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**COURSE TITLE: PROJECT MANAGEMENT**

**ASSIGNMENT TITLE: PROJECT MANAGEMENT**

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Question 1:

Suppose a company is interested in purchasing a call centre software package to improve its customer service.

1. Describe the project management processes that would be needed to support the first two phases of the IT project methodology.
2. Describe an IT project management methodology that can be adopted for the project.

Question 2:

1. Using the following phases as a guide, develop a WBS for an IT project of your choice to achieve a goal. For each phase, define a deliverable, some activities or tasks, and a milestone.

1.0 Conceptualize and initialize project 4.0 Design 7.0 Implementation

2.0 Develop project plan 5.0 Construction 8.0 Close project

3.0 Analysis 6.0 Testing 9.0 Evaluate

1. Suppose a bank's goal is to gain competitive advantage by developing tighter relationships with its Customers. Its strategy is to create focused differentiation through a customer relationship management (CRM) system. Assuming you are saddled with the responsibility of coming up with an accurate and not too expensive estimates. How will you handle the situation?

Question 3:

Why is the study of Project management important for computing and Information Technology Students?

**ANSWERS**

1. A company is interested in purchasing a call centre software package to improve its customer service.
2. The project management processes that would be needed to support the first two phases of the IT project methodology are
3. Conceptualize and initialize

This is the beginning of the project. This stage focuses on defining the overall goal of the project. The idea for the project is explored and elaborated. The goal of this phase is to examine the feasibility of the project. In addition, decisions are made concerning who is to carry out the project, which stakeholder will be involved and weather the project has an adequate base of support among those who are involved. Therefore, defining the project's goal is the most important step in the IT project methodology. The project's goal aids in defining the project's scope and guides decisions throughout the project life cycle. It will also be used at the end of the project to evaluate the project's success.

The steps for the conceptualize and initialize phase may include the following

1. Undertaking a feasibility study.
2. Identifying scope.
3. Identifying deliverables.
4. Identifying project stakeholders.
5. Developing a business case.
6. Developing a statement of work.
7. Develop the project charter and detailed project plan

The project charter is a key deliverable for the second phase of the IT project methodology. Project charter defines a formal, typically short document that describes your project in its entirety including what the objectives are, how it will be carried out and who the stakeholders are.

The project charter provides another opportunity to clarify the project's goal and defines the project's objectives in terms of scope, schedule, budget, and quality standards. In addition, the project charter identifies and gives authority to a project manager to begin carrying out the processes and tasks associated with the systems development life cycle (SDLC).

1. An IT project management methodology that can be adopted for the project is the Agile project management methodology.

Agile project management is a modern, flexible approach to project management. Agile is a process by which a team can manage a project by breaking it up into several stages and involving constant collaboration with stakeholders and continuous improvement and iteration at every stage. The Agile methodology begins with clients describing how the end product will be used and what problem it will solve. This clarifies the customer's expectations to the project team. Once the work begins, teams cycle through a process of planning, executing, and evaluating, which might just change the final deliverable to fit the customer's needs better. Continuous collaboration is key, both among team members and with project stakeholders, to make fully-informed decisions.

The core of the Agile methodology was developed by 17 people in 2001 in written form. Their Agile manifesto of software development put forth a groundbreaking mindset on delivering value and collaborating with customers. Agile's four main values are expressed as:

1. Individuals and interactions over processes and tools

As sophisticated as technology gets, the human element will always serve as an important role in any kind of project management. Relying too heavily on processes and tools results in an inability to adapt to changing circumstances.

1. Working software over comprehensive documentation

As important as documentation is, working software is more. This value is all about giving the developers exactly what they need to get the job done, without overloading them.

1. Customer collaboration over contract negotiation

Your customers are one of your most powerful assets. Whether internal or external customers, involving them throughout the process can help to ensure that the end product meets their needs more effectively.

1. Responding to change over following a plan

This value is one of the biggest departures from traditional project management. Historically, change was seen as an expense, and one to be avoided. Agile allows for continuous change throughout the life of any given project. Each sprint provides an opportunity for review and course correction.

