

Project Management

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Module code: LCBB5005

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INTRODUCTION

Project management is considered as a method through which a project is effectively planned, implemented, monitored as well as controlled in a proper manner. In addition to this, it covers various disciplines that is task management, resource management, scheduling, risk management and so on. It is analysed that a person who planned and overseeing the overall project is project manager (Bredillet, Tywoniak and Tootoonchy, 2018). It is important for the managers to consider the time, cost and risk associated with the particular project as it help in meeting with objectives in an effective and timely manner. The following report is based on creating webinars which will help in human development. It is basically a video workshop on Vegan and organic food which consist of how healthy it is to consume, benefits to the environment and eco-system, benefits to people body growth in relation with stamina and healthy body weight and many more. The present report will cover stakeholder analysis, time and risk associated with the project. In addition to this, it describe cost & benefit realisation and challenges faced during project execution.

Project Initiation documentation

It is considered as an important element which will assist in gaining knowledge as well as evaluation of overall elements that is to be used at the time conducting project. It is analysed that a successful project is take place when there is proper documentation stake involve task and activities required to be involved in conducting project effectively. It is considered as a decision document which assist project manager to develop effective strategies and complete it on time period. The project initiation document includes information about budget, timescales, research approaches and smart objectives. In addition to this, it also involve one important factor that is stakeholder analysis.

Smart Objectives

- The primary objective of this project is to conduct webinars for human resource development by delivering online video workshop on organic and vegan food (Carvalho and Almeida, 2020). This videos will show the benefits of such food that in turn help individuals to boost their stamina and maintain a healthy body weight.
- Another objective is to promote the importance of consumption of organic and vegan food in this present lifestyle of people. Along with, how t benefits to the eco-system and

environment as well. This will help in attracting large number of people that has positive influence on performance of project.

- To complete the project within the time of 6 months and budget of £50,000 is the objective of present project.

Stakeholders Analysis

It is defined as a procedure of identifying people who are associated with the project. This process take place before the project begins and also assist in gaining knowledge about interest level of participation of stakeholders in the project. The stakeholder analysis of present project is given below:

High Power, High Interest: They are the most significant stakeholders that assist in project progress. In addition to this, it is essential to make such stakeholders satisfied and provide them all the updates about the project as they basically are the owner of project. In this project plan, general manager and project will consider in this category .

High Power, Low Interest: It is determined that such stakeholders have influence on the project and make them satisfied is important in order get the progress of project (Carvalho and Almeida, 2020). They shown less interest in projects so it is important to ensure that no over communication take place with them. In context to the present project plan, sponsors and investors of webinars are undertaken in such stakeholder category.

Low Power, High Interest: It is important for project manager to ensure that such people are informed & check regularly so that they did not face any issues on the project. They have high interest in the project so maintaining good relationship with them is effective and essential as well. Different suppliers and speakers attending webinars will involved in such category of stakeholders.

Low Power, Low Interest: This stakeholders is consider as last in such category and informed them periodically about project is enough. Maintenance team, guards, people working for managing time of webinar is involved in this category for this present project plan.

