

Why Project Management is a Core Competency **by Sebastian Green, Department of Management & Marketing, UCC**



Project Management is a business process that converts strategies into programs and programs into projects and finally into results on the ground that provide a major competitive advantage.

For many organizations the capacity to effectively and efficiently manage projects from conception to completion should be considered a core competency. Thus project management includes selecting the right projects as well as good implementation. Some people call this Strategic Project Management or just Strategic Management.

The project management profession has tended in the past to define Project Management as just the implementation phase of a project or just the management of the process of the project life cycle and has excluded the business of selecting projects for the organizations portfolio of projects.

In many organizations, project managers are not appointed until the project has been completely developed and the implementation phase starts of Project management should also be in the development business and not just the implementation business”.

Professor Sebastian Green defines Strategic Project Management as completing “projects which are of critical importance and enable the organization to have a competitive advantage”. There are three attributes to a core competence:

**It adds value to customers,
it is not easily imitated
it opens up new possibilities in the future.**

Strategic PM includes the selection of the right projects as well as effective