

EFFECTIVE PROJECT MANAGEMENT IN THE ENTERPRISE: METHODS AND TOOLS

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The 21st century can be characterized as an era of globalization and internationalization. In the context of constant competition between producers of goods and services for the most favorable conditions of production and sales, the competitiveness of an enterprise becomes one of the decisive factors for its existence. To increase its competitive qualities, an enterprise should engage in project activities, which are understood as actions related to the initiation, preparation, implementation, and completion of projects implemented by the enterprise. In the process of project activity, great importance should be given to its effectiveness. [1]

Effective project management in an enterprise is a set of measures aimed at achieving project goals using certain methods and tools. Before identifying methods and tools for effective management in an enterprise, it is important to pay attention to the stages of project activity, which can be outlined as follows:

Initiation: At this stage the goals and objectives of the projects are determined. Also, the project teams are formed.

Planning: It can be said that this stage is the most important in project management, as carefully planned actions of the team will allow the project to be implemented on time, achieve set goals, and identify all necessary resources for project implementation, which will prevent unforeseen expenses.

Execution and control. During the implementation of the project implementation plan, it is necessary to monitor the results obtained, so this stage coexists with the previous one.

Project closure. At this stage, a final check of the completed work is conducted, comparing the achieved results with the set goals.

Currently, project management is a science that has a vast amount of knowledge, methods, and tools necessary for effective project management. The successful implementation of a project depends on the methods and tools used and how effectively they are applied. Among the main methods and tools of project management, the following can be distinguished:

Project management methodologies Agile, Scrum, and Waterfall. Each methodology has its own features and is suitable for different types of projects. For example, Agile methodology is well suited for projects that require flexibility and quick response to changes. Project planning. Project planning is an important stage that includes defining project goals, timelines, and budget. The

planning should be as accurate as possible to prevent delays and cost overruns.

Budget Management: The project budget must be defined in advance and managed throughout the project. It is necessary to monitor expenses and prevent overspending.

Risk Management: Risk management is the process of identifying, analyzing, and managing risks that may impact the project. It is necessary to develop an action plan to minimize risks and prevent their negative consequences.

Communication Management. Communication is a key element of any project. It is necessary to establish effective communication among project participants, clients, and other stakeholders. This will help to avoid misunderstandings and speed up the decision-making process.

Using Special Tools. There are many tools that can help manage projects. Some of them include task and project management software, communication tools, data analysis software, and more.

Time management is the process of planning and controlling the time spent on a project. It involves determining the time required to complete each task and monitoring its completion within the deadline. [2]

In general, effective project management in an enterprise is a complex and multifaceted process that involves a multitude of methods and tools. It requires the project manager to have the ability to effectively plan, organize, control, and communicate with project participants. The key elements of effective project management are accurate definition of goals, resource allocation, budget management, time management, and risk management. Additionally, it is equally important to pay attention to communication between project participants and stakeholders who may not be actively involved in the project but have an impact on it. To effectively manage projects in an enterprise, it is necessary to use appropriate tools and methodologies depending on the type of project, its goals, resources, and technologies used in the project. It is also important to consider the company's peculiarities, its business model, and structure, to ensure that the project is successful and profitable for the enterprise.

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