

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

**Instructor(s):** Gary Heerkens, PMP

**Length:** 4 days

Frank Saladis, PMP, PMI Fellow

**CEUs:** 2.8

**Level:** Progressive

**Primary Topic:** Business Skill Enhancement

**Subtopics:** Benefits Realization, Portfolio Management, Strategic Planning and Implementation

### Description:

To compete in the future, project managers will need to be able to “connect the dots” between projects, project management practices, and their company’s business practices. In short, they must develop their project business-savvy in addition to their technical savvy. In this informative, content-intensive seminar, participants will gain a considerable head start on the path to enhancing their project-related business-savvy. Participants will “roll up their sleeves,” through in a comprehensive case study (including practice on their own laptops!) that is woven throughout the program. Hands-on competency-building, business-centric case study activities include:

- Project portfolio evaluation and ranking
- Project business case preparation
- Project financial analysis [ROI calculations]
- ROI-based sensitivity analysis [business risk analysis]
- ROI-based scope change analysis

**Pre-work:** Yes - 1 additional PDU

### Learning Objectives:

*Upon completion of this course, participants will be able to:*

- Organizational Planning Techniques
- Strategic Planning Techniques
- Tactical Planning Techniques
- Operations Planning Techniques
- Organizational Cost Management
- Capital Expenditures vs. Project Expense
- Relationship Between Sunk Costs and Project Termination
- Process Management and Modeling Methods
- Common “Value” Terminology/Approaches
- Calculating Internal Rate of Return (IRR), Net Present Value (NPV) and Weighted Average Cost of Capital (WACC)
- The Legal Environment of Projects
- Purchasing Law/Uniform Commercial Code
- Business Communications, Cross-Cultural Conduct and Ethics
- System Analysis/System Reliability Concepts
- Kaizen, Poke-A-Yoke, QA vs. QC
- Voice of the Customer Methodology
- The “Marketing Mix” and Microeconomics
- Decision Sciences
- Financial Accounting vs. Managerial Accounting

## Seminar Agenda

### DAY 1

- Introduction to the Program
- Knowledge Module: Understanding Business-Savvy PM
- Competency Module: Strategic Planning and Project Portfolio Development
- Case Study Activity 1: Develop a Complete Project Portfolio Analysis
- Debrief Case Study Activity 1: Present Your Portfolio Analysis to Martin's PDBU
- Competency Module: Optimization and Maintenance of Project Portfolios
- Knowledge Module
  - Organizational Planning
  - Process Management

### DAY 2

- Competency Module: Developing Project Business Cases and Template Tour
- Case Study Activity 2: Evaluate the F-21 Biz Case
- Key Business Case Considerations
- Competency Module: ROI Analysis of Project Investments
- Case Study Activity 3: Perform a Financial Analysis of the F-21 Project
- Competency Module: Special Topics in ROI Analysis
- Knowledge Module: Product Management and Marketing

### DAY 3

- Knowledge Module: Biz Communication/Ethics/Conduct, Decision Sciences
- Competency Module: ROI Sensitivity Risk Analysis
- Case Study Activity 4: Conduct F-21 Sensitivity Analysis and Demo of @RISK
- Knowledge Module
  - Quality and Business
  - Projects and Accounting
  - Legal Environment of Projects
  - Incremental Justification Concept
- Case Study Activity 5: Analyze Incremental Justification
- Knowledge Module
  - Operations Management
  - Project Benefits Management

### DAY 4

- Knowledge Module
  - Always "Think Business"
  - Develop Personal Business-Savvy
- Comprehensive Case Study
  - Part 1: Read Case Study, Conduct Critical Business Analysis, and Class Discussion
  - Part 2: Program ROI Analysis and Debrief
- Competency Module
  - Implementing Organizational Business-Savvy
  - Personal Action Planning
  - Wrap-Up

	Technical	Leadership	Strategic	Total
PMP®/PgMP®	16.00	4.00	8.00	28.00
PMI-ACP®	0.00	4.00	8.00	12.00
PMI-SP®	0.00	4.00	8.00	12.00
PMI-RMP®	0.00	4.00	8.00	12.00
PfMP®	5.00	4.00	8.00	17.00
PMI-PBA®	5.00	4.00	8.00	17.00