Communication Plan

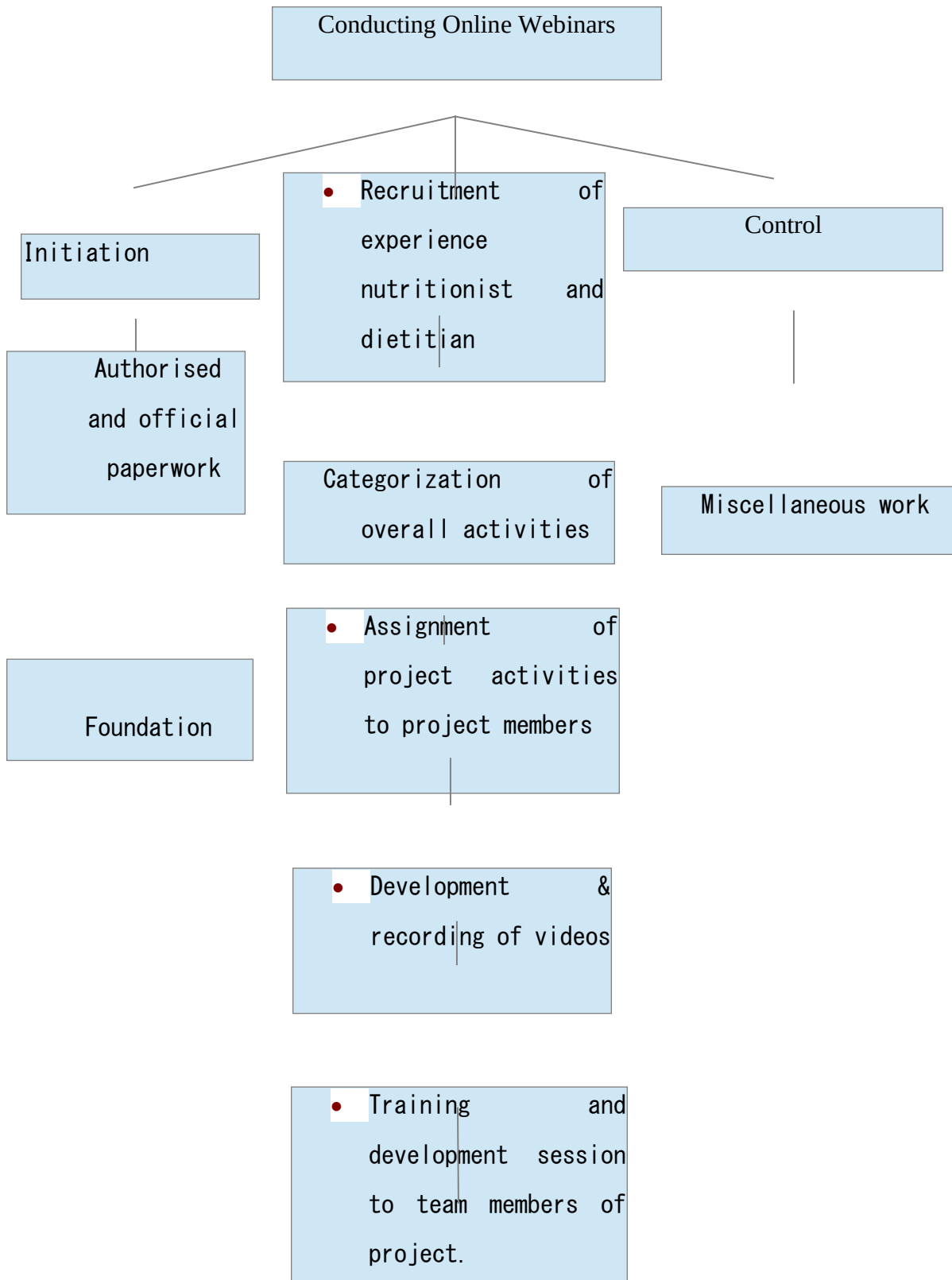
The interest as well as power of stakeholders assist manager of a project to provide data and specific information on time. It is significant for stakeholders to properly communicate all the activities and task to the project members as it assist in systematically execution of activities and attainment of desired objectives timely. The communication plan of respective project is define below:

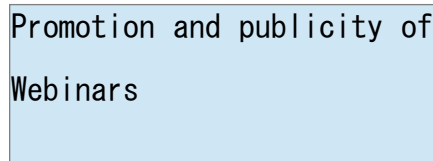
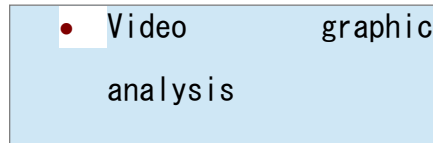
Stakeholder Name	Engagement	Channel	Frequency
Project manager	Manage Closely	Personal communication and interaction, Daily meetings and E-mails as well.	Regularly
Sponsors, Investors and employees associated with project.	Keep Satisfied	E-mails, message inbox.	Every month
Suppliers and technical person (software supplier and technical person for online webinar)	Keep Advised	Memos, Mails	Formerly
Maintenance team, managing staff	Monitor	News report	Weekly

Work Breakdown Structure

It is defined as a technique that is used by project managers to breakdown work into smaller activities which ensure effective implantation of activities and attainment of objectives on time period. It is analysed that Work breakdown structure makes deliverables more concrete and precise which help project members to know what exactly they need to perform (Galli, 2018). In addition to this, it also help in better estimation of time, cost and risk associated with the entire project.

In context to the following project that is conducting webinars for human development on organic and vegan food, the project managers divide the whole task into small activities as it help on proper monitoring and implementation of plan in an effective manner. Further, it is a hierarchical description of work which must be taken place to finish the deliverables of the project. In this project, all the activities and tasks are categorised by project manager into four stages which consist of initiation, effective planning, execution & control as well.





Activity List

Initiation stage:

- **Authorised and official paperwork:** It is one of the important and initial requirements in order to systematically implement out the activities. It consist of approval from authorities, completion of paperwork and many more.
- **Foundation:** This process take place for conducting the webinars in a proper manner that involve choosing the place, main points associated with delivering of attractive videos to people.

