

Course Name: Project Business Management

Course Overview:

In the field of project management, perhaps the area of least understanding and training is that of the "business" of managing a project. Most project team members understand the technical challenges and the necessity of keeping their customer happy, but far fewer understand the many intricacies and techniques of the "business" they are engaged in. The degree of financial success that a company enjoys is largely measured by the skill of its team members in the pursuit of financial and business goals. Simply building a product that is excellent is not enough; financial performance is a necessity that must be foremost in the project team's goals.

Course Length: This course is an intensive 1-day course.

Who should attend?

- Project Managers
- Program Managers
- Product Managers
- Support Staff
- Sales Managers
- Executive Staff

You will learn:

This course is designed to emphasize the importance and the processes involved in the financial success of projects. The key objective is to ensure that success in the technical area is supported with equal success in the business area. This course provides the tools and the understanding to ensure that projects are run like a business -- a profitable business.

Prerequisites: None

Customizable Course: Yes

Course Content:

- The importance of Project Business Management
- The Presale Phase
- Business Strategy
- Project business Opportunities and Risks
- The business case
- Defining and managing project requirements
- Estimating, Costing, Pricing the project
- Pro Forma P&L
- Proposal process
- Negotiating a contract



- The Post Sale Phase
- Financial/schedule reserves
- The change order process/Change Control
- Outsourcing/managing subcontractors
- Financial metrics: Internal rate of return/cost of capital/hurdle rates/time value in money/Revenue recognition
- Financial Reports: Balance Sheet/Statement of Income/Cash flow/Earned value overview