Agile’s 12 principles to guide an iterative and people-centric approach to software development are;

1. Our highest priority is to satisfy the customer through early and continuous delivery of valuable software (or whatever else you deliver).
2. Welcome changing requirements, even late in development. Agile processes harness change for the customer’s competitive advantage.
3. Deliver projects frequently, from a couple of weeks to a couple of months, with a preference for the shorter timescale.
4. Coordinating team members must work together daily throughout the project.
5. Build projects around motivated individuals. Give them the environment and support they need and trust them to get the job done.
6. Face-to-face conversation is the most efficient and effective method of conveying information to and within different teams.
7. The final product is the primary measure of progress.
8. Agile processes promote sustainable development. All stakeholders should be able to maintain a constant pace indefinitely.
9. Continuous attention to technical excellence and good design enhances agility.
10. Simplicity - the art of maximizing the amount of work not done—is essential.
11. The best architectures, requirements, and designs emerge from self-organizing teams.
12. At regular intervals, the team reflects on how to become more effective, then tunes and adjusts its behaviour accordingly.
13. (a). The IT project used is a library management system.
14. Conceptualize and initialize project

To do research on library systems and to establish distinct features that can be applied in developing a library management system.

* Activities: Do research on manual and online library system, get some ideas from books and journals for relevant articles.
* Deliverables: Research report.
* Milestone: Complete business case, preliminary scope statement, WBS 2 and project charter. Identify key stakeholders, determine project team organisation and structure and gain approval to proceed.
1. Develop project plan

To create a WBS for the library management system.

* Activities: Identify the main tasks or activities for the project and produce a work breakdown structure.
* Deliverables: Work breakdown structure (WBS).
* Milestone: Prepare detailed project plan, cost baseline, gain approval to proceed and then team meetings kickoff.
1. Analysis

To understand technologies to be used in designing Library Management System

* Activities: Briefly explanation of software to be used, hardware, languages and servers.
* Deliverables: Requirements analysis.
* Milestone: Strategic library management system plan and systems proposal.
1. Design

To design and implement a database that will hold information for the library management system.

* Activities: Analyse information collected and draw up a requirements specification for member registration, item management and setting security.
* Deliverables: Conceptual data model, relational schema, codes for database.
* Milestone: Logic representation of the system and technical design.
1. Construction

To develop a web based application for the library management system.

* Activities: The platform showing how the web based application will be implemented are PHP, CSS, XHTML, Apache and MySQL which are languages to be used for developing web pages, virtual platforms and server side for validation on retrieving and accessing information from database through web based application.
* Deliverables: Web based application, screen dumps and codes for web based application.
* Milestone: Library management system.
1. Testing

To test the system.

* Activities: Review test plan with client, carry out test plan, analyse results, prepare test results report and presentation, present test results to client and address any software issues or problems.
* Deliverables: Test results report.
* Milestone: Client signs off on test results and testing completed.
1. Implementation
* Activities: Training program and Conversion plan.
* Deliverables: Documentation.
* Milestone: Documentation.
1. Close project
* Activities: Conduct user survey.
* Deliverables: Final project report/presentation.
* Milestone: Formal acceptance.
1. Evaluate
* Activities: Conduct user survey.
* Deliverables: Project evaluation.
* Milestone: Project success.

(b). Customer relationship management (CRM) is a strategy that enables organizations to reduce costs, increase profitability and strengthen loyalty of their customers. CRM collects information based on all data sources within the organization (and when it is possible, beyond organization) and represents a holistic insight on every customer in real time.

CRM solutions for banking provide multi-channel communication with customers in a consistent and efficient manner. This distinguishes the bank from its competitors and provides the most efficient data collection, unified view of each client, enhanced decision making, product design and sales. Together this allows banks to know their clients and to make the most efficient use of customer interactions across multiple channels. CRM solution also allows the increase of revenue through customized sales and customer service interactions, which allows banks to respond to new customers, products and markets faster and easier. CRM will improve customer satisfaction and enable a better organization for banks with high quality services, better analytics, segmentation and targeting. All these results will not be achieved simply by purchasing and implementing CRM solutions.

