Project Management in Smart Action

Xiujuan Jane Zhang
Beth Wiebusch

Wisconsin School of Business (WSB)
Actions to make our project a reality:

• What is the business problem?
• Who should be involved in the project?
• How are we implementing the project?
  • Communication
  • Work breakdown structure (WBS)
• How do we know when we get there?
Group discussion: 3mins
• Form a group
• Chat about your project management process
• Share
• Listen
What is the Business Problem?

• Many business schools have a MS in business analytics degree program and we do not
• WSB needs to seize the opportunity to tap into the growing business analytics industrial trend
• WSB also needs to set up the program to compete nationally to attract STEM students
### Who Should be Involved?

<table>
<thead>
<tr>
<th>Business Unit</th>
<th>Business Role</th>
<th>Project Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dean’s office</td>
<td>Associate Dean</td>
<td>Project sponsor</td>
</tr>
<tr>
<td>MBA Program Office</td>
<td>Assistant Dean</td>
<td>Approval Process</td>
</tr>
<tr>
<td>MBA Program Office</td>
<td>Admission Director</td>
<td>Benchmarking</td>
</tr>
<tr>
<td>MBA Program Office</td>
<td>Career Advisor Director</td>
<td>Market Analysis</td>
</tr>
<tr>
<td>MBA Program Office</td>
<td>Student Service Director</td>
<td>Student voice</td>
</tr>
<tr>
<td><strong>Alumni Relations</strong></td>
<td>Director</td>
<td>External communication</td>
</tr>
<tr>
<td>Education Innovation</td>
<td>Assistant Dean</td>
<td>Online Strategy</td>
</tr>
<tr>
<td>Department 1</td>
<td>Professor</td>
<td>Faculty representative</td>
</tr>
<tr>
<td>Department 2</td>
<td>Instructional Faculty</td>
<td>Faculty representative</td>
</tr>
<tr>
<td>MBA Program</td>
<td>Current Student</td>
<td>Student representative</td>
</tr>
<tr>
<td>MBA Program</td>
<td>Program Alumni</td>
<td>Alumni representative</td>
</tr>
<tr>
<td>Marketing Department</td>
<td>Brand Manager</td>
<td>Market research</td>
</tr>
<tr>
<td><strong>Information Technology</strong></td>
<td><strong>Enterprise Business Analyst</strong></td>
<td><strong>Project manager</strong></td>
</tr>
</tbody>
</table>
One out of five projects fails due to ineffective communications.
Project Management: Communication Tips

About 75-90 percent of a project manager’s time is spent formally or informally communicating, according to PMI’s Guide to the Project Management Body of Knowledge (aka, PMBOK)

- Establish a simple/transparent communication framework
- Encourage the team to communicate openly and proactively
- Invest in communication, presentation and other related soft skills
- Emphasize on the quality and effectiveness of communications
- Communication also means time spent listening
# Project Management: Communication Tools

<table>
<thead>
<tr>
<th>Communication Tools</th>
<th>Functions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Box</strong></td>
<td>File storage/Authoring</td>
</tr>
<tr>
<td><strong>Email</strong></td>
<td>Email</td>
</tr>
<tr>
<td><strong>Project Meeting</strong></td>
<td>Agenda/presentation/feedback</td>
</tr>
<tr>
<td><strong>Smartsheet</strong></td>
<td><strong>Project Management</strong></td>
</tr>
<tr>
<td><strong>F2F check-ins</strong></td>
<td>Engagement/encouragement</td>
</tr>
</tbody>
</table>
# Project Management: Why Smartsheet?

