

PROJECTS AND PROJECT MANAGEMENT IN THE MODERN WORLD

KARYNA DZIANISHCHYK, NATALIYA SHUMSKAYA
 Belarusian National Technical University, Minsk

Summary: In this article definitions of the concepts "project" and "project management" are considered. During work ideas of the basic principles of strategic project management were created and also the main advantages of professional project management are marked out.

Development of business and public sector is carried out by means of projects. Acceleration of innovative processes and competition lead to toughening of requirements for terms of development of new products and entry into the new markets, results of organizational transformations. Project management forms real opportunities for achievement of goals and implementation of the accepted strategy in the available and many other spheres.

Strategic project management can be presented in the form of the scheme given below (fig. 1).

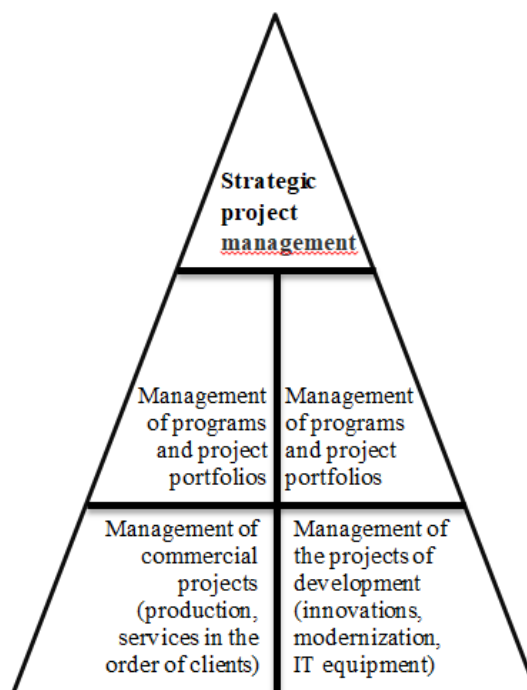


Figure 1. – Strategic project management

Project management can be divided down into two parts. One part is directed to realization of primary activities, such as production and implementation of services. The second part includes own development of the enterprise, improvement of processes, innovations, modernization, implementation of information technologies.

The main direction of company development is its management choice.

In project management it is necessary to answer the main issue: what for? As specifically the project fits into the strategy of the organization and how specific design objectives are solved. Project management consists of two main parts: strategic management and methods of operational management.

In the modern world the organization is not able to afford only evolutionary development, it is necessary to work more effectively. For this purpose methods of project management are considered.

For a start it is necessary to understand the project concept.

The project is a flexible organization and a complex of the coordinated actions for creation of unique result within time limits, to resources, productive parameters and quality.

Economics

The project is subordinated to the set purpose that is all participants of the project work for achievement of this purpose. The project is connected with the environment on exchange of resources, on exchange of results, also the property of an emergence when the project as the whole has those characteristics which are absent at the elements making it takes place.

The project consists of subsystems, in particular large projects. In them it is possible to allocate subsystems which interact among themselves. That is the project is a system. As projects are different, respectively various projects have also different system characteristics. It is possible to speak about factors of complexity. What defines the complexity of a system? First, a number of elements of a system. Further, characteristics of separate elements, it means that elements have certain properties. Elements are in interaction, the behavior of elements in various degree is determined in different systems, that is defined and subordinated to certain rules. Degree of the organization in a system is also various and there are systems where interaction of elements is not rather strongly defined, standards of behavior are not defined and also, on the contrary, there are systems where very accurately everything is defined. Difficult projects are characterized by the uniform purpose of functioning, difficult hierarchy and several hierarchically connected levels, existence of subsystems which aim functioning, existence of a large number of elements and communications between elements.

Planning, coordination, account and control of parameters of the project are necessary for successful implementation of projects and achievement of goals. Its management has to provide performance of work in time, within the allocated funds, according to the specification. These three parameters: terms, the budget and quality of works are under constant attention. It is also possible to call them the main restrictions within which the project is carried out. Project management is meant as activity which is directed to implementation of the project with the greatest possible efficiency at the set time limits, to money (and to resources) and also to quality of the end results of the project (documented, for example, in the specification). Thus, definition of project management can be presented as follows:

Project management is a management of purposeful changes for successful performance of the planned works according to initially established purposes and requirements for terms, cost and characteristics of the expected results.

To cope with restrictions on terms methods of scheduling and network planning are applied. For management of monetary restrictions methods of budgeting, the cost and financial analysis are used. Performance of work requires their resource providing and also there are special methods of planning of human, unearned and material resources, means of motivation. For management of results of the project there is a special quality management system.

Professional project management allows to save up to 30 percent of time and up to 20 percent of means, to provide compliance of drafts of the development strategy of the company, to operate effectively investments and innovations, to reduce risks of failure of projects, to effectively distribute responsibility and duties between participants of the project, to make projects controllable and transparent for their heads and other interested parties, to provide implementation of projects within established periods, the budget and quality.

In the research conducted by Volkswagen the main reasons for increase in interest in project management were allocated. Entered their number:

- Increase of complexity of projects (27%);
- Increase in number of projects (25%);
- Toughening of requirements and terms (23%);
- Competition and requirements of the markets (11%);
- Requirements to quality of products (9%);
- Motivation of personnel (4%);
- New production (1%).

The role of projects in the world raises. The scope of design methods of management increases. In the West growth of interest in difficult and large-scale projects is observed. Projects become the field of competition of the commercial organizations, however today it becomes fair at the level of international policy. According to the statistics of one of leaders in the field of methodology and standards in project management — Project Management Institute — if for the first 30 years of its existence was certified about 15 thousand professionals in the field of project management (Project Management Professionals), then for the last few years their quantity increased to 750 thousand.

REFERENCES

1. Ципес, Г.Л. Проекты и управление проектами в современной компании : учебное пособие // Г.Л. Ципес, А.С. Товба ; под общ. ред. А.С. Товба, Г.Л. Ципеса. – М. : ЗАО «Олимп-Бизнес», 2014. – 480 с.
2. A Guide to the Project Management Body of Knowledge (PMBOK Guide) / Project Management Institute, Inc. – 2004.
3. Kerzner, H. Advanced Project Management: Best Practices on Implementation / H. Kerzner. – 2 ed. – New York : John Wiley & Sons, Inc. – 2004.