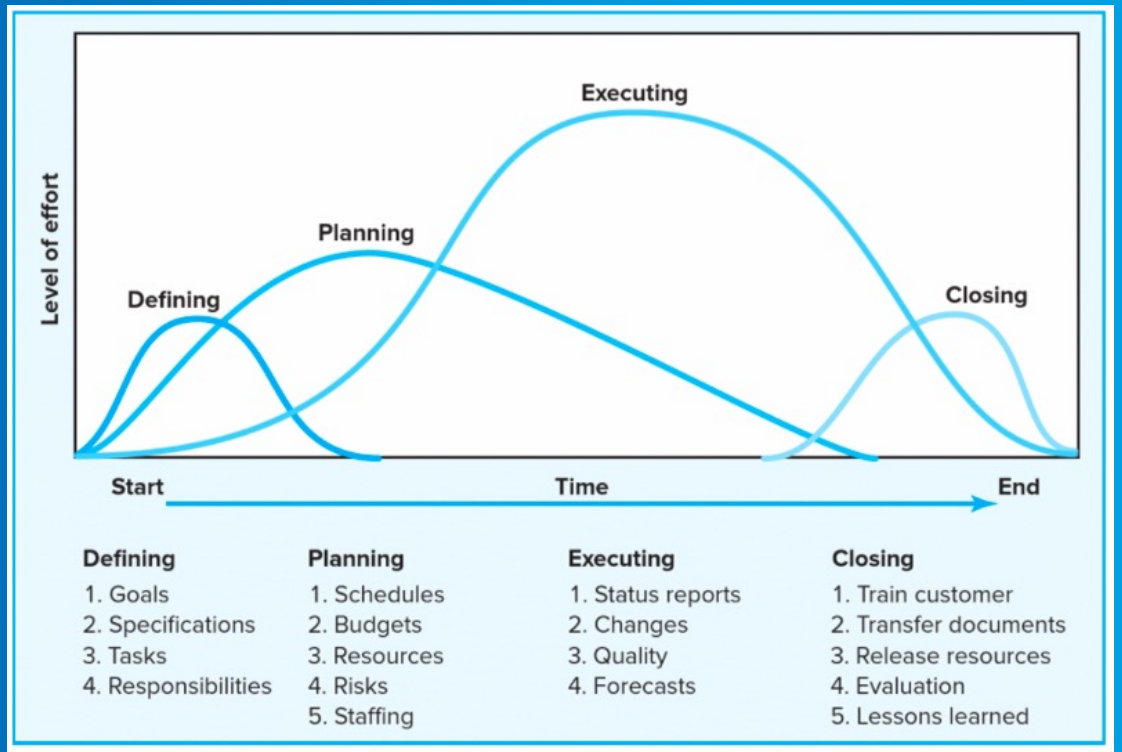
Deliver

Develop

(Maylor & Turner 2022)

What is the project life cycle?

Project Life Cycle (Larson and Gray 2021:10)



What is project management?

"Project management is the application of
knowledge,
skills,
tools,
and **techniques**
to project activities to achieve project requirements."

(PMI 2017:10)

Project Management involves:

- Understanding the needs of stakeholders
- Planning what needs to be done, when, by whom, and to what standards
- Building and motivating the team
- Coordinating the work of different people
- Monitoring work being done
- Managing any changes to the plan
- Delivering successful results

(APM 2017)

How can we evaluate a project?

What are we measuring it against?

Does it fit a specific framework?

Does it meet its aims?

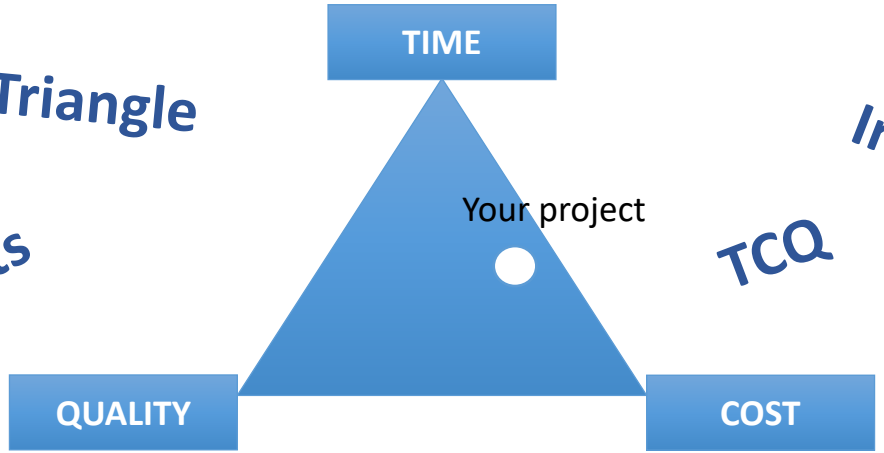
How can we evaluate a project?

