Proceedings of International Conference on Scientific Research in Natural and Social Sciences
Hosted online from Toronto, Canada.
**Date:** 5th August, 2023
ISSN: 2835-5326 **Website:** econferenceseries.com

# STRATEGIC PROJECT MANAGEMENT SYSTEM IN THE COMPANY

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**Abstract:**

The most effective project management approaches for IT projects are Agile, Scrum and Kanban. The Agile approach allows flexibility and rapid response to project changes, Scrum helps you focus on teamwork and increase productivity, and Kanban helps you optimize workflow and reduce time spent on tasks.

Project management is one of the key elements of the effective operation of any organization, especially in a rapidly changing business environment and competition. In global practice, project management has been actively used for many years and is an integral part of the activities of many companies and organizations.

One of the unique features of project management in world practice is the ability to use different methodologies and approaches that allow you to choose the most effective approach for a specific project or task within a project or organization.

Currently, project management continues to develop and improve due to the emergence of new methodologies and technologies. In addition, in world practice, project management is widely used in various fields, including IT, construction, production, marketing and many other fields, which indicates its importance and relevance in the modern world.

Project management is the process of planning, organizing, directing and controlling project work to achieve specific results. It is an important tool for enterprises to increase productivity, reduce costs and improve the quality of work. Project management also allows you to control the project implementation time and minimize risks. Project management is especially important in IT projects because

there are many factors that affect the outcome in this field. It enables you to manage teamwork, optimize processes, manage risks and keep projects on time and on budget.

IT projects must meet high quality standards, so many successful companies today cannot do without a project management system. The use of such a system helps to identify and eliminate errors and problems related to the project, and to take timely measures to prevent them.

Thus, project management is a necessary tool for achieving business goals in the field of IT, and can significantly increase the quality and efficiency of the team.

A project's life cycle is a project's stages or sequence of stages. The following stages can be distinguished in the general life cycle of the project:

1. Project initiation (Initiation stage)

This phase of the project assesses the project's goals and objectives, defines its scope, and establishes links between the project and the business strategy.

Examples of foreign IT practice:

- Google launched the Android project in 2003 to offer a more open and flexible platform for mobile devices.
- Apple launched the iPhone project in 2005 in order to create an innovative mobile phone for its consumers.

2. Project planning (Planning stage)

This phase of the project involves developing the project plan, evaluating and validating it, and defining clear roles and responsibilities within the project team.

Examples of foreign IT practice:

- Amazon does detailed planning for each project, including planned time and budget, technology, resource usage, etc.
- Microsoft develops a work schedule and project calendar that includes product design, development, testing, and release.

3. Project implementation (Execution stage)

At this stage of the project, the project team begins to work on creating the product, completing tasks according to the project plan, and identifying and fixing potential problems.

Examples of foreign IT practice:

- Facebook started with prototyping and testing its products like Facebook app, API, etc.
- Google implements projects with development teams working on new products, major updates, etc.

4. Monitoring and control stage (Monitoring and control stage)

At this stage, the implementation of the project is monitored to ensure compliance with the project plan, to identify problems and risks.

Examples of foreign IT practice:

- Netflix uses a project management system that allows real-time project tracking and control.
- Apple uses performance metrics to measure and manage risk at different stages of the project lifecycle.

5. Closure stage

At this stage of the project, it is necessary to complete the creation of the product and its delivery to the customer, as well as to evaluate the project results and identify opportunities for improving the project processes.

Examples of foreign IT practice:

- Microsoft evaluates the project at the end of each phase of the project life cycle to find the strengths and weaknesses of the project and to draw conclusions on how to improve the project processes.
- Google conducts a project audit that includes key metrics, risks, project impact factors, and more.

The project development process is a sequence of steps that includes project concept development, planning, implementation, and launch. Let's take a closer look at each step.

a). Development of the project concept. At this stage, the goals of the project, its main requirements and ideas are defined. The project concept is discussed with the customer and a decision is made to launch the project;

b). Project planning. At this stage, a detailed project plan is developed, which includes the budget, deadlines, tasks and responsibilities of each team member;

c). Requirements analysis. At this stage, functional and non-functional requirements for the project are defined. A list of all the requirements that will serve as a basis for the development of the project will be compiled;

d). Design. At this stage, the main conceptual solutions are developed within the defined requirements. Appropriate technologies and solutions are selected, project architecture is developed and design is created;

e). Development and testing. At this stage, the actual development of the project and testing of its main functions are carried out. The project code is created based on the developed plan and design;

f). Release. At this stage, the project is deployed to the servers. At this stage, the correct operation of the entire system and data manipulation is checked, but all tests are performed on a temporary server;

g). Launch the project. At this stage, the software is installed and the project is launched in the working environment;

h). Ongoing support and maintenance. At this stage, the implementation of the project is monitored and its continuous support and development is carried out. New features are added or existing issues are fixed.

