

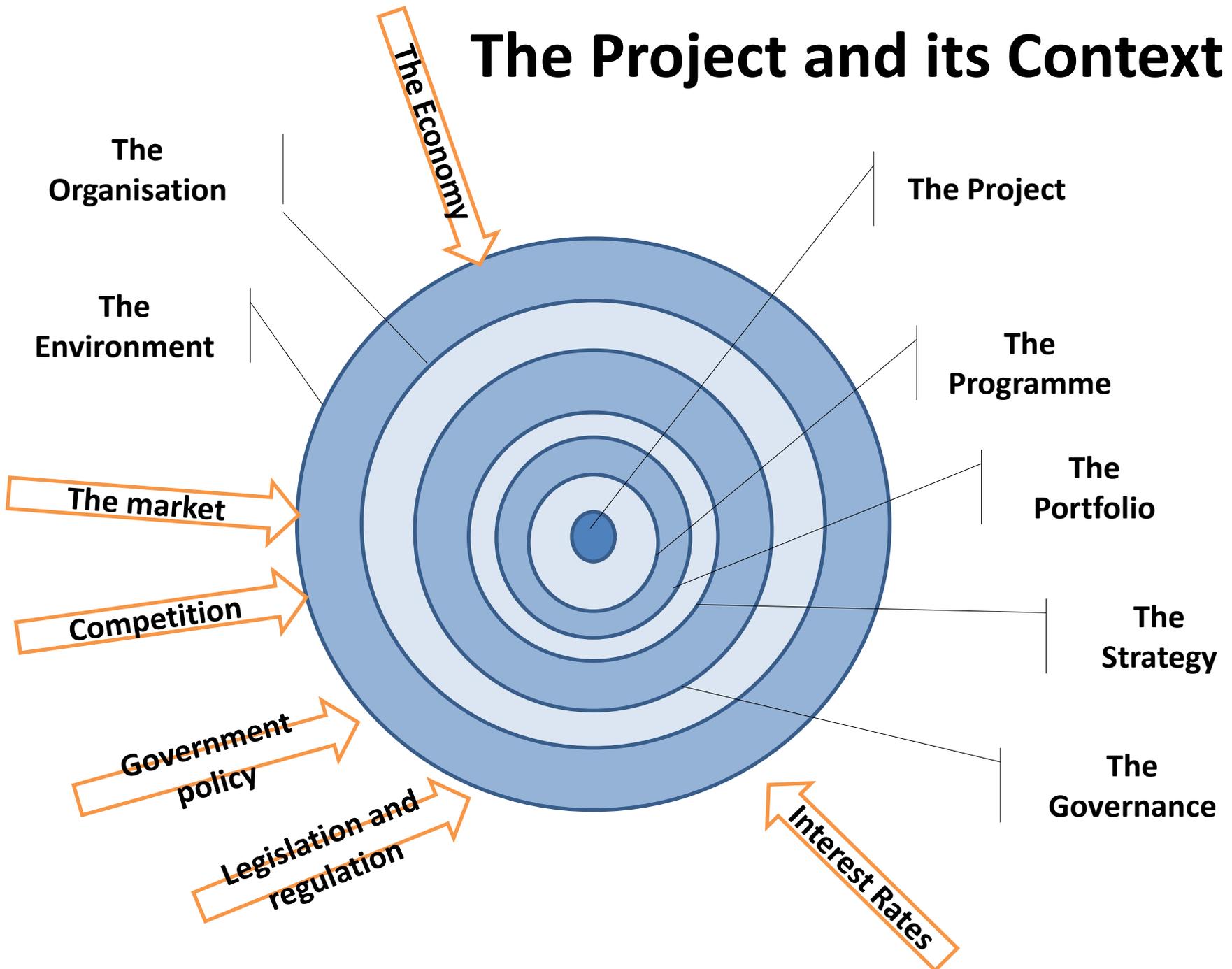
Contemporary Projects Module

Types of Projects

The Context

- Projects should be beneficial to an organisation
- Projects can be selected on a number of different bases:
 - Profit motive
 - Cost reduction
 - Process improvement

The Project and its Context



Projects – some we can think of

- Construction
 - Houses
 - Offices
 - Factories
- Engineering
 - Dams
 - Roads
 - Bridges
- We have been doing these for a while now – they are all tangible things

Other Types of Projects

- Oil and Gas exploration
- Chemical and pharmaceutical projects
- New aircraft design and build
- Power generation
- Space missions

These are all tangible too, but different from the previous list?

And More...

- Relocating an organisation
- Starting up a business
- Designing a new television service
- Launching a new credit card
- Developing a new university course

These are projects – but the thing being developed is intangible

How might these differ from the previous examples?

And What About These?

- A disaster relief mission
- A military exercise
- A disease eradication exercise – smallpox etc
- Changing the culture in an organisation
- Introducing a new marketing campaign for a product
- A new IT application

Are these projects, and if so, what do they share with the preceding ones?

The Key?

- They are all delivering some form of **'Change'** – either to the way that something is done, or something new.
- Traditionally projects delivered something we can see, but we can't really see 'change' - we can see (and measure) the consumption of money and time – in return for something 'new'

Examples from the Group

- Common Features
- Differences
- What does this tell us about projects?