Planning stage:

- In this stage, various meetings were conducted by project managers with associated members in a proper manner. In this, the manager decide about recruitment process and what criteria they undertaken to hire specialize dietitian (Kerzner, 2018). Along with this, planning stage also consist of how task is assigned as per the time and given cost. Moreover, use of tools for recording and analysing video is also decided within the planning stage.

Execution stage:

- Herein, all the activities that is planned are implemented properly so that the overall objectives is attained in a timely manner. Recruitment of a specialise nutritionist will help in providing quality service to people that has positive impact on their personal growth. In addition to this, the training is provided at this stage. Further, promotional activities is implemented with an aim to grab the attention of people in an appropriate manner. Moreover, all the activities that is scheduled are executed at this stage in order to get positive outcomes.

Execution and Control

- *Miscellaneous work* – There are various activities that is needed to consider after the activity is completed (Knoblock-Hahn and Medrow, 2020). It will include arrangement of equipments, checking of connections, speakers and so on.

Risk Management

It is defined as the process of analysing the level of risk, assessing them & control all the threats associated with the project. While developing a new project, it is determine that there are various types of risk related with it such as financial risk, time risk, marketing risk and so on. It is important for an entity and individual to analyse the level of risk before implementing project in market (Gegenfurtner, Zitt and Ebner, 2020). It will help in developing effective strategies and reduce the level of risk in an effective manner. At the time of developing new project of Webinars on healthy food, there are various issues and threats associated with it.

Risk Register

There are number of risk that are related with event of promoting about refurbished classes and computing labs that are discussed below:

S. No.	Risk Description	Likelihood	Impact	Owner	Mitigation	Contingency	Pre action weightin g score	Post action weightin g Score
1	High cost risk that is related with the inappropriate budget arrangement	High	High	Director	By controlling of all the resources and managing the level of risk, it is decline. In addition to this, there	Proper follow up of activities and plan is generated .	8 out 10	7 out 10

					are various techniques available to gain insight about the level of risk associated with the project plan.			
2	Risk for running and managing activities according to due date which is significant for meeting with the project objectives.	High	Moderate	Project manager.	Develop of an action plan that involve managing and completion of project on time.	It means accurately and properly providing the parameters of time.	7 out 10	8 out 10
3	Technological risk that is occur due to old technology and might impact on the overall image of project.	low	High	Operating directors	By monitoring and checking equipments on daily basis ensures proper	Acquiring and managing applications as well as equipments.	6 out 10	8 out 10

					implementa tion of activities.			
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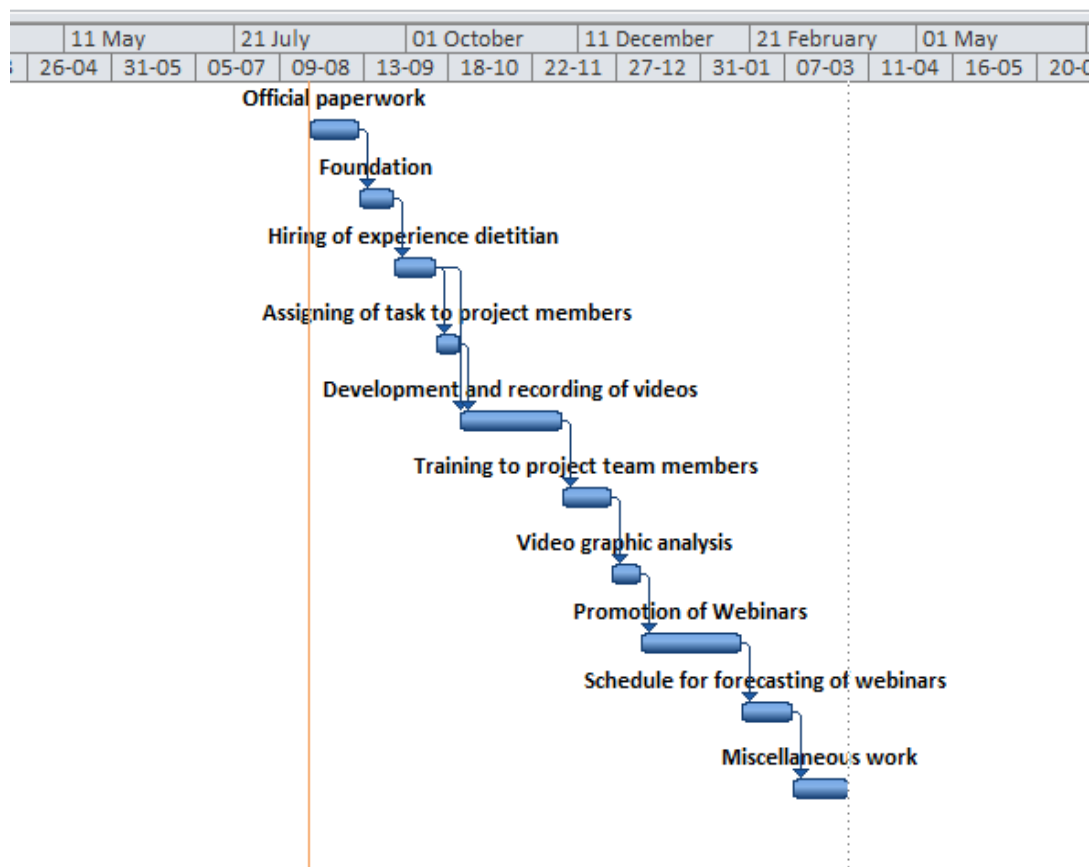
Activity Scheduling

