University of M'sila
Faculty of Technology
Department of Electronics

Course: Project Management
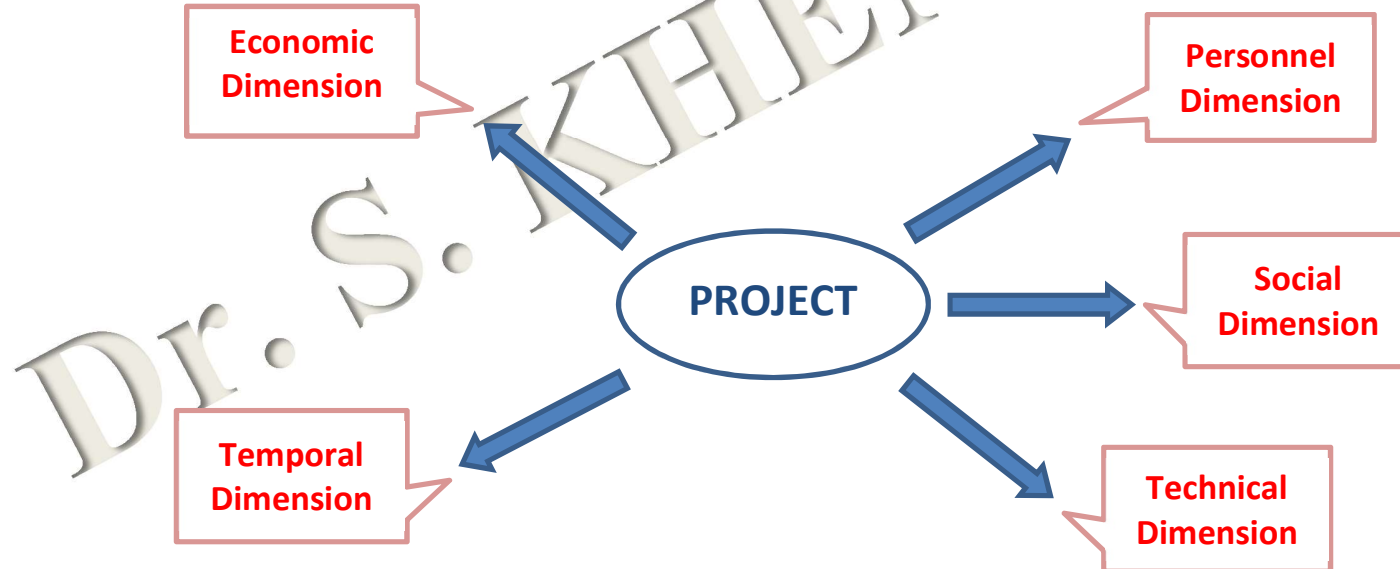**Students: 2nd Year Master_ITLC**
Lecturer: Dr. S. KHENNOUF

Chapter-1
Project Management Methodology

1.1 Introduction

- We are often in a project without realizing it.
- Projects are a part of our lives at all times, at all ages, in all fields: organizing studies, going on vacation, forming a sports team, starting your own business, etc.
- Starting a project is simply "setting a goal and providing means to achieve it".

1.2 Projet dimensions :

Every project has five dimensions:

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1.2.1 Personal Dimension: A real learning process. The first and most obvious dimension. It concerns your ideas, what you will contribute from yourself, what you will discover about yourself and others.

1.2.2 Social Dimension: You do not live in isolation. Your actions are necessarily embedded in an environment more or less distant from your own. You will interact with it, engage in dialogue, and establish numerous contacts.

1.2.3 Technical Dimension: This concerns all the practical and material aspects of the project that need to be mastered. Starting on the right foot with good organization is essential.

1.2.4 Economic Dimension: There is no project without a budget, and it must be credible. Everyone knows that money is the lifeblood of action. Your project has a cost (you will need to find the necessary funding), but it can also generate wealth.

1.2.5 Temporal Dimension: To successfully carry out a project, you need time. A project has a beginning, a middle, and an end. It can be extended, developed, or renewed. Knowing how to act urgently without rushing is a true challenge.

1.3 Main steps of project management: These steps can be adapted according to the nature of each project.

- **Idea Clarification:** Clarify the project idea and objectives.
- **Evaluate the Current Situation:** Conduct a situational analysis or needs assessment.
- **Budget Development:** Create a preliminary budget for the project.
- **Project Formalization:** Formalize the project plan, outlining goals, tasks, and a timeline.
- **Find Partners:** Identify and engage potential project partners or stakeholders.
- **Develop an Action Plan:** Create a detailed action plan that outlines tasks, responsibilities, and timelines.
- **Communication:** Implement a communication plan to keep stakeholders informed and engaged.
- **Project Realization:** Execute the project plan and carry out the defined activities.
- **Evaluation and Reporting:** Assess the project's outcomes and report on the results.
- **Sustainability:** Consider extending or continuing the project, if applicable, to ensure its long-term impact.

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1.3.1 Step 1 : Idea Clarification

The objective is to know what you want and where you are heading. Therefore, you need to answer two relevant questions:

- ❖ **WHAT ?** What do I want to do ?
- ❖ **WHY ?** What do I expect from it ?

1.3.2 Step 2 : Evaluate the Current Situation

This step should allow you to answer three relevant questions:

- ❖ **WHO does WHAT?** Who are the key stakeholders and actors involved?
- ❖ **HOW?** What are the methods, procedures, regulations, and tools to be used?
- ❖ **WITH WHAT?** What human, financial, and material resources need to be gathered for my project?

