



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Everyone's Smart University

Project (Spring 2021)

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Section

Master
(PMG506)

Course Code

Thursday

Date

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Advanced project Management

Instructions:

- اخر موعد للتسليم هو يوم الخميس 2021-05-20 في تمام الساعة ٩ مساءً.
- الإجابة متاحة باللغة الإنجليزية أو اللغة العربية مع مراعاة أن تكون المصطلحات العلمية باللغة الانجليزية.
- يتم تسليم المشروع في صيغة ملف pdf مع الالتزام نموذج الجامعة ولن تقبل أي مستندات أخرى.
- يجب مراعاة أقسام البحث الرئيسية (مقدمة Introduction، دراسات علمية سابقة Literature Review، طريقة البحث Methodology، النتائج والمناقشة Results and Discussion، وأخيراً المراجع References. وان كان هناك ملحقات Appendices يتم إضافتها)
- يجب الالتزام بـ Theme موحد كما يلي:
- حجم الخط 12.
- نوع الخط Arial.
- لون الخط أسود.
- المسافة بين الأسطر 1.5 line spacing
- عدد صفحات البحث (لا يقل عن ثلاث صفحات ولا يزيد عن ست صفحات).

Instructor's Name: ~~Eng. Amaal Aburumman~~ **Eng. Dr. Akram M. S. Ali**

THE CONVERSATION PARTNER PROJECT AT UNIVERSITY OF CALIFORNIA

1. INTRODUCTION:

As a number of universities increase around the global, each one starts to pay attention to consider the competitive advantages which are going to raise the university's value in term of universities selection process by potential students. Proudly, University of California is adopting numerous initiatives that aims to help its students have opportunities to enhance the current skills and acquire new ones. the University of California is taking the initiatives seriously as projects and working hard to accomplish the desire deliverables professionally.

The conversation partner project is designed to help students of University of California to work better in their desire languages. Some students are required to take language subject based on their major plan while other choose their favorite language to study as elective subject with taking into consideration the requirement for English language proficiency for all international students to start the academic journey. As the project is going to be in University of California that located in United States of America, so the communication language will be in English language. The project plans to divide the students into categories by the type of languages that they want to get the improvement in such as English, Arabic, Spanish, French, and etc. These languages are selected based on the students' demands. Then, each student will match with language expert to assist him or her at their appropriate time by the project team member who responsible to coordinate and manage this language category. Both of them, student and language expert, are going to meet firstly to introduce themselves and create a suitable schedule to start the improvement sessions in order to reach the project objectives.

Communication is essential in all project life cycle, and key of success in the conversation partner project which allows the information to be transferred to understand easily by certain receivers. Moreover, all the processes of the project are going to pass through communication channels and methods starting from project manager to project team members, project team members to language experts or students, and opposite. Despite that team members are diverse and come from different countries but all of them are settled in the same city which makes them considered as consolidated team and that leads to select and organize appropriate team structure to smooth the communication path and handle the execution outline to the team members correctly.

In the conversation partner project at University of California, I occupied the role of Project Manager. We are in the execution stage so I choose the interdisciplinary team structure because all the team members are specialized and skilled, and they are playing big part in the project's success. Furthermore, I get the advantages of using formal and informal communication channel to handle the outline of the project to team members in order to make sure that they understand their responsibilities and start to execute. On the other hand, there are potential blockers and noises that I am facing through the communication process but can easily eliminate if perfect communication plan is implemented.

2. LITERATURE REVIEW:

2.1. IMPACT OF COMMUNICATION ON PROJECTS:

As we know that communication is key element of project success, several numbers of studies also mention it frequently. Zulch illustrates in her study that in managing and executing of the desire project, communication is very important [1]. In addition, many of experts stated that communication is the lifeblood of any project and important to lead the project to success [2]. Provide and communicate the necessary information to receivers in the time of its

presence is having a huge and positive impact on the project success while the absence of it is having the opposite [3]. However, negative impacts on the project's success will occur if the communication is failed [3].

2.2. COMMON METHODS AND TOOLS OF COMMUNICATION:

Using the appropriate communication tools affect the efficiency and productivity of the project team members. Massive quantity of methods and tools are available to be used but choosing the suitable one is critical. Plus, communication methods can be divided into three starting with synchronous-straight including phone calls, meeting, personal interview, conference, workshop, and social activities. Synchronous-virtual is the second methods which contains e-conference, videoconferencing, internet forum, and teleconferencing. Thirdly, asynchronous method like website, letter, project documents, and etc [4]. Also, emails, chat, video recording, telephone, and presentations are tools of communication [4].

