

# White Paper On

# The Urgent Need To Establish

# Project Management Program

## Project management - a skill that is in great demand

It is logical to assume that the needs of any economy dictate the ebb and flow of careers. In a growing economy like India, the thrust is on developmental, nation building projects. The new government has announced several ambitious new projects like 'Make in India', in addition to a number of ongoing infrastructure projects including launch of Metro Rail in all the major cities, power plants, dams, seamless national highways, the Delhi - Mumbai Industrial Corridor and many more. The IT industry as well functions on a 'projectized' basis. Even for social projects to be successful, project management skills are absolutely essential.

Today, project management ranks as the third most in-demand skill behind

## Project management is now used in more than 85 occupations, across a wide range of industries.

Source: Anderson Economic Group Survey

leadership and business analysis. Nearly one fifth (1/5) of the world's GDP (USD 12 trillion) is being spent on projects annually. And, project

management has been identified as the primary factor behind successful projects - be it global businesses, governments or NGOs. This scenario conveys that the global economy itself has made a fundamental shift to a project-driven system. Not surprisingly, the world-wide demand for skilled project managers has been steadily growing over the last decade. In India too, with the thrust given by the government on developmental projects, the demand for project managers is expected to rise rapidly.

An Anderson Economic Group survey reveals that project management is now used in more than 85 occupations, across a wide range of industries. Virtually every industry needs project managers. Be it a self-employed businessman, an event manager, an entrepreneur, a finance expert, IT professional, an engineer – across all sectors, project management skills are extremely valuable.

However, while the demand for skilled project managers has risen meteorically, there are not enough qualified project professionals to meet this demand. The widening gap between the supply and demand for skilled project managers is projected to

reach crisis proportions with as much as USD 4.5 trillion of the global GDP at risk. Statistics reveal that out of 51 million people participating in projects worldwide just one million have professionally recognized formal project management training.

While these statistics reveal the widening gap between the

## India is projected to required 4,00,000 project professionals every year until 2020.

Source: Anderson Economic Group Survey

supply and demand for project managers globally, the scenario in India is even more alarming. Our country is projected to require 400,000 project professionals every year until 2020. Hence the promulgation of project management education in India has assumed great significance considering the position in which India finds herself in this millennium. It is imperative that academic institutions in India understand the urgency of this need and introduce project management as part of their curriculum.

## Academia must rise as one, to meet this urgent need

"The potential for crisis becomes even more apparent considering the fact that educational institutions are not graduating enough project professionals to fill the increased demand for the discipline," says Raj Kalady, Country Director – India, Project Management Institute.

Although thousands of engineering and business programs exist in India, they have not yet included project management into their curriculum. These colleges are missing out on grooming the next generation of business leaders. Unlike narrowly focused fields such as finance or IT, project management encompasses an array of skill sets spanning - planning, budgeting, controlling, communication, risk management, finance and other areas.

## By developing project management programs academia is catering directly into the needs of industry

Dr. Karuna Jain, Director, NITIE

Today organizations need employees with skills in negotiating and working in a culturally diverse environment;

problem-solving; critical and strategic thinking; collaborating and leading; technical proficiency; multilingual skills; apart from strong oral and written communication skills. These are the skills that project professionals can possess - if they have the right education and training. "It equips a person with industry-ready skills and makes them more productive," Mr. Raj Kalady says.

## Endeavors by Project Management Institute, India

The sole objective of PMI, a not for profit organization, is to advocate for the project management profession. In India, PMI has been diligently working with government, academia, and industry to promote project management education in the country. Some of the initiatives taken by PMI India to promote project management education in the country include:

- Research & Academic Conference (held biannually)
- PMI India Awards for Academicians
- Case Writing Funding for compelling academic cases on project management topics
- Curriculum Development in collaboration with academia

## PMI's collaboration with Academia

PMI is seeking to collaborate with more and more institutions across the country to achieve successful results. National Institute of Industrial Engineering (NITIE) is one such premier institution that sees merit in collaborating with PMI.

## Project management is an industry agnostic skill. It encompasses skill sets spanning planning, budgeting, controlling, communication, risk management, finance and other areas.

"Universities teaching project management recognize the widespread benefits and continue to introduce elements [of project management] across their academic programs," says Dr. Karuna Jain, Director, NITIE. "In doing so, educational leaders build internal knowledge and expertise that in turn can work to advance the discipline through various teaching and research activities. By developing project management programs, they are feeding directly into the needs of industry."