It is necessary to record all the collected information. These are essential for deepening and refining the project, building the budget, and preparing the argument to convince your future contacts.

During this stage, consider using the internet, specialized literature, but also reach out to your network, municipal services, or associations.

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After a meeting or discussion, remember to fill out a contact sheet to summarize the gathered information. You will find an example of a contact sheet in the annex, which you are free to adapt to your needs.

1.3.3 Step 3 : Budget Elaboration (Development)

This step should allow you to determine how much your project will cost (expenses) and verify that you are able to secure the necessary funding (revenues). In this step, you should plan the financial progression of the project in the same way as the project's overall progression:

- ❖ **When will I acquire expenses?**
- ❖ **When will I receive the funding?**
- ❖ **Does my cash flow allow me to make an advance payment?**

The projected budget must accurately reflect the analysis of your needs and the resources you have or plan to gather to meet them. This task is an essential element of your project, demonstrating your seriousness, motivation, and the thoroughness of your approach. In any case, a few principles must be strictly followed:

- ▪ Revenues and expenses must always be presented in balanced (equal) columns.
- ▪ Each expense must be justified (it is necessary to obtain quotes or note prices in stores).
- ▪ Provide an unforeseen margin of at least 8% of expenses.
- ▪ In the revenues, include the resources you already have, i.e., self-financing.

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- For partners, it is necessary to specify whether they are secured, under negotiation, or to be acquired.
- Distinguish between direct financial contributions and in-kind contributions.
- Since the projected budget is flexible, always remember to date it.

1.3.4 Step 4 : Project Formalization

Planning the implementation methods means organizing the execution of the action, scheduling it over time, and defining the necessary resources to ensure its completion. Defining the implementation methods helps to assess what is achievable or not within the project. This phase sometimes leads to modifications of certain project elements or allows alternative solutions to be planned. From this stage onwards, you should be able to answer the following questions:

- ❖ **WHO?** Project leader and origin of the project?
- ❖ **WHY?** Reasons for the project?
- ❖ **FOR WHOM?** Intended beneficiaries or target audience?
- ❖ **WHAT ?** Product, services, etc.
- ❖ **WHERE ?** Locations, cities, etc.
- ❖ **WHEN?** Detailed description, deadlines, and project location
- ❖ **HOW?** Technical approach (needs, skills, resources, etc.)
- ❖ **HOW MUCH ?** Financial approach

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Answering all of these questions will give you a comprehensive overview of your project.

1.3.5 Step 5 : Find Partners

Finding partners means engaging individuals or organizations that will get involved in the project. The forms of support are as varied as the partners themselves: municipalities, companies, retailers, foundations focused on project assistance, etc.

Depending on the organization, you may receive sponsorship, patronage, credits, etc. The Sponsorship is financial support in exchange for publicity benefits. The Patronage is financial support without any direct return. Forms of support can include:

- **In-kind assistance:** Discounts on equipment, use of a space, etc.
- **Media sponsorship:** Articles or reports about the project, etc.
- **Advice or networking:** Connecting you with other potential partners, etc.

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1.3.6 Step 6 : Develop an Action Plan

From this step onwards, you should be able to answer the following questions:

- **What needs to be done?**
- **Who is doing it?**
- **When?**

The action plan is the project's dashboard. It helps organize your work into major stages, schedule the activities and tasks for each stage over time, and visualize the progress of the project.

Each step in this plan is a target to achieve, with a measurable indicator - both quantitative and qualitative - that defines the goal to be reached and has a completion deadline.

1.3.7 Step 7 : Communication

Communicating means delivering a message to targeted audiences, using appropriate tools, in order to generate impact. To communicate about your project, you must:

- ❖ **WHO? WHY**? Identify the primary targets: social, economic, and private partners; public; families; adults; etc.
- ❖ **WHAT? FOR WHOM?** Define the message, position the project within the current context, identify the key arguments in favor of the project, and adapt the form and content of the message according to the audience.

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❖ **WHICH MEDIA? HOW MUCH?** Choose the appropriate channels (media, audiovisual, internet, etc.), design informational materials (brochures, posters, etc.), directly inform local stakeholders (organize events, etc.), and communicate about the project's evaluation (using external and critical perspectives).

Communication must be an integral part of the project and its progression. It should be planned in advance, monitored, and allocated resources on par with other phases of the project. External communication channels (newspapers, radio, etc.) can result in a loss of control over the message, as it is the journalist who decides which messages will be conveyed.

1.3.8 Step 8 : Project realization (Implementation)

Your project is finalized; you need to take action. This step will allow you to move from the idea to the project, or from reflection to action.

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1.3.9 Step 9 : Evaluation and Reporting

This step allows you to judge to what extent the objectives have been achieved (partially or entirely), identify any potential errors, measure the impact of the action, its effectiveness, and how it was carried out, in order to ensure proper follow-up or adjust it. Based on the project's objectives, it is necessary to:

❖ **Define clear qualitative and quantitative indicators to measure the targeted results.**
❖ **How did the action proceed? What was the involvement of my partners?**
❖ **Was I able to gather the necessary resources?**
❖ **Were the deadlines and milestones met? Why or why not?**

1.3.10 Step 10 : Sustainability

Your project is a success, and you may be considering expanding it and building on your initial experience. Therefore, it is important to strengthen the foundations and further develop your project.