For the CRM to be truly effective, the organization must first decide what kind of customer information they want to collect, and what to do with that information. Bank managers have realized that customers have different economic value for them, and they adapt their offer and communication strategy accordingly. Successfully implemented, CRM system brings many benefits to the bank such as quick and easy customer information collection and storage, analyzing profitability, assisting in marketing efforts, acquisition of new customers, relationship management, client retention rate increase, cross selling, etc.

CRM solution needs to ensure that the marketing campaigns of banks are appropriately personalized and targeted towards the most appropriate segments of potential clients. This optimizes marketing efforts and results in a higher level of acquisition of new clients. The solution provides a comprehensive preview of the clients, enabling access to all points of interaction that a client has with the bank. CRM solution also automates business processes and business activities, and therefore eliminates manual tasks resulting in reduction of error possibilities and process time.

In order to go a step further in enhancing the sales and services, banks are focusing on the development, implementation and integration of their channels quickly and efficiently.

With the use of CRM solutions banks tend to reach the following three objectives: improved and consistent service based on a thorough review of clients; increased income through the adoption of new products, increased profitability through lower costs of product development and services.

CRM solution for banking puts customers at the centre of the organizational focus in order to respond to their needs, to give them satisfaction and thus to maximize the profit of the organization. The use of the existing information available in the CRM organization helps improve client relationships. CRM software for banks aims to improve customer profitability and to place the bank in front of the competition by helping them study customer activity and to meet customer needs with the help of CRM solution for banking.

I will handle the situation through the following ways:

1. By collecting information

The priority should be to capture the information you need to identify your customers and categorise their behaviour. Those businesses with a website and online customer service have an advantage as customers can enter and maintain their own details when they buy.

1. By storing information

The most effective way to store and manage your customer information is in a relational database - a centralised customer database that will allow you to run all your systems from the same source, ensuring that everyone uses up-to-date information.

1. By accessing information

With information collected and stored centrally, the next stage is to make this information available to staff in the most useful format.

1. Through analysing customer behaviour

Using data mining tools in spreadsheet programs, which analyse data to identify patterns or relationships, you can begin to profile customers and develop sales strategies.

1. By marketing more effectively

Many businesses find that a small percentage of their customers generate a high percentage of their profits. Using CRM to gain a better understanding of your customers' needs, desires and self-perception, you can reward and target your most valuable customers.

1. By enhancing the customer experience

Just as a small group of customers are the most profitable, a small number of complaining customers often take up a disproportionate amount of staff time. If their problems can be identified and resolved quickly, your staff will have more time for other customers.

1. The study of project management for computing and information technology students provides valuable knowledge such as;
2. It provides students with practical knowledge underlining the importance of project management to the successful implementation of projects across all industrial and business sectors.
3. Enhance their communication: When you teach your students some management skills, you equip them to be better professionals. Project management guarantees that your students will sharpen their communication skills. Therefore, it will be easy for them to learn how to understand and to be understood regarding the project. With quality communication, your student will also get a chance of building a stable relationship with the clients.
4. Time management: Students learn how to distribute and capitalize on their time. For any project to be successful, proper time allocation must be implemented.
5. Social construction: Some projects will require students to work together as a team and come up with ideas that impact changes in the society. In such situations, the students must learn how to trust one another and build on the other person’s opinion. This skill enhances their social life and allows them to rethink their perspectives based on the knowledge they get from the others.
6. Adopting a technique to solve a problem: As a leader, you often find yourself dealing with issues that come in your way. Since your students are involved in the learning process, giving them the ultimate control of how they run the project helps them to grow. When they serve in the management position in the project, they will develop a technique that makes them critical thinkers and problem solvers. The student will understand the effects of a failed thought and how to get back on track.
7. Self-discovery: In learning, every student has their unique strengths and weaknesses. Every one of them has their way of expressing ideas, creating new things, and exploring the next expectations. When you take on the responsibility of managing all projects, the different capacities in them will never be exposed. However, by giving them the chance to own and control the project individually, their different potential will automatically come out. They will discover themselves as they develop and reflect on ideas, knowledge, skills set and performances
8. It provides an understanding of the theory and practice of project management through an integrated view of the concepts, skills, tools, and techniques involved in the management of information technology projects. Much of the knowledge needed to manage projects is unique to the discipline of project management.