



# The Project Management MBA: Two-Day Crash Course!

**Nationally Recognized – The Project Management MBA!** *Johnson & Johnson*  
Duration / PDU Credits: 2 days / 16

The practice of project management is clearly moving in the direction of business. Organizational managers are recognizing that projects are actually financial investments that serve as vehicles in achieving organizational objectives. In this environment, project practitioners who thoroughly understand the business aspects of projects will be well-positioned to positively contribute. In addition, they will be able to make improved project decisions and communicate more effectively (AND more impressively!) with their organizational management.

Through a practical, focused combination of lecture, exercises, and case study, participants will learn what it means to be “project business-savvy” and how to prepare a personal self-development plan for reaching that goal. Participants will also develop several specific, critical competencies such as performing a project financial analysis (including sensitivity analysis), preparing a project business case, and how to develop project portfolios.

### Who should attend:

Anyone who wishes to “stay ahead of the performance curve” with respect to their understanding and knowledge of the business aspects of project management. Project managers, program managers, portfolio managers, PMO Directors, managers of project managers, and key project team personnel will all benefit from this program.

### Key topics covered include:

- The relationship between business and projects
- Why a business-based perspective toward projects is needed in organizations
- What it means to be business-savvy (and how to get there!)
- The value to project practitioners in becoming “project business-savvy”
- Calculating key economic metrics (ROI calculations), including sensitivity analysis
- Portfolio development and oversight techniques
- Projects and strategic alignment
- Business case preparation

### Participants will learn how to:

- Appreciate the interface and interaction between the business world and the project world
- Anticipate what organizations should expect from projects in terms of business results
- Prepare a self-development road map for becoming project business-savvy
- Calculate key “return on investment” metrics for projects
- Perform a financially-based project sensitivity analysis
- Deal with scope creep and scope changes from a business perspective
- Prepare a comprehensive business case document
- Work with other organizations (such as Business Units) to construct project portfolios

### Instructional methods and learning tools:

- Interactive classroom instruction
- Hands-on small group and individual exercises (using their own laptops!)
- A single case study approach

### Valuable Take-aways:

- A “Business-Savvy Project Management Learning Map”
- Spreadsheets for automatically calculating key project financial metrics (NPV, IRR, etc.)
- A template (and guidelines) for preparing a comprehensive project business case
- A template for preparing a portfolio analysis (project prioritization)
- A copy of the instructor’s popular book, “The Business-Savvy Project Manager”

(P) 877-390-3057 – [www.ssi-learn.com](http://www.ssi-learn.com)

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SSI has been reviewed and approved as a provider of project management training by the Project Management Institute.



## *A Valuable Self-Development and Educational Workshop*

### **The Project Management MBA: Two-Day Crash Course!**

Presented by: Gary R. Heerkens, PMP, CPM, CBM, PE

*In order to effectively compete in the future, project management professionals will need to be able to “connect the dots” between projects, project management practices, and their company’s critical business practices. Simply stated, they must develop their business-savvy in addition to their technical savvy.*

Q. What does it mean to be business-savvy, and how can project management professionals get there?

In this informative, content-intensive mini-workshop, Gary R. Heerkens, PMP, CPM, CBM, PE answers these two important questions AND provide participants with a considerable head start on the path to becoming business-savvy – as it relates to projects and project management.

First, Mr. Heerkens “sets the stage”, describing how (and why) project management is steadily evolving from a technically-focused discipline to a business-focused discipline. In short, this movement stems from the growing awareness that projects are actually financial investments.

After establishing the value of *being* business-savvy, Mr. Heerkens presents his “road map” for exactly how participants can *become* business-savvy. The road map has both a hard component (a list of knowledge, competencies, and skills) and a soft component (a list of supporting behaviors, actions, and personal tips). Participants will be asked to consider how they can put these competencies into practice.

