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CONCEPT AND METHODS OF PROJECT MANAGEMENT IN STATE STRUCTURES

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In the annual Address to the people of Kazakhstan dated January 31, 2017, the Head of State identified the main priorities of the country's development within the framework of the Third Modernization, aimed at creating a new model of economic growth capable of ensuring global competitiveness of the country and sustainable promotion of Kazakhstan among the 30 most developed countries in the world.

To effectively solve the tasks set by the Head of State, the Government of Kazakhstan, in addition to the traditional management mechanism, introduced a special tool for managing changes and risks in a given direction – the project management system [1].

In Kazakhstan, the topic of introducing project management into the activities of public authorities has become quite relevant. One of the pioneers among state bodies was the General Prosecutor's Office of the Republic of Kazakhstan. Project offices were also established in the Ministry of Tourism and Sport, the Ministry of Defense and Aerospace Industry, the Astana Akimat, the akimat of the Kyzylorda region. But despite apparent progress there is still no understanding of the expediency of this process among civil servants: it is not advisable to implement project management in general without expediency for each of them [2].

Projects and project management operate in an environment broader than the project itself. Project management team should understand this broader context managing the day-to-day activities of the project is necessary for success but not sufficient.

Because projects are unique undertakings, they involve a degree of uncertainty. Organizations performing projects will usually divide each project into several project phases to provide better management control and appropriate links to the ongoing operations of the performing organization. Collectively, the project phases are known as the project life cycle.

The project life cycle serves to define the beginning and the end of a project. For example, when an organization identifies an opportunity that it would like to respond to, it will often authorize a feasibility study to decide if it should undertake a project. The project life cycle definition will determine whether the feasibility study is treated as the first project phase or as a separate, stand-alone project.

Projects, as a rule, are divided into phases, the composition and content of which is determined by the needs of management and control. The phases of the life cycle are performed in a logical sequence having a beginning and ending, and use the input data to obtain the results. For effective project management throughout its life cycle, a certain set of actions should be performed within each phase. The phases allow the project to be divided into several separately managed elements, the totality of which is the life cycle of the project.

Description of the main processes of project management

- 1) Initiation
- 2) Planning
- 3) Implementation
- 4) Completion

A well thought out strategic goal is the basis for effective project management.

The process of setting a goal:

- identify existing strategic objectives;
- measure the situation and assess the quality of strategic objectives;
- review or set new strategic goals.

These processes interact with each other and with the processes in the other knowledge areas as well. Each process may involve effort from one or more individuals or groups of individuals based on the needs of the project. Each process generally occurs at least once in every project phase [3, p.35].

Project cost management is primarily concerned with the cost of the resources needed to complete project activities. However, project cost management should also consider the effect of project decisions on the cost of using the project product. For example, limiting the number of design reviews may reduce the cost of the project at the expense of an increase in the customer's operating costs. This broader view of project cost management is often called life-cycle costing.

Project Quality Management includes the processes required to ensure that the project will satisfy the needs for which it was undertaken. It includes “all activities of the overall management function that determine the quality policy, objectives, and responsibilities and implements them by means such as quality planning, quality control, quality assurance, and quality improvement, within the quality system”.

Quality is “the totality of characteristics of an entity that bear on its ability to satisfy stated or implied needs”. These processes interact with each other and with the processes in the other knowledge areas as well. Each process may involve effort from one or more individuals or groups of individuals based on the needs of the project. Each process generally occurs at least once in every project phase [4].

Project management is a new and collaborative way of interaction. It is positive way of management because there are examples of successful implementation of project management in the public sector. However, it is necessary to understand that blind copying of what other countries are doing in the field of project management can lead to a negative result. The experience of each country is unique and what has happened in one state does not guarantee that the same will happen in another. Studying the experience of other countries can only help to identify the direction of the movement, to avoid mistakes, and prevent possible risks. The main thing is to increase your own potential in this area [5].

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