



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Everyone's Smart University

Project (Spring 2021)

Student Name	2021201411	اسم الطالب
Students I.D	Khalid S. Al Qahtani	الرقم الجامعي

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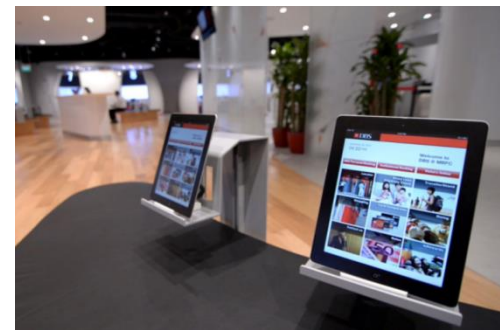
(PMG506)

The purpose, scope, and objectives of the project.

- **Introduction**

I am a project manager at Al-Rajhi Bank with full responsibility for managing projects from start to finish, during this period, I was **assigned as a project manager** for one of Al Rajhi's important projects.

The name of the project is **(Bank on a tablet)**, and the idea of the project is to replace all desktop computers from Al-Rajhi branches and replace it with the service device to increase the efficiency of customer service, as well as to enable the employee to go outside the branch and serve customers everywhere, for example inside companies, malls or events.



We are now in the planning phase, as Initiation was completed last month.

In my research I will talk about the importance of Identify and describe the purpose, scope, and objectives of the project as well as the appropriate tool to display this information and at what stage this is done.

- **Literature Review**

The purpose, scope, and objectives of the project are very important and basic, and no project can start without it, because it is through it that a goal of the project is defined in commercial and technical terms, including areas that may address the project objectives, operational improvements, enhanced readiness, productivity improvement, and market opportunities Where profit and competitive objectives, technical objectives, etc. are determined



A meeting was coordinated with the sponsor, the customer and all key stakeholders to review the project charter and during the meeting I was authorize as the project

manager and through the project charter the purpose, objectives and scope of the project were clarified after that, the charter was signed and the project started.

It is important to define purpose, scope, and objectives of the project before starting a project and are written into the project charter must contain the following elements: (Overview -Objectives or Scope - General Approach - Contractual Aspects – Schedules – Resources – Personnel - Risk Management Plans - Evaluation Methods) [1]

The project charter can be defined as a consolidated, single source of knowledge regarding the project regarding the planning and initiation. Fundamentally, the project charter explains the project boundaries, no matter what kind of project management mode is being utilized. Project charter is much more than an effectual tool of planning. It serves as a navigator, escorting the project through the achievements that will mark the progress of the project. Furthermore, project charter also serves as an anchor, holding the project towards its goals. The actual project charter will not be modified throughout the life cycle of the project. Once the project charter is being approved by the shareholders, one cannot change or modify the actual charter without the consensus of all the involved parties [2].

Project Charter			
Project Name			
Project Description			
Project Manager		Date Approved	
Project Sponsor		Signature	
Business Case		Expected Goals/Deliverables	
Team Members			
Name	Role		
Risks and Constraints		Milestones	

The scope of the projected should be determined. With an excellent prospect of the targets and vision, it's time to decide the scope of the project. The project's prescribed edges are specified by the scope by recognizing how the business will be altered or changed by the delivery of the project. After it, it is needed to distinguish every single deliverable that will be created by the project [3], Scope and objectives are the guiding principles that direct the efforts of the project team. They determine a project's success or failure Ward [4].

- **Methodology**

A qualitative research approach was the method followed in the study, as the qualitative researcher studies on 15 project managers in Al-Rajhi Bank from different departments and the study was about the importance of identify the purpose, scope, and objectives of the project, and is there an impact on the success of the project if the goal and scope are unclear.



Topics in these interviews were abstracted and analyzed according to research questions and issue that could be identified from the literature.

- **Results and Discussion**

After study and research:



- ✓ One of the most important elements of a project's success is the predetermination of the purpose, objectives and scope of the project during Initiation Phase.
- ✓ The scope of the project should be very clear and the out of scope also defined.
- ✓ The objectives of the project are among the most important basics for measuring the success of the project.
- ✓ Objectives Element in project charter should include profit and competitive aims as well as technical goals.
- ✓ It is the responsibility of the project manager to ensure the existence of the objectives and scope of the project before starting and so as to avoid project failure.

- **References**

1. PMG 506. Advanced Project Management - LECTURE 6 page 15 - March 06, 2021
2. Schwalbe, K. (2008). Introduction to Project Management, Second Edition. Cengage Learning.
3. McGilvray, D. (2010). Executing Data Quality Projects: Ten Steps to Quality Data and Trusted InformationTM. Morgan Kaufmann
4. Ward, J. A. 1995, Project pitfalls, Information System Management, Vol. 12, No. 1, pp. 74-76.