3. METHODOLOGY:

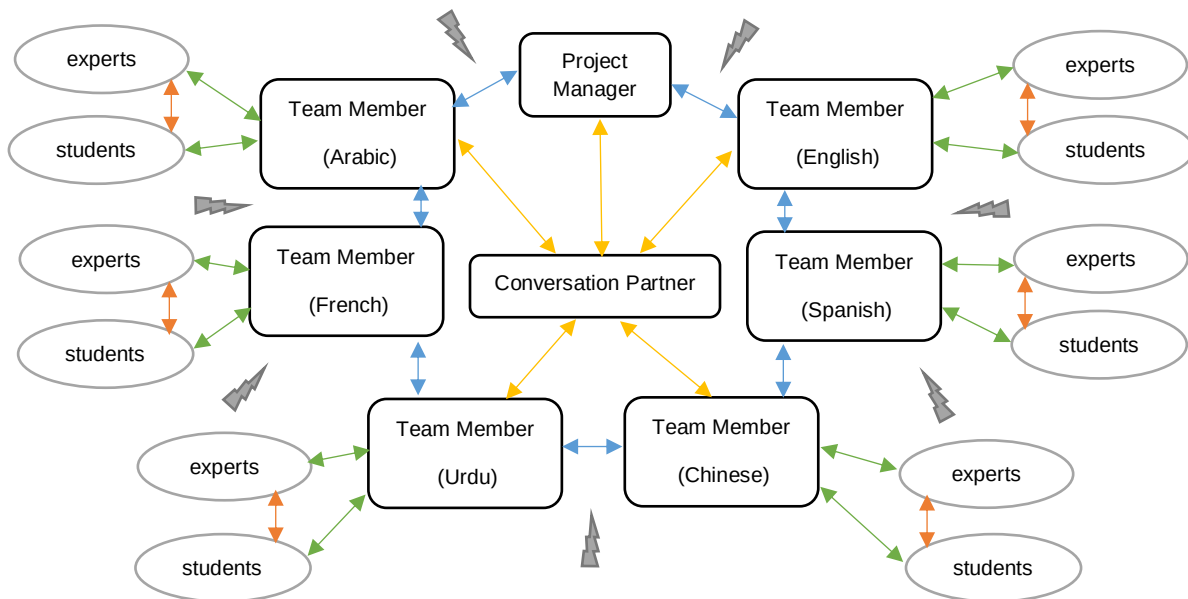


Exhibit 1: Interdisciplinary Team Structure Combined to Communication Processes

As the exhibit 1 shows above, the communication processes are divided by colors to pay attention of which communication channels, tools, methods, assessments, and evaluations are appropriate to use. In this section I am going to explain two ways of methodologies that I mostly practiced.

3.1. PROGRESS AND PRODUCTIVITY REPORTS:

Firstly, the blue communication process is between me as project manager and team members. I handle them the execution outline schedule through emails attaching with excel sheets that contains the experts and students' information and details of each language category, and update them monthly. The measurement methodology of the communication here is the progress and productivity reports that can help me to have a clear view of what each one of my team members has accomplished or achieved weekly. The team member needs to match perfectly at least 10 matches per week individually which makes it minimum of 40 matches per month. The team members must complete monthly together at least a total of 240 matches and above. These reports can be an indicator of team members' performance that can shows the degree of communication effectiveness in term of understanding the project.

3.2. LANGUAGE PROFICIENCY TEST:

The second communication measurement methodology is going to be on the orange communication process which is between each one of experts and students, and they mostly are going to use cell phone numbers to arrange suitable meeting sessions and face to face meetings to discuss what areas that need to be improved before starting the improvement sessions. The appropriate methodology to measure the communication effectiveness is language proficiency test that can illustrates how much improvement in the student's

language proficiency. In the same time, the results of the language proficiency test can help to measure if the project is successful or not.

