

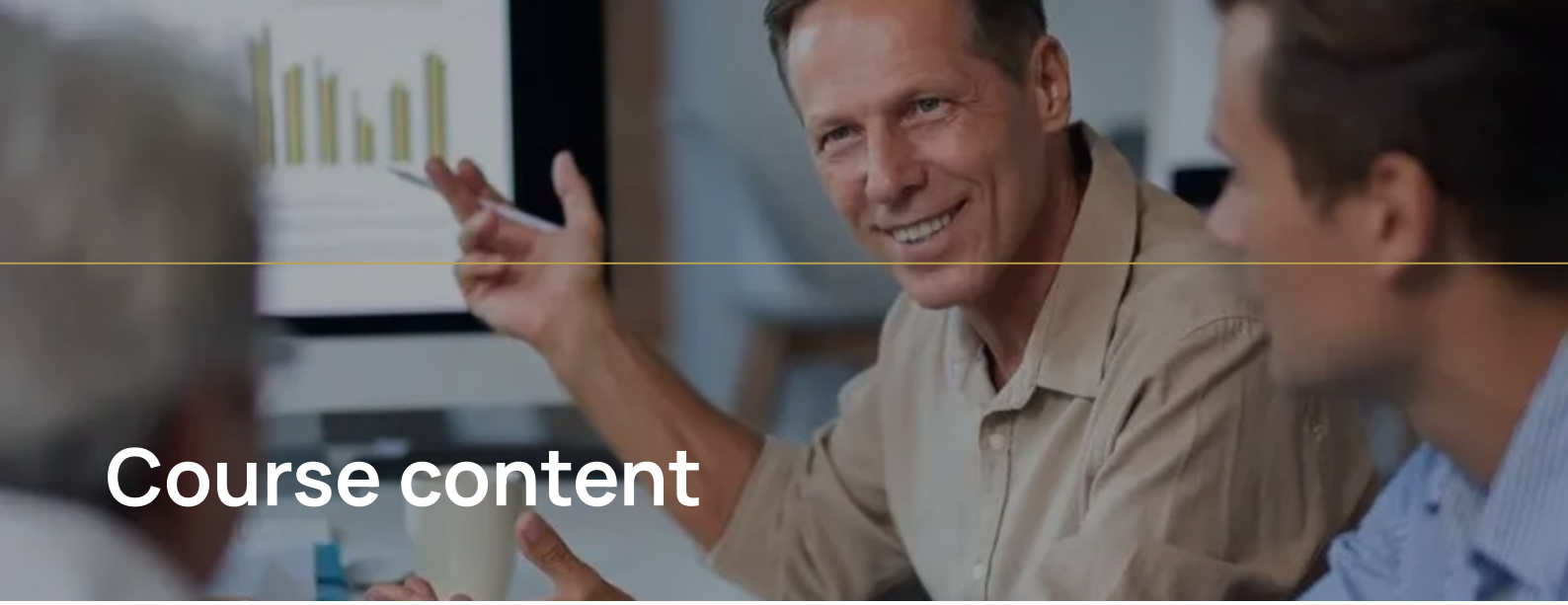
PROJECT MANAGEMENT | COURSE BROCHURE

Enterprise Project Management & Business Performance

5 days | Classroom training | English

SMART HORIZON
info@smart-horizon.eu
Amsterdam
The Netherlands

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Course content

Why attend

This course focuses on the integration of enterprise project management principles with business performance metrics. Participants will develop skills to enhance project outcomes, align projects with strategic goals, and improve organisational efficiency through effective project management practices.