<table>
<thead>
<tr>
<th>Features</th>
<th>Features</th>
<th>Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>Has Gantt chart and calendar views</td>
<td>Can send automated reminders/alerts</td>
<td>Can publish sheets to a web page</td>
</tr>
<tr>
<td>Can link to other sheets</td>
<td>Can store attachments</td>
<td>Has hyperlinks</td>
</tr>
<tr>
<td>Can specify various column types with symbols such as traffic lights, flags, etc.</td>
<td>Has predefined templates, formulas</td>
<td>Project manager can request updates for specific rows</td>
</tr>
<tr>
<td>Can track discussions</td>
<td>Can establish what access a user has to a sheet - display, edit, administrator</td>
<td>Can share sheets with unlimited collaborators</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Easy to learn, excel-like, cloud-based PM tool with training videos and webinars</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Project Management in Smart Action

**Actions** to make our project a reality:

- What is the business problem?
- Who should be involved in the project?
- How are we implementing the project?
  - Communication
  - WBS
- How do we know when we get there?
How are We Implementing the Project (WBS)?

- Set the goals of the program (Assistant dean)
  - Benchmarking (Career advising director)
  - Secure campus approval (Assistant dean)
  - Establish a budget (Associate dean)

- Gain dean’s office sponsorship (Associate dean)
  - Conjoint Market analysis (Marketing director)
  - Curriculum design (Education Innovation)
  - Recruitment and admission (Admission director)
Our project goal: launch innovative programs in WSB

- Propose a competitive program in the booming but increasingly competitive Business Analytics space
- Differentiate our program by emphasizing the strength of the Wisconsin School of Business
How are We Implementing the Project (WBS)?

Our curriculum combines classes emphasizing description, prediction, and prescription.

**Predictive:**
- Identify relevant variables and predict the quantity of interest
- Relevant Classes:
  - Stats and Program Bootcamp
  - Machine Learning
  - Experiments and Methods

**Prescriptive:**
- Go from description and predictions to decisions
- Relevant Classes:
  - Prescript. Modeling
  - Consulting Class + Applied Learning
  - Analytics Application Classes

**Descriptive:**
- Understand available data in context of your problem
- Relevant Classes:
  - Data Technology
  - Data Visualization
  - Project Management
How are We Implementing the Project (WBS)?

Our MS in Business Analytics is available now!

MS in Business Analytics

Learn to leverage data to answer complex business questions in any industry with this STEM-designated Master of Science-Business: Operations and Technology Management: Business Analytics. Addressing all aspects of business, you’ll use cutting-edge tools to hone your analytical skills and business acumen. This one-year Wisconsin School of Business program prepares students to seize opportunities in the fast-growing world of turning data into decisions.

The master’s in business analytics curriculum includes the topics of:

- Data acquisition, analysis, and visualization
- Machine learning, experimental design, and optimization
- Descriptive, predictive, and prescriptive analytical approaches
- R/Python/SQL/Tableau

You will also benefit from experiential learning through real-world consulting projects, and choose electives from various industry-specific analytics courses.
How are We Implementing the Project (WBS)?

Applying is simple!

- **Step 1 - Submit Online Application**
- **Step 2 - Request Transcripts**
- **Step 3 - Conduct Phone Interview**
- **Step 4 - Application Evaluation**
Group discussion: 3mins
• Form a group
• Chat about our project management process
• Share your feedback
Project Management in Smart Action

**Actions** to make our project a reality:

- What is the business problem?
- Who should be involved in the project?
- How are we implementing the project?
  - Communication plan
  - WBS
- How do we know when we get there?
How do we know when we get there?

Two measurement matrices:

- **Project team delivered**
  
  It took 15 months to establish the new degree program which normally would take 2-3 years 😃

- **Students responded**

  Despite only going live in February, we have dozens of applications. As of 06/02/2019, we admitted 31 students, expecting 25 excellent students starting in the fall semester 😊
Project Management in Smart Action

Smartsheet Demo (5 minutes)
Project Management in Smart Action

Topics We Covered

• What is the business problem?
• Who should be involved in the project?
• How are we implementing the project?
  • Communication plan
  • Work breakdown structure (WBS)?
• How do we know when we get there?

Do you have any questions?