For the remainder of the workshop, participants roll up their sleeves, joining Mr. Heerkens in a comprehensive study – with extensive practice -- of six critical organizational functions:

- (1) *Performing a complete project financial analysis (ROI analysis)*
- (2) *Performing an ROI-based sensitivity analysis*
- (3) *Performing an ROI-based scope change analysis*
- (4) *Performing an ROI-based alternatives analysis*
- (5) *Preparing a comprehensive project business case*
- (6) *Conducting a project portfolio (ranking) analysis*

In his signature “how to” style, Mr. Heerkens walks participants through all these critical processes, step-by-step.

As an added bonus, participants will receive these useful takeaways:

- *A “Business-Savvy Project Management Learning Map”*
- *Spreadsheets for automatically calculating key project financial metrics (NPV, IRR, etc.)*
- *A template (and guidelines) for preparing a comprehensive project business case*
- *A template for preparing a portfolio analysis (project prioritization)*
- *A copy of the instructor’s popular book, “The Business-Savvy Project Manager”*

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### *Outline of Seminar Topics*

#### Program Introduction

#### **Module 1: Foundations of Business-Savvy Project Management**

- Redefining project management as a business function
- Charting a course to becoming “business-savvy”
- Core knowledge: a sampling
  - project finance
  - organizational management
  - cost management

#### **Module 2: Project Economics**

- Overview (project cost versus benefit analysis & ROI revealed)
- Foundational principles (time value of money & NPV revealed)
- Preparing project cash flow analysis using different models
- Performing a comprehensive project financial analysis

#### ❑ *Case Study, Part I: Project Financial Analysis: The F-21 Project*

#### **Module 3: Applying Risk Analysis to Project Economics**

- Sources of business uncertainty
- Performing a sensitivity analysis
- Displaying risk analysis outputs

#### ❑ *Case Study, Part II: Performing a Project Sensitivity Analysis*

#### **Module 4: Related Issues and Practical Applications**

- Understanding the effects of budget overruns and project delays
- Examining quality from a business perspective
- The expected value of information
- Tracking and measuring actual project benefits after project completion
- Scope changes, piggybacking, and project economics

#### ❑ *Case Study, Part III: Dealing With Scope Change From a Business Perspective*

#### **Module 5: The Project Business Case Process**

- Business case vs. business plan
- What is a business case?
- Benefits of the business case approach
- Key players in business case preparation
- Recommended business case structure

#### ❑ *Case Study, Part IV: Evaluating a Business Case You've Been Handed*

#### **Module 6: Project Portfolio Management**

- Overview of project idea management and the enterprise project pipeline
- Identifying, quantifying, financing the “right” business initiatives
- Developing, categorizing, and prioritizing project solutions
- Selecting, launching, and coordinating projects

#### ❑ *Case Study, Part V: Preparing and Presenting a Portfolio Analysis to Business Unit Executives*

*WRAPUP: Implementing a Business-Savvy Approach to Projects*

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### Agenda and Timetable

	Day 1	Day 2
8	Welcome / Program Introduction	Related Issues / Practical Applications
9	Foundations of Business – Savvy Project Management	Case Study, Part III: Dealing with Scope Change
10	Project Economics	The Project Business Case Process Case Study, Part IV: Evaluating a Business Case You've Been Given
11		Project Portfolio Management
12	LUNCH	LUNCH
1	Case Study, Part I: Project Financial Analysis	Project Portfolio Management (cont'd)
2	Applying Risk Analysis to Project Economics	Case Study, Part V: Preparing and Presenting a Portfolio Analysis to BU Executives
3		
4	Case Study, Part II: Sensitivity Analysis	Action Planning: Implementing a Business- Savvy Approach to Project Management
5		

### Course Schedule and Information

**Instructor:** Gary Heerkens, PMP, CPM, CBM, PE

**Dates/Times:** April 22-23, 2009

**Course Fee:** \$1295

**Course Includes:** Course notebook and a CD-ROM containing sample templates and software; coupon for lunch each day.



**Registration:** Please contact Karen Kowalski at 973-473-2490, **all major credit cards accepted**, plus SSI is a J&J Official Vendor in the ARIBA System (#317446001), PO's are accepted.

**Contact:** Tom Mattus at 877-390-3057 for Group Discounts and on-site courses

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