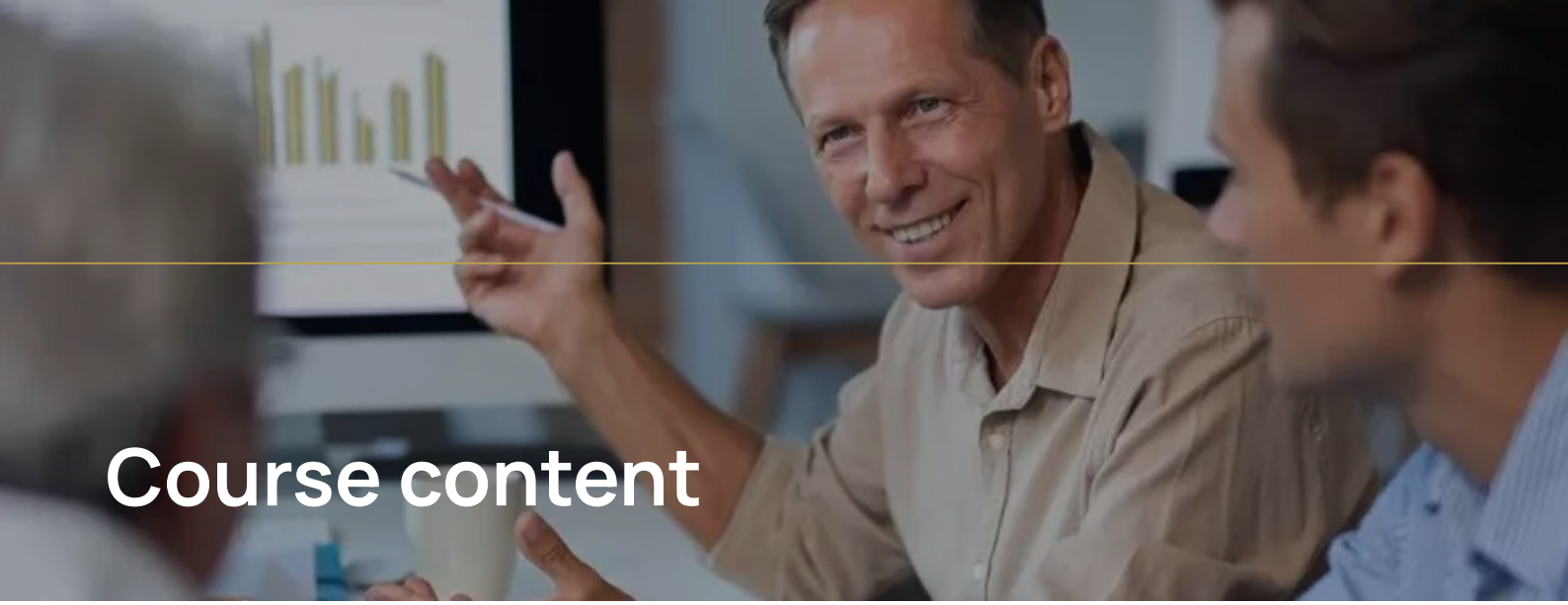
Enterprise project management often faces challenges such as misalignment with business objectives, inefficient resource allocation, and inadequate performance measurement. These issues can lead to project failures, wasted resources, and missed opportunities, significantly impacting overall business performance. Understanding how to bridge these gaps is crucial for project managers and business leaders alike, as successful project execution directly influences profitability, customer satisfaction, and competitive advantage. By mastering enterprise project management, professionals can ensure that projects not only meet their objectives but also contribute positively to the organisation's strategic vision and operational effectiveness, ultimately driving long-term success.
Participants will engage in practical exercises that simulate real-world project scenarios, enabling them to apply project management methodologies and performance metrics effectively. They will learn to make informed decisions on resource allocation, prioritisation of projects, and stakeholder engagement. By mastering these skills, they will be equipped to enhance project success rates and contribute to the organisation's strategic objectives. This course empowers participants to develop a comprehensive understanding of how project management intersects with business performance, enabling them to drive initiatives that yield measurable results and foster a culture of continuous improvement. The practical capabilities gained will be directly applicable to their roles.

Professional Problems This Course Is Designed to Solve

- Difficulty translating subject knowledge into practical workplace decisions.
- Inconsistent approaches to the activities covered in the course outline.
- Lack of a structured plan for applying and reviewing new skills.

Course methodology

The course employs a blend of interactive workshops, case studies, and simulations to reinforce learning. Participants will engage in group discussions to analyse project scenarios, apply project management tools, and evaluate performance metrics. Each session culminates in practical outputs, such as project plans and performance dashboards, ensuring participants can apply their knowledge directly to their work environments. Realistic scenarios will be used to challenge participants to think critically and collaboratively, fostering an environment of shared learning and practical application. This approach ensures that participants leave with actionable insights and tools that can be implemented immediately in their roles, enhancing their effectiveness in enterprise project management.