Each of these steps is important for the successful development of the project and must be completed precisely and on time.

Offshore IT projects use a variety of approaches and tools to increase efficiency and successfully complete projects. Let's take a look at some of them.

1. Agile methodologies

Agile methodologies are a common approach to project management in the IT industry. They are based on the rapid development and delivery of software focused on the variability of requirements and the ability to respond quickly to changes. Some common Agile methodologies include Scrum, Kanban, and Extreme Programming (XP).

2. DevOps

DevOps is the practice of bringing together a development team and an IT operations team to rapidly develop, test, and deliver software to a production environment. DevOps provides tools and techniques for automating deployment and monitoring processes and troubleshooting application components.

3. Cloud technologies

Cloud technologies enable faster application development and delivery, as well as lower infrastructure costs. Platforms such as Amazon Web Services (AWS), Microsoft Azure, and Google Cloud Platform enable developers to build, test, and

deploy applications in the cloud, as well as access services and tools that are not readily available for security and scalability.

4. Artificial Intelligence (AI) and Machine Learning (ML)

AI and ML are becoming increasingly popular in various areas of IT, including software development. These technologies make it possible to accelerate development processes, improve product quality and deliverability, and automate routine tasks.

5. Continuous Integration/Continuous Delivery (CI/CD)

CI/CD is a development methodology that includes continuous testing, building, and delivery. CI/CD helps speed up the development process and improve product quality through regular testing and timely delivery of application changes.

6. Technical debt

Technical debt is the cumulative effect of outdated technologies, processes, and procedures that increase the risk of disrupting business processes and not meeting industry standards. Technical debt management helps to make the program more sustainable, innovate, improve performance and increase competitiveness.

All these approaches and tools help foreign IT companies to accelerate the development process and increase the efficiency of their projects, which is the main success factor in today's rapidly changing digital economy.

Let's look at some project management methods, one of which is the "Waterfall" method, which involves a linear sequence of activities. Each next stage starts only after the previous one is finished. The project implementation process involves deadlines for the respective stages and limited configuration options.

Advantages:

- it is possible to clearly define the project implementation period at almost any stage;
- project management based on the "Waterfall" method does not require a large participation of the client;
- Good for simple projects where requirements are clear and there is no need for strong communication between different parties.

Disadvantages:

- not suitable for projects that need constant expansion;

- The model is not adapted to change or clarify requirements during their implementation;
- Only good for projects where the completion process is predictable and all requirements can be defined from the start.

The next method, the Agile method, is a lightweight, flexible, and iterative approach designed to accommodate uncertainty and readiness for change throughout the project. Each phase consists of a short cycle, and the technique involves delivering the product to the customer after each iteration.

Advantages:

- The main advantage of Agile is that it helps to meet the changing needs of customers;
- possibility to change requirements at any stage of the project;
- expedited delivery of the minimum viable product to the client;
- high participation of the client in the development process;
- Increase the readiness of the team to solve important problems quickly and efficiently.

Disadvantages:

- The Agile method is imprecise and requires the process to adapt to the current times, so it can be difficult for teams working with fixed deadlines;
- insufficient project structure can reduce team productivity;
- process steps may be repeated, which may cause delays in the development process;
- Issues related to application types, sizes, and intensity may be unique to Agile.

Foreign IT projects use various technologies and tools to automate project management processes. Some of them are:

a). Agile platforms that facilitate agile project management and reduce product delivery time and increase process transparency. Examples of such platforms: JIRA, Trello, Asana.

b). InVision is a tool for creating and prototyping user interfaces and mockups. This tool allows you to quickly create and test user interface mockups, which greatly simplifies the application development process.

c). Slack is a communication platform that allows you to reduce the number of emails for team projects, make decisions faster and communicate more effectively in the team.

d). A Microsoft Project platform that helps you plan, assign resources, track progress, and analyze project data. This platform is one of the most popular project management tools in the world.

e). Salesforce CRM is a customer relationship management system that helps you better organize your work with customers, increase conversions and improve communication within the company.