price speed

quality reliability flexibility

Objectives Triangle

Triple Constraints



TCQ

Iron Triangle

(Maylor & Turner 2022)

Project Definition

- Explains what the project needs to achieve
- Includes:

Purpose *(the overall goal of the project + the reason/-s for the change)*

Objectives *(SMART predetermined results the project sets to achieve; measurable improvements)*

Scope *(defines the boundaries of the project: the work that needs to be done + what is excluded from the project)*

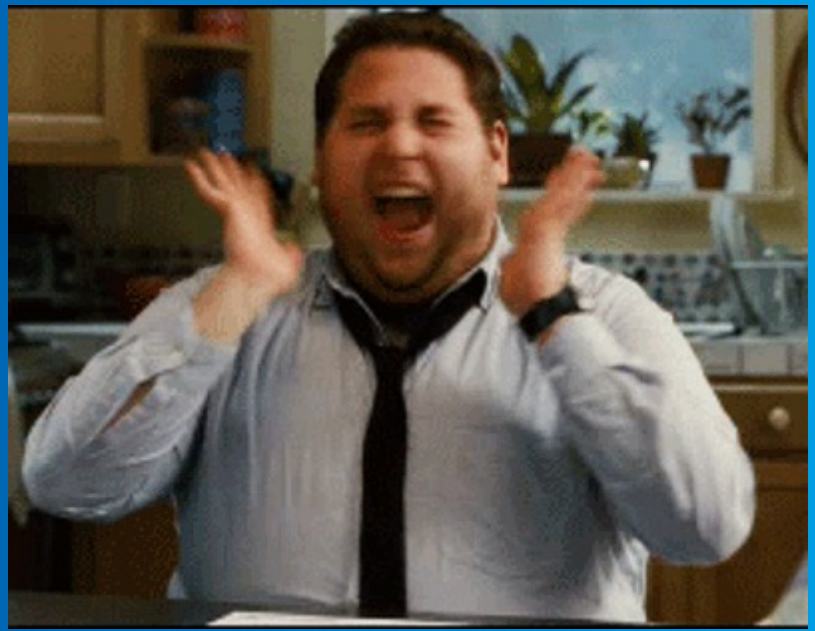
Deliverables *(tangible outcomes of project tasks, e.g. specific products, services, documentation)*

Project Initiation Document (PID)

- **Project definition** - explains what the project needs to achieve
- **Project approach** – the choice of solution and delivery approach, taking into consideration the operational environment
- **Business Case** – a justification of the project based on estimated costs, risks, and benefits
- Project management **team structure chart**
- **Role descriptions** – the roles of those in the project management team, and other key resources
- **Quality management** approach – the quality techniques and standards to be applied
- **Change control** approach – how and by whom changes will be controlled
- **Risk management** approach – describes the risk management techniques and standards to be applied
- **Communication management** approach – defines the interested parties and the means and frequency of communication
- The **project plan** – a basic time plan showing the major activities to be undertaken, their sequence, duration, and required resources
- **Project controls** – summarises the controls such as stage boundaries and monitoring and reporting.

(Maylor & Turner 2022)

There are no seminars this week!



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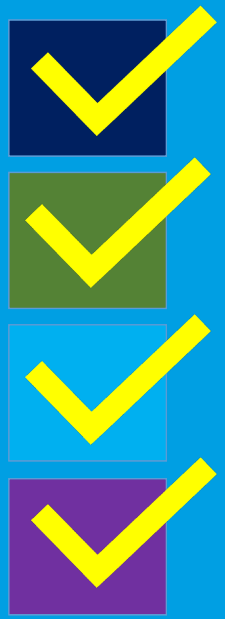

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References

Larson, E. W. & C. F. Gray (2021) *Project Management: The Managerial Process (8th ed.)* New York: McGraw-Hill Education

Maylor, H. & Turner, N. (2022) *Project Management (5th ed.)* Harlow: Pearson

PMI (2017) *A Guide to the Project Management Body of Knowledge (PMBoK) (6th ed.)* Newtown Square: PMI

thank you
danke
謝謝
ngiyabonga
teşekkür ederim
gracias
merci
obrigado
dziękuję
bedankt
спасибо
go raibh maith agat
mochchakkeram
sukriya
kop khun krap
terima kasih
감사합니다
ありがとう
grazie
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তোমাকে ধন্যবাদ
Баярлалаа
рахмат