Course content

Course objectives

By the end of this course, participants will be able to:
• Analyse enterprise project management frameworks to identify best practices.
• Design a project management plan that aligns with business performance goals.
• Evaluate project performance using key performance indicators (KPIs) and metrics.
• Construct a resource allocation model to optimise project efficiency and effectiveness.
• Prioritise projects based on strategic business objectives and performance metrics.
• Justify project decisions using data-driven analysis and stakeholder input.
• Develop a comprehensive project management plan integrating performance metrics and stakeholder feedback.
• Assess risk factors in project planning to mitigate potential issues and enhance outcomes.

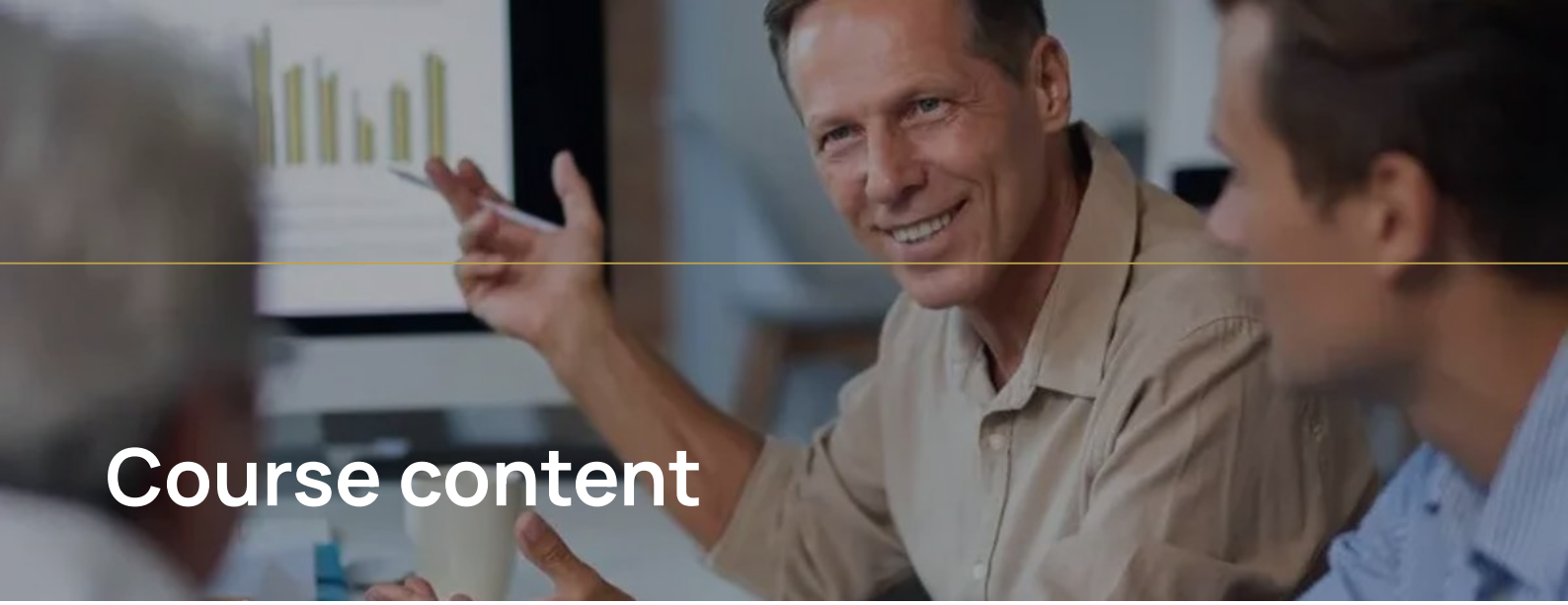
Target audience

This course is suitable for:
• Project Managers responsible for enterprise-level initiatives.
• Business Analysts focused on performance improvement and optimisation.
• Operations Managers seeking to enhance project efficiency and effectiveness.
• Strategic Planners involved in aligning projects with business goals and objectives.

Target competencies

Participants will develop competencies in:
• Integrating project management with business strategy and objectives.
• Utilising performance metrics for effective project evaluation and decision-making.
• Optimising resource allocation across multiple projects for maximum impact.
• Facilitating stakeholder engagement in project decisions and communications.
• Applying project management methodologies effectively in diverse scenarios.
• Conducting data analysis for informed decision-making and project adjustments.
• Developing comprehensive project management plans that align with strategic goals.
• Assessing and mitigating project risks to ensure successful delivery.

