

SeminarsWorld® Course Agenda

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The Project Management MBA: Four-Day Crash Course!

Instructor(s): Frank Saladis, PMP
Gary Heerkens, PMP

Length: 4 days
CEUs: 2.9 / See below for PDU breakdown

Pre-work: Yes

Level: Advanced

Primary Topic: Business Skill Enhancement

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

Course 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

This seminar will be instructed by either Gary Heerkens or Frank Saladis, the team teachers for the course.

Learning Objectives:

Upon completion of this course, participants will

- Strategic Planning Techniques
- Organizational 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 Project Net Present Value and Internal Rate of Return
- The Legal Environment of Projects
- Purchasing Law
- Business Communications, Cross-Cultural Conduct and Ethics
- Presenting and communicating with executives and business decision makers
- System Analysis/System Reliability Concepts
- Quality in business - Kaizen, Poke-A-Yoke, Lean Six Sigma, QA and QC
- Voice of the Customer Methodology
- The "Marketing Mix" and Microeconomics
- Decision Sciences - Techniques for making sound business decisions
- Applications of Organizational Agility
- An executive overview of agile project techniques

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

Professional Development Units (PDUS) are one-hour blocks of time spent learning, teaching others, or volunteering. By attending this SeminarsWorld course, you will be able to achieve the following PDUs as learning hours to apply for PMI certification or to maintain your certification status with PMI. [View](#) how your PDUs align with the PMI Talent Triangle®.

	Technical	Leadership	Strategic	Total
CAPM / PMP / PgMP	17	4	8	29.00
PMI-ACP	0	4	8	12.00
PMI-SP	0	4	8	12.00
PMI-RMP	0	4	8	12.00
PfMP	5	4	8	17.00
PMI-PBA	5	4	8	17.00