



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Everyone's Smart University

Project (Spring 2021)

Student Name	Mohammed Mshan ALotaibi	اسم الطالب
Students I.D	2021203467	الرقم الجامعي

Section

Master

Date

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Advanced project Management

Instructions:

- اخر موعد للتسليم هو يوم الخميس ٢٠٢١-٠٥-٢٠ 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 ١٢.
- 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

1: Introduction:

١/1: Project Description:

The construction industry is vast and varied. Just take a look around from homes to highways to hospitals and you see the results of this industry. Starting with the need for shelter, we first built primitive huts and houses. Then we constructed buildings for assembly and churches in which to worship. As our needs expanded, so did our building capabilities. We eventually built political capitals, great cities bustling with business and commerce. Though the means and the methods have changed over the centuries, the construction industry is still about building communities that serve people. [1]

The idea of this project is for "Aryaf Contracting" in Al-Hofuf to contract with "Anwar Beverages" company to establish and open a branch of Al-Anwar Cafe in the city of Al-Hofuf. This branch is identical to the presence of two branches of the company in the cities of Jeddah and Riyadh, it will present hot drinks such as tea, Nescafe, coffee, and cold drinks as juice, cold coffee, prepared foods and baked goods, create a quiet environment for study.

In this project, I will be the project manager for "Aryaf Contracting" and I will talk about how to maintain the communication between our team members, we have a great team in the project starting from the project manager, Engineers, supervisors and technicians. Also, we will consider other stakeholders. Managers and Aryaf's other employees which they will have major influences, Also, The external stakeholders like Anwar Beverages's representatives.

١/٢: Project Objectives:

- Establishing a branch with the same specifications as the two main branches, with the same furniture, decoration and the same products provided
- Make the place an attractive environment for customers and visitors.

- Providing a service of the same quality as achieved by the two branches, which led to the success of the work.
- The project is the beginning of the success of the company's expansion in the Eastern Province of the Kingdom of Saudi Arabia.

Maintaining open, regular and accurate channels of communication with all levels of project staff and stakeholders is vital to ensuring the smooth flow of instructions from customer to factory floor and sufficient warning of risks and changes to enable early assessment and preparation.

As I will be the project manager, it is my job to keep a number of people well-informed. It is essential that your project staff know what is expected of them; what they have to do, when they have to do it, and what budget and time constraints and quality specification they are working towards.

It is also my job to keep the Project Board informed of project progress. The Project Board usually includes the Executive (person ultimately responsible for the project), and representatives from the User and the Supplier.

It is important as well to update the Project Board regularly on the status of the project, so that any changes or risks can be assessed, project progress can be measured against the original Business Case and a project that is not fulfilling its purpose or matching the value of its investment can be called to a halt.

Finally, the research will focus on the strategies that are going to be set up to maintain communication with the team members. Assuming that we are in the planning stage, Later on, These strategies and plans will be implemented in “manage communications” and “monitor communication” process.

This research will indicate the importance of communicating with the stakeholders inside and outside the project to ensure the completion of the project without any problem.

2. Literature Review:

Communication reflects how the rest of the partners communicate with each other and with the manager. It is important to be active both during sending a message and when receiving a message and also to consider how the person involved in the communication will decode the message. How people express themselves during communication is dependent on their mother tongue according to the linguistic relativity. The project manager should be aware of that the language differences might lead to that the partners could interpret the written or spoken information differently. It is also probable that people from different organizational cultures and different domestic cultures express themselves differently. Therefore face-to-face dialogues among project partners are very important in multi-organizational international

51 projects so that misunderstandings and ambiguous issues can be resolved immediately. These meetings could also minimize the levels of uncertainties and the ambiguities among partners. [2]

Back in 2016, 87% of Internal Communications professionals said they thought the demand for IC in their company would increase in the next 12 months. Since then, we have truly witnessed the increasing importance of IC in organizations. With the emergence of the current pandemic, having a carefully prepared communication plan has become one of the most important prerequisites for driving a positive employee experience in the workplace.

One research found that over 70% of employees felt more engaged in companies where information of value, company goals, objectives, and individual / organization execution are clearly communicated. [3]

٣. Methodology:

We will use several methods to create a communication plan between project members. Initially, the required communication technology will be determined, and we will also choose a platform where it will be easy to collect feedback on your communication plan

and share or store the plan for your team and stakeholders for reference. Communication methods will also be set. [3]

4. Results and Discussion:

As a result, our objective is to have a strong communication plan between us as a team while starting infrastructure for Anwar Beverages' building till the final outcome is delivered. Planning is the process of setting organizational goals along with ways to achieve these goals. Thus, Implementation is the execution of planning which does not close the possibility of revision or change the plan as needed. In the implementation, the conducted organizing processes are managing the allocation of organization resources, directing, motivating, coaching, and counseling so that the organization resources will work as expected. Evaluation is the process of comparing performance and expectations or goals. If the expected results are not suitable, corrective action should be taken so that the obtained results will be satisfactory.

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The main goal is when you communicate, how the information be provided to them In terms of implementation, the communication process will ensure that all teams have got the information they need. If the right person should be kept informed with the right information at the right time, then the strategies that can be used are:

- Identify the information that needs to be communicated
- Determining the target audience for communication
- Decide on the communication format and timing
- Draft and gain approval where required
- Communicate the message, through formal communication channels

- Gather feedback and improve the project communication process

Therefore, We can develop the below table which explains each type of communication, Purpose and medium, frequency and the stakeholders whom will be participating in the project in a different platforms of meetings.

	Purpose	Medium	Frequency	Audience
Kickoff meeting	- Introduce project. - Confirm objectives, goals, and deliverables needed.	- In-person meeting (send video conference link for remote workers)	- Once at start of the project	- Project team - Project sponsor - Director of product management - Director of engineering - Additional stakeholders
Project team meetings	- Review status of project.	- In-person meeting	- Every Monday @ 9 a.m.	- Project team (PM, UX, and engineering)
Check-ins/ meeting recap	- Update interested parties on project status based on notes from project team meeting.	- Email	- Every Monday morning	- Project sponsor - Stakeholders
Project status meetings	- Update leadership on project status and give opportunity to ask questions.	- Conference call	- Monthly	- Project manager - Project sponsor - Stakeholders
UX design review	- Give project sponsor the opportunity to provide feedback on app design.	- In-person meeting (email with design sent prior to meeting)	- Once after initial UX design complete	- UX designers - Project sponsor

Similarly, the communication method which we will choose may also depend on the information that I need to deliver. I will not need a formal in-person meeting every week to share updates on the project; you could send a weekly email with updates and hold meetings when the team reaches a major milestone.

In addition to including this information on the project management communications plan, make sure to schedule communication frequency on your calendar or into your task management software.

Overall, a project management communication plan visualizes project expectations for all relevant team members and makes your plan clearer to follow.

To conclude, Lack of communication and insufficient communication could be the reason for the failure of these projects. After analyzing the communication processes in our current project (Anwar Beverages), we found that one can learn that there are more ways to communicate effectively than just talking on the phone and sending emails.

It can be emphasized that the project cannot function well if clear strategies for communicating with project members are not put in place.

5. References:

- [1] Construction Management JumpStart, Barbara J. Jackson.
- [2] The Role and Function of Effective Communication in the Planning Phase of International Multi Organizational Projects, Mohamad Zakaria.
- [3] Building a Successful Communication Plan: Importance and Best Practices, blog on sharp
- [4] The Project Management body of knowledge PMBOK Guide, Sixth edition by Project Management Institute.