Course outline



Course content

Day 1: Foundations of Enterprise Project Management

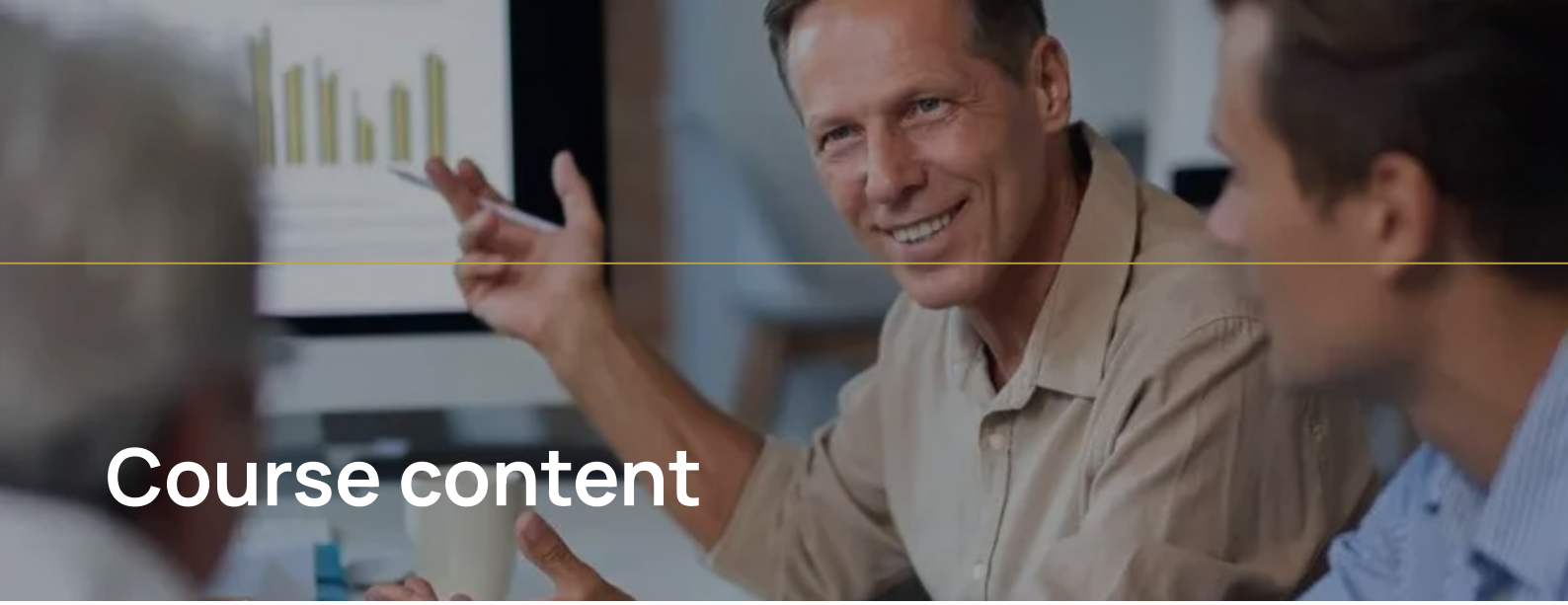
Applied activity: In groups, participants will analyse a fictional company's project portfolio to identify alignment with strategic goals. They will discuss stakeholder roles and project methodologies suitable for each project, considering potential challenges and solutions.
Output: A report detailing project alignment, stakeholder roles, and recommended methodologies.

09:00–09:54	Overview of enterprise project management principles and frameworks for effective execution.
09:54–10:48	Understanding the project lifecycle in a business context and its critical phases.
10:48–11:00	Identifying key stakeholders and their roles in ensuring project success and alignment.
11:00–11:30	**Coffee break**
11:30–12:12	Identifying key stakeholders and their roles in ensuring project success and alignment. (continued)
12:12–13:06	Exploring project management methodologies (Agile, Waterfall) and their specific applications.
13:06–14:00	Aligning projects with organisational strategy and performance goals for maximum impact.