4. RESULTS AND DISCUSSION:

Based on the tools and methodologies that we used, the details of the outcomes are presented as following:

Monthly	Week 5	Week 3	Week 2	Week 1	Team Members
92	30	19	23	20	Team Member (English)
59	10	17	19	13	Team Member (Arabic)
54	12	13	11	18	Team Member (Spanish)
43	10	10	12	11	Team Member (French)
41	11	10	10	10	Team Member (Chinese)
40	10	8	12	10	Team Member (Urdu)
329	83	77	87	82	Total

Exhibit 2: The Matching Results According to Reports

329 responses

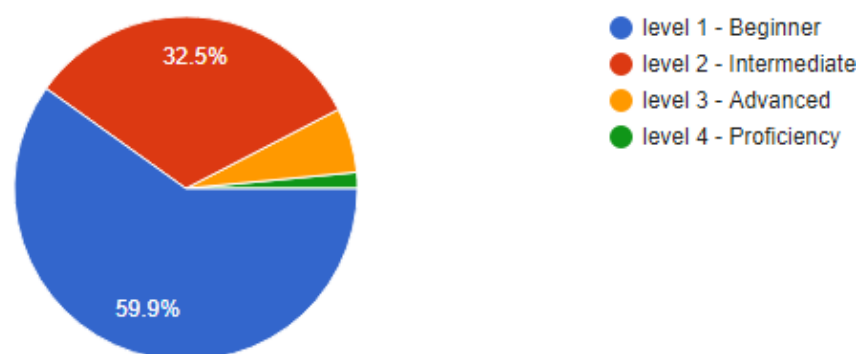


Exhibit 3: The Students' levels in Their Desired Languages **Before** Language Proficiency Test

329 responses

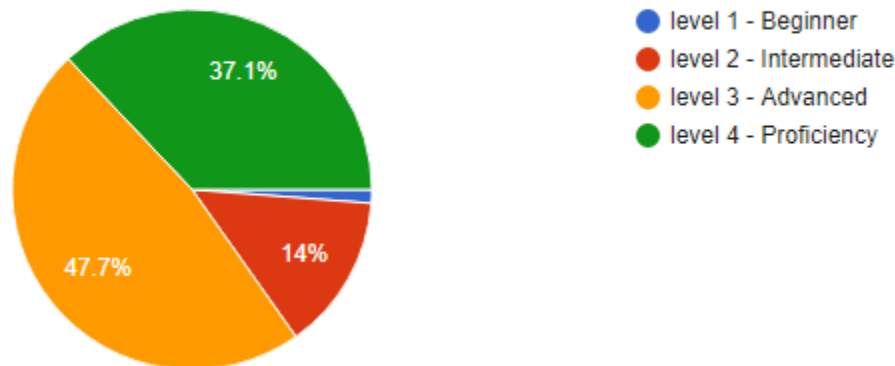


Exhibit 4: The Students' levels in Their Desired Languages **After** Language Proficiency Test

According to the results of exhibit 2, the project team members achieve the monthly goal of each Language perfectly which is a minimum of 40 matches, and that illustrates strongly the effectiveness of the good communication processes on the project success. In additions, each one of the project team members, who responsible of coordinating and managing certain language, is accomplish the weekly goal of matching which is the minimum of 10 matches except one team member. The team member who responsible of coordinating and managing Urdu language is failed on week 3 by achieving 8 matches out of minimum of 10 matches which might be a sign that the communication process is affected by blockers or noises, but he improved in the next week and that means the communication is getting better and leads him to hit the monthly goal successfully.

Putting the attention on the outcomes of exhibit 3 and exhibit 4 is giving us important indication of how the good communication processes without any kind of blockers and noises generates positive outcomes. Moreover, exhibit 3 shows the monthly percentages of students in each level before the language proficiency test: around 33% are in level 2 (Intermediate) while around 60% are

on level 1 (beginner), and the other levels have a minority of students. On the other hand, exhibit 4 illustrates the monthly improvement that happens on the students which leads to increase their proficiency after the language proficiency test including around 48% of students reach level 3 (Advanced) and 37% of them on the level 4 (proficiency). The percentage of level 2 (Intermediate) is decrease which also a positive sign of achieving the goal of the project. So, the effectiveness of communication processes here is high and smooth without any sort of blockers and noises that interrupt them.

Based on the results that mentioned and explained earlier, the conversation partner project at University of California is achieving positively its goal of enhancing and improving its students' desired languages by appropriate and suitable communication plan and processes, and proper of handling the execution outline to the team members

5. REFERENCES:

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