**Video Title:** What is Project Management?

**Video URL:** [**https://www.youtube.com/watch?v=9LSnINglkQA**](https://www.youtube.com/watch?v=9LSnINglkQA)

**Run Time/Source:** 2:41, Better Business Learning/YouTube

**Close Caption Available:** Yes

Project management is mentioned in pages 361-362 of the textbook, as part of the discussion of matrix management. The video introduces many useful points about project management, centering on the theme that careful planning is essential to the success of a project. Make good use of project management tools, such as a Gantt chart or collaboration tools to help the project run smoothly. Agree on what outcomes the project is expected to deliver. Select the right people with the right skills for the project and add and subtract people as needed. Anticipate what risks might be lurking, and plan to deal with the challenges they present. After the project is completed, review, reflect, and report on the experiences of the project. Keep in mind that the purpose of a project is to achieve quality outcomes with a reasonable expenditure of time and money. Keep in mind that “proper planning prevents poor project performance.”

*Questions for Thought and Discussion*

1. Why is a video about project management chosen for the chapter about organization structure?

2. What would be an example of a potential risk a project could face?

3. Why would experience as a project manager be very helpful in developing a person’s potential for an executive position?

4. A key theme of the video is that proper planning prevents poor project performance. Visualize yourself as a project manager or a member of the project team. What would be an example of an element of your plan?

5. Why are projects such an important part of the larger bureaucracy?