Day 2: Performance Metrics and Project Success

Applied activity: Participants will create a KPI dashboard for a fictional project, selecting relevant metrics and justifying their choices based on project goals and stakeholder expectations. They will present their dashboard to the group for feedback.
Output: A KPI dashboard template for the fictional project.

09:00–09:54	Defining key performance indicators (KPIs) for effective project management and evaluation.
09:54–10:48	Methods for measuring project performance and establishing success criteria.
10:48–11:00	Understanding the impact of project outcomes on overall business performance and strategy.
11:00–11:30	**Coffee break**
11:30–12:12	Understanding the impact of project outcomes on overall business performance and strategy. (continued)
12:12–13:06	Utilising dashboards for performance tracking and reporting to stakeholders.
13:06–14:00	Identifying common pitfalls in performance measurement and strategies to avoid them.



Course content

Day 3: Resource Management and Allocation

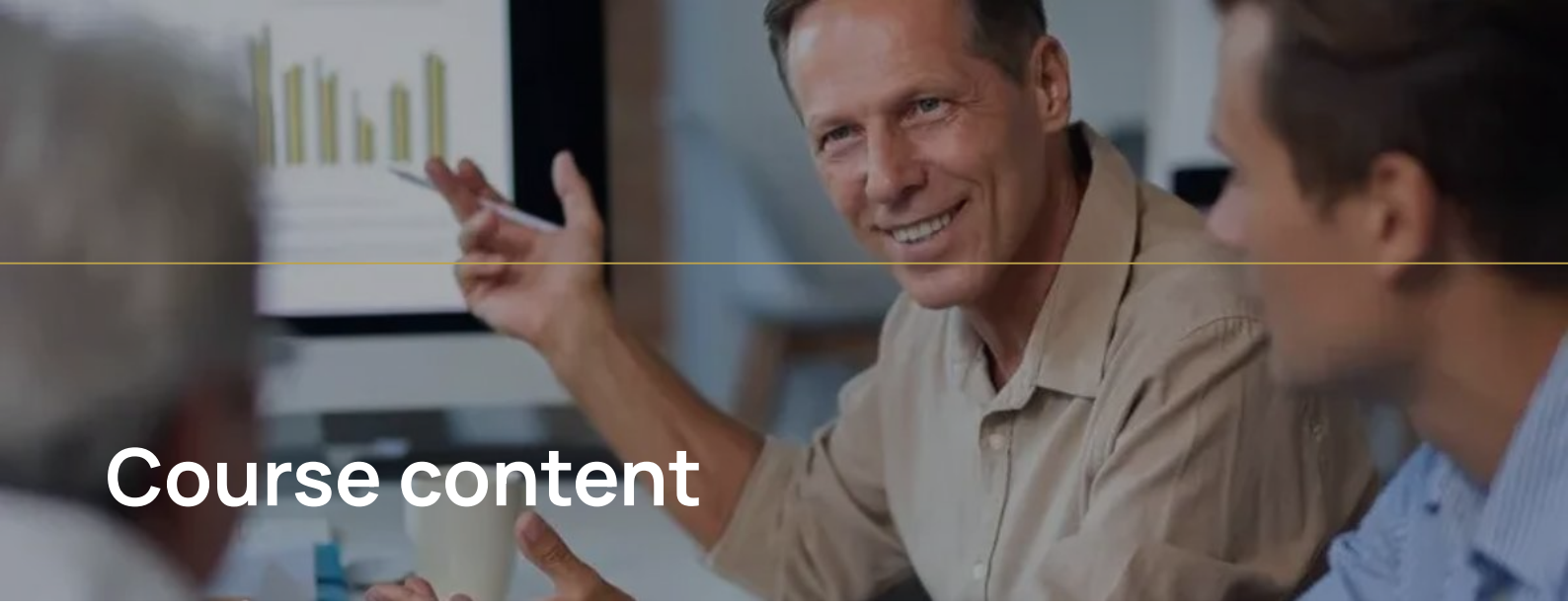
Applied activity: Using a resource allocation tool, participants will simulate resource distribution for multiple projects, addressing potential conflicts and optimising usage based on project priorities and timelines. They will present their resource allocation strategy to the class.
Output: A resource allocation plan for the simulated projects.