Companies that are actively using technology to automate their project management processes include Google, Apple, IBM, Microsoft, Facebook, Amazon, and others.

1. They actively use modern technology and tools that allow to increase efficiency and improve the quality of work.
2. The persons responsible for the implementation of the projects define their roles and responsibilities, in particular:
3. Project manager - the main role in the project, responsible for planning, implementation monitoring, risk management. He communicates between all project participants and is responsible for the successful completion of the project on time and on budget.
4. The project team consists of experts appointed to perform tasks within the project. Each member of the team is responsible for completing his part of the work in accordance with the specified time and quality.
5. The customer is a person or organization where the project is implemented. It defines the goals and requirements of the project, sets the budget and schedule, monitors the implementation of the project and approves its implementation.
6. Sponsor - a person or organization that provides financial support during the project implementation period. Sponsorship is usually offered in exchange for potential benefits related to project outcomes.
7. Sellers and suppliers - organizations that supply necessary equipment, materials, services, etc. Sellers are responsible for the quality of their products and services, as well as compliance with delivery times.

8. Users are the end users who use the results of the project. It is important to take into account the needs and demands of users in order to achieve a high level of satisfaction during the implementation of the project.

Change management in foreign IT projects can be implemented in different ways, depending on the specific conditions of the project and the cultural characteristics of the country. However, there are a number of common approaches and tools that are widely used in international project management practice.

Here are some of them:

1. Change Control Board (CCB) is a committee composed of representatives of different functional areas of the project, responsible for change management. The CCB usually meets regularly and discusses all proposed changes, making decisions about their feasibility and impact on the project's budget, timing, and quality.

2. Change Management Software — There is a wide range of software tools available to help control change and manage the process. Tools such as JIRA, Asana, Trello and Notion are widely used overseas and help to easily track changes, negotiate new requirements and update the project plan.

3. Agile Methodologies — Software development methodologies such as Scrum and Kanban use an iterative approach to project management that allows for rapid response to changes and their introduction into the process. Agile also provides a framework for coordinating change with the client and project team.

4. Transparency in management is one of the main principles of modern project management in foreign practice. Thanks to the open and public approach, the project team can quickly decide on the necessary changes and discuss them with the client. This approach reduces errors in understanding project requirements and increases control over the change process.

Thus, change management in foreign IT projects includes the use of an open communication approach, the use of appropriate software tools, as well as a software development methodology such as Agile for rapid response to changes.

To evaluate the effectiveness of the project and achieve its goal, several aspects should be taken into account:

1. Project tasks: the level of their implementation and compliance with the established goals, terms, budget and quality.

2. Project resources: the most effective use of resources, taking into account time, labor and material costs.
3. Technological process: use of optimal technologies, tools and methods, as well as communication processes between project participants.
4. Risk management: preventive measures and response to possible risks and negative consequences.
5. Teamwork: good organization of teamwork in the project, timely resolution of emerging problems and conflicts, as well as ensuring mutual cooperation of all project participants.

To achieve the goal of the project, the following factors should be taken into account:

1. Clear definition of goals and objectives.
2. Development of the project plan and its implementation.
3. Comprehensive and timely assessment and control of the project.
4. Attracting and using competent experts.
5. Organizing the team, giving instructions to it and rewarding it for the achieved results.

In general, in order to achieve high efficiency of the project, the most important thing is a qualitative analysis and adaptation that ensures a complete and clear understanding of the tasks and goals of the project, as well as the creation of favorable conditions for the effective operation of the project.

**Summary**

From the above, we can conclude that the most effective project management approaches for IT projects are Agile, Scrum and Kanban. The Agile approach allows flexibility and rapid response to project changes, Scrum helps you focus on teamwork and increase productivity, and Kanban helps you optimize workflow and reduce time spent on tasks.

According to experts, the prospects of project management in the field of IT are related to the use of new technologies and tools, such as artificial intelligence and automation of management processes. In addition, an important aspect is the development of communication skills and the ability to quickly adapt to changing project conditions.

In general, IT project management should focus on creating a stable and flexible work environment that allows you to effectively manage change and achieve your goals.

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