

A background image showing a business meeting. Two people are seated at a wooden table. One person is holding a pen and looking at a laptop screen displaying charts and graphs. The other person is holding a pen and looking at a notepad. A coffee cup is on the table. The image is overlaid with a teal and dark blue geometric design.

NEW BUSINESS ENGLISH 6

Lesson 40 Initiate the Project



LEARNING GOAL

- ◆ Understanding Project Management



Warm-up

◆ What is project management?





The product manager initiates a new project.
Lena volunteers to hold the post of project manager.

Situational Dialogue

Listen to the audio.

Product Manager: Most customers are satisfied with the quality of our products, but some reported that the packaging is too bulky and **outdated**. To solve this problem, we plan to start a new **project** - upgrading our product packaging. Let us roughly confirm the **scope** of the project. We will comprehensively upgrade the product packaging. The final **deliverable** is to produce a batch of products with new packaging within two months. Who is willing to **take** it **on**?

Lena: I am happy to take it on.

Product Manager: Great! I hereby **appoint** Lena as the **project manager**.
I believe she can lead this project to success.

Lena: Thank you for putting your trust in me.
I'll draft the **project charter** for your confirmation this week.

Role-play

Do a role-play and answer the questions.

Product Manager: Most customers are satisfied with the quality of our products, but some reported that the packaging is too bulky and outdated. To solve this problem, we plan to start a new project - upgrading our product packaging. Let us roughly confirm the scope of the project. We will comprehensively upgrade the product packaging. The final deliverable is to produce a batch of products with new packaging within two months. Who is willing to take it on?

Lena: I am happy to take it on.

Product Manager: Great! I hereby appoint Lena as the project manager. I believe she can lead this project to success.

Lena: Thank you for putting your trust in me.
I'll draft the project charter for your confirmation this week.

Learning Goals

∴ Understanding Project Management

A **project** is a set of interdependent tasks that have a common goal.

Projects have the following characteristics:



a clear start
and end date



a project creates
something new



a project has
boundaries

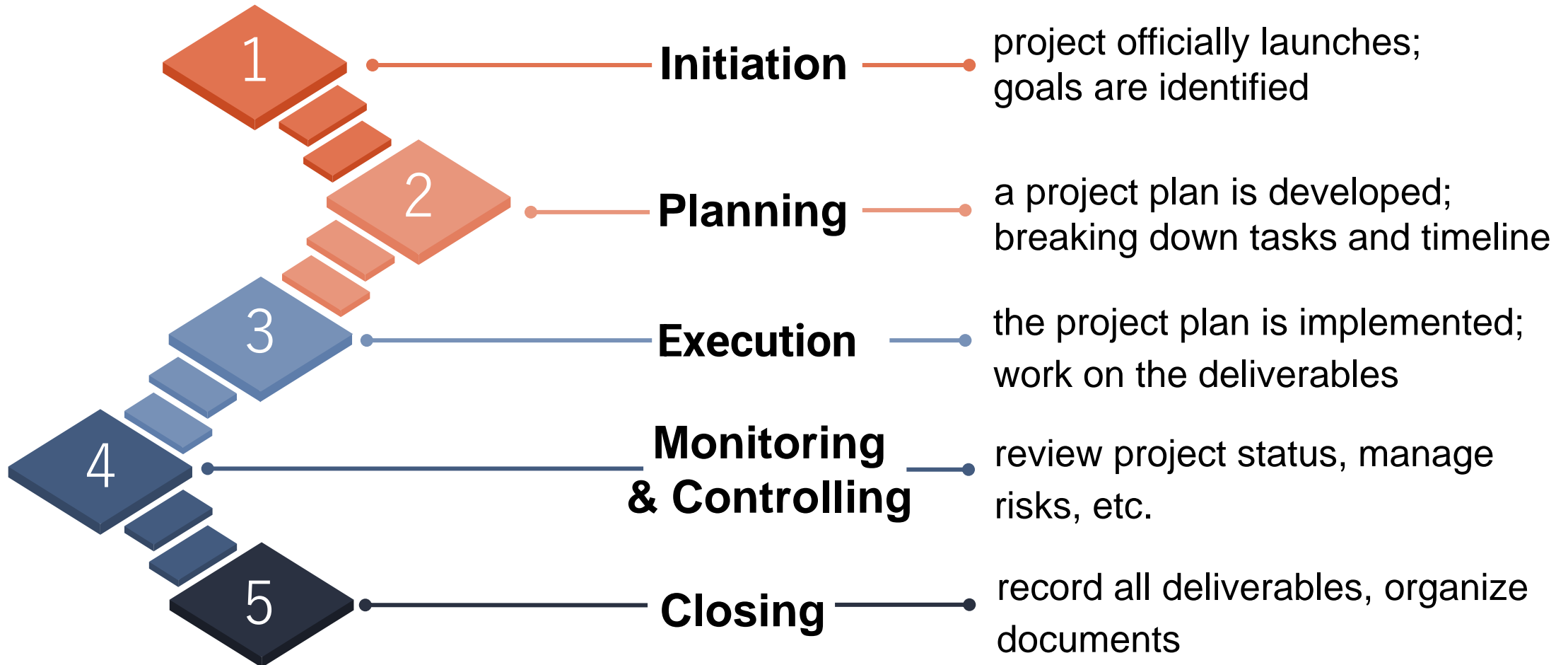


a project has
someone in charge

Learning Goals

Understanding Project Management

Phases of Project Management



Learning Goals

Identify which phase of project management is being described.

1. It indicates the end of the project after the final delivery.
2. In this stage, you need to develop a business case and define the project on a broad level.
3. Project managers make sure that no one deviates from the original plan by establishing CSF and KPI.
4. At this time, roles and responsibilities are clearly defined, so everyone involved knows what they are accountable for.
5. In this phase, the primary tasks are identifying technical requirements, developing a detailed project schedule, creating a communication plan and setting up goals/ deliverables.

Initiation

Planning

Execution

Monitoring
and Controlling

Closing

Oral Practice

Scenario:

You presented your project proposal, which is the development of the company website, to the shareholders. Discuss its characteristics and answer their questions about the project you are proposing.



∴ Characteristics of a project:

- *creates something new*
- *has boundaries*
- *has a clear start and end date*
- *has someone in charge*

The Importance of Good Project Management

1. Consistent communication

2. Higher productivity

3. More flexibility

4. Improved morale

5. Learning by retrospection

6. Effective resource allocation

7. Improved customer satisfaction

8. Higher risk tolerance

9. Better planning

10. Quality control



How does your company benefit from implementing project management?

Overview

Keywords and Expressions:

outdated/ project/ scope/ deliverable

take on/ appoint/ project manager/ project charter

Understanding Project Management

Characteristics:

- *has a clear start and end date*
- *has boundaries*
- *creates something new*
- *has someone in charge*

Phases:

1. *Initiation*
2. *Planning*
3. *Execution*
4. *Monitoring & Controlling*
5. *Closing*

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