09:00–09:54	Techniques for effective resource allocation in enterprise projects to enhance outcomes.
09:54–10:48	Tools for tracking resource utilisation and performance metrics across projects.
10:48–11:00	Balancing resource demands across multiple projects and identifying potential conflicts.
11:00–11:30	**Coffee break**
11:30–12:12	Balancing resource demands across multiple projects and identifying potential conflicts. (continued)
12:12–13:06	Identifying resource bottlenecks and developing solutions to mitigate them effectively.
13:06–14:00	Strategies for optimising team performance and enhancing productivity in project execution.

Day 4: Prioritising Projects for Strategic Impact

Applied activity: Participants will evaluate a set of fictional projects using a prioritisation framework, considering strategic alignment, resource availability, and potential risks. They will justify their prioritisation decisions in a group discussion.
Output: A prioritisation matrix with justifications for each project's ranking.

09:00–09:54	Frameworks for project prioritisation (e.g., MoSCoW, Eisenhower Matrix) and their practical applications.
09:54–10:48	Assessing project value against strategic objectives and overall business impact.
10:48–11:00	Conducting risk assessments for prioritisation and informed decision-making processes.
11:00–11:30	**Coffee break**
11:30–12:12	Conducting risk assessments for prioritisation and informed decision-making processes. (continued)
12:12–13:06	Engaging stakeholders in prioritisation decisions and managing their expectations effectively.
13:06–14:00	Communicating prioritisation outcomes clearly to all relevant stakeholders and teams.



Course content

Day 5: Integrated Application of Project Management

Applied activity: In teams, participants will develop and present a comprehensive project management plan for a fictional project, integrating all learned concepts and metrics, simulating execution and evaluation, and addressing stakeholder feedback.
Output: A complete project management plan presentation with performance metrics and stakeholder engagement strategies.

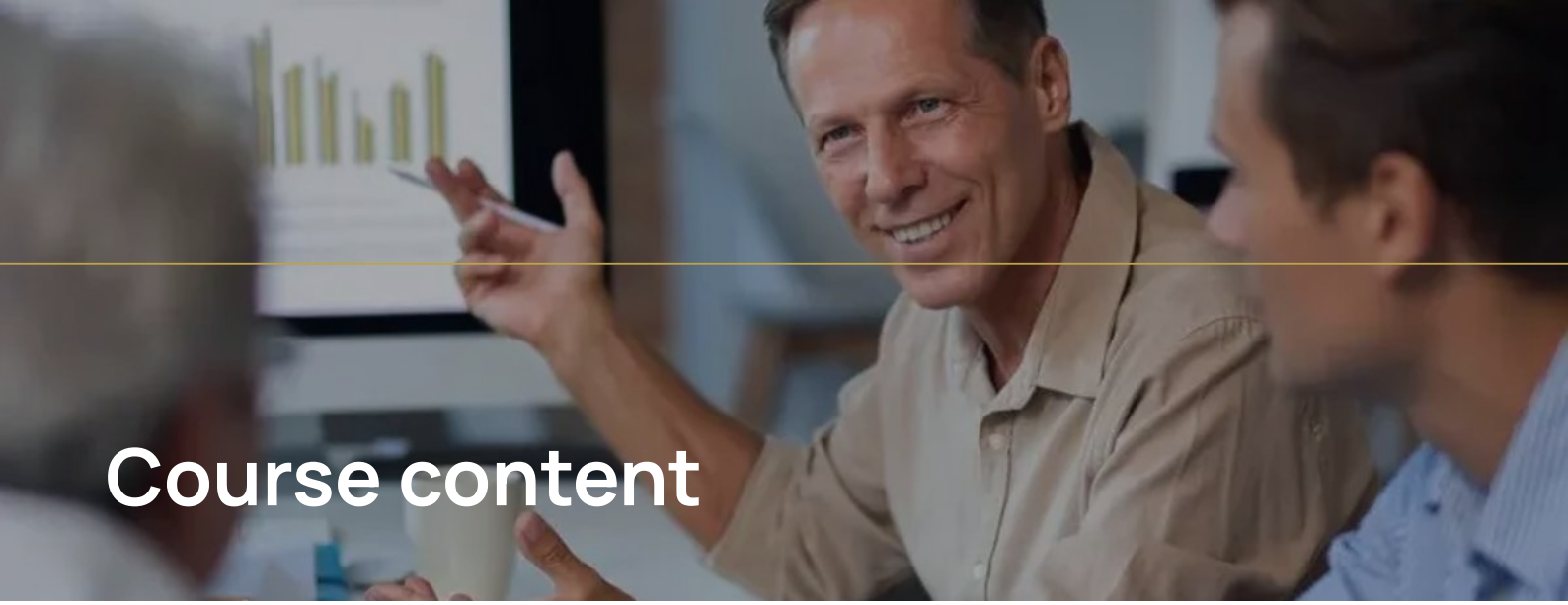
09:00–09:54	Combining project management and performance metrics in practice for real-world application.
09:54–10:48	Developing a comprehensive project management plan that integrates all learned concepts effectively.
10:48–11:00	Simulating project execution and performance evaluation based on the developed plan and metrics.
11:00–11:30	**Coffee break**
11:30–12:12	Simulating project execution and performance evaluation based on the developed plan and metrics. (continued)
12:12–13:06	Facilitating stakeholder feedback and adjustments throughout the project lifecycle.
13:06–14:00	Presenting project outcomes, lessons learned, and recommendations for future projects and initiatives.