She adds, "NITIE students view completion of the project management program as a

practical opportunity to advance their careers. Students will benefit from bringing their knowledge into practice within their organizational setting once they complete the program.

This in turn benefits the organization. NITIE will be applying for PMI's Global Accreditation Council as soon as we are eligible."

### Building a Successful Project Management Program

Spotting a potential opportunity and crafting a solid project management degree program are two different things. Not all programs are alike, but there are common elements among best-in-class project management programs:

#### Account for uniqueness

Project management is a multi-functional discipline meaning project managers need to be very diverse in their knowledge and skills. When putting together a curriculum, institutions must comprehend the skills needed to handle the ambiguity prevalent in the project management arena.

#### Strive for multi-disciplinary excellence

Having a wealth of well-differentiated educational programs provides the

profession with a greater number of knowledgeable project managers who have experience in diverse industries and are capable of meeting the challenges ahead.

### Certified project professionals earn 25% more than non-certified project professionals

Source: PMI Salary Survey - seventh edition

Simply put, project management should be part of the core academic curriculum, both as a stand-alone subject and interwoven into other areas of study.

#### Transferable knowledge

Project management is a body of knowledge that is applicable across several industries and enterprises. It is a process of thought that can be applied in an interdisciplinary way. Every professional can receive project management training and successfully apply the knowledge to enhance how he or she performs in his or her field. In the words of Dr. Karuna Jain, "Project management education is truly a way to solve problems and how to approach work with a different perspective and the challenges we face in our professions".

### The Potential for Project Management Courses

By offering project

management coursework (both as a stand-alone major and as part of coursework leading to other disciplines) schools can meet the global need for programs in this field of study as well as attract more students to their institutions. Just consider the statistics: The 8th edition of PMI Salary Survey reveals that certified project managers earn 25% more than non-certified project managers. In fact, the survey reveals that in India median salaries of project managers is over Rs. 16,00,000 p.a.. The prospects are truly amazing.

Those schools without a project management program may be missing out on a major opportunity to make their mark in a booming profession and to grow their student populations. In addition to providing a way to increase enrollment, project management degree programs offer a powerful means for universities and colleges to:

- Expand learning avenues
- Meet the evolving market needs
- Develop as thought leaders
- Expand career avenues for graduates with technical and business degrees
- Forge partnerships with corporations



**Raj Kalady**, Country Director, PMI India

Project management is an industry agnostic skill. In fact, I would go a step further and say that it is a life skill. Project management covers technical and soft skills viz. planning, executing and monitoring project, risk management, budgeting and leadership skills, team management, communication management and many others.

Managers today have to work either project mode or operations mode like the two sides of a coin. The project mode of work results in significant and desirable changes. Practicing managers can become more efficient with appropriate teaching and training in project management. We have also seen that project management as a profession is recession proof. Project managers are in demand when the economy is thriving, and they are just as much in demand when things are down. This is so because skilled project managers have the ability to manage and finish projects within, time, scope and budget.

Today, with a formalized body of knowledge available and the economy getting increasingly project driven, it makes eminent sense to train our managers and engineers to be project managers.

**Dr. Karuna Jain**, Director, NITIE

The diverse engineering backgrounds, from which the students come from, enable them in possessing a cross-functional outlook and in having the aptitude, attitude and determination to succeed at the highest level. I'm indeed happy to announce the commencement of Post Graduate Diploma in Project Management (PGDPM). This is a unique course whose curriculum has been structured in order to cater to the specific needs pertaining to project management. Students pursuing this course will obtain proficiency in latest tools and techniques used for enhancing and improving industrial productivity.

**Ashok K. Pundir**, Professor & Dean, Student Affairs & Placement, NITIE

"NITIE's aim in redefining its stand in the ever changing industrial world has led to the introduction of this new course in the field of Project Management (PGDPM). I am confident that the students would be able to adapt to various challenging situations with confidence and ease and surpass all expectations when it comes to fulfilling the organizational objectives."

**Prof V. B. Khanapuri**, Associate Professor & Program Coordinator- PGDPM, NITIE

"The focus of the program is to provide professionals the strategic/operational tools and techniques to execute projects, programs, and portfolios to achieve organization objectives."

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