Activities-

- Authorised and official paperwork
- Foundation
- Recruitment of experience nutritionist and dietitian
- Classification of overall activities
- Assignment of project activities to project members
- Development & recording of videos
- Training and development session to team members of project.
- Video graphic analysis
- Promotion and publicity of Webinars
- Agenda and Schedule for forecasting of webinars
- Miscellaneous work

Gantt Chart

It is a chart which represents all the project scheduled activities associated with the project in an appropriate manner. It is one of the effective as well as useful way to showcase activities against time period. The purpose of Gantt chart is to draw relationship between project scheduled and activities of a project (LARSON and GRAY, 2018). For completing the present project, the time required is 6 months. It is determined that Gantt chart represents all the task from starting to the completion of project. The activities required and include in this respective project is take place after the completion of documentation procedure.



Cost benefit analysis

- It is termed as a method adopt by project managers in order to measure the amount of benefit of activities such as finance and so on. Along with this, it help in determining a set of action which involve monetary value, expected performance and opportunity cost as well (Meredith, Shafer Mantel and Sutton, 2020). In context to the respective project plan, the estimated cost is given below:

Cost sheet:

Cost sheet:

Particulars	Unit cost (£)	Amount (£)
Cost in developing and recording of videos		12000
Employees Benefit Expenses		32000
Hiring of experience dietitian	7000	
Training to project team members	25000	
Publicity Expenditures		1000
Cost of scheduling		4000
Other cost		1000
Total cost		

From the above table, it is analysed that cost estimation of present project is around 50000 pounds which represent the figure is equal to the given budget. It is important for manager of a project to keep the operational cost low as it help in gaining positive outcome.

- Estimated benefit:** It is the worth that is developed by a particular project in the coming time. Along with this, it is based on how project completion take place and on project quality also. It is determine that completion of project effectively enhance the chance of higher returns. In context to the present project plan, the benefit estimation is 60000 pounds.
- Cost benefit analysis:** $PV \text{ of estimated benefit} / PV \text{ of estimated cost}$

with reference of the given project, below are the mentioned data that analyse value of cost in such manner:

Available financial information:

Projected cost	£50000
Projected benefit	£65000
Cost of capital	15%

PV of projected cost:

$$= 50000 / (1+15\%)^1$$

$$= £43,478$$

PV of projected benefit

$$= 65000 / (1+15\%)^1$$

$$= £56521.74$$

Cost benefit analysis: £56521.74/£43,478

$$= 1.3$$

Project Execution Challenges

While implementing the project plan, there are several issues as well as challenges faced by project manager. It is determined that it is significant for the project manager to properly handle all the activities as it has direct influence on the performance level of project plan. One of the main challenge is inappropriate budget due to which all activities is not carried out and completion of project is not take place on time period (Picciotto, 2019). Another challenge is finding talented, skilled and specialise project members as it is essential to deliver videos to people in a proper manner so that they attain growth and development as well. It is important for the project manager to hire skilled and effective project members as it help in execution of the overall activities in a proper manner and also ensure completion of project on time period. Inappropriate delivery of videos is also consider as a challenge as if the project is not deliver properly, then there is a less chance of achievement of objectives of project. Misunderstanding and conflicts among the project members is a challenge for project manager as it impact directly on the performance of project in a negative manner. Herein, it is essential for project manager to focus on maintaining good and effective relation among project members as it help in delivering quality service and development of image in an effective manner (Rowe, 2020).

CONCLUSION

From the above discussion, it is concluded that project management is a vital aspect for delivering the project in an effective and timely manner. With the assistance of Gantt chart, the project manager is able to categorise activities associated with the set time period. In addition to this, WBS is a tool that help in dividing the whole task into small one which has positive influence on implementation of activities. Moreover, it is significant for the managers to determine the level of risk associated with the project by using risk analysis tool. This will help in making effective strategies and reduce the level of risk in an appropriate manner.

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