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

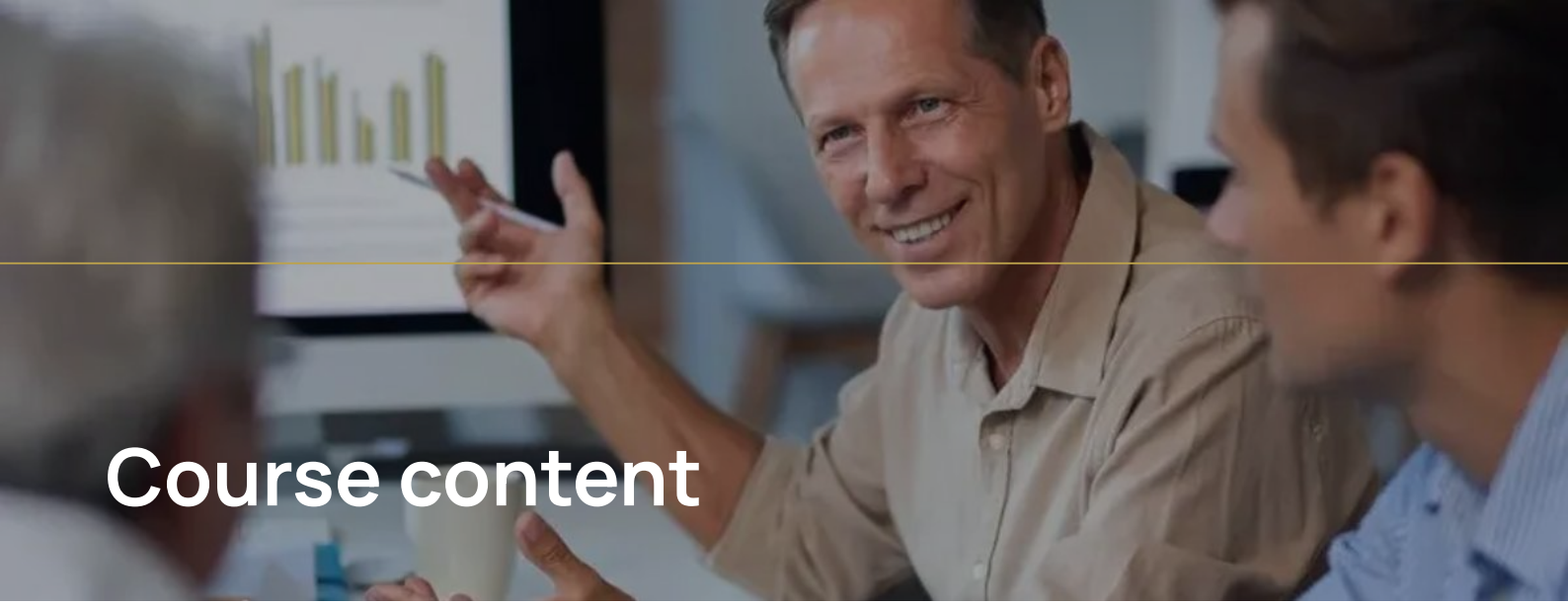
Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	9 Nov 2026	13 Nov 2026	**€3,150.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.-**



Course content

Dates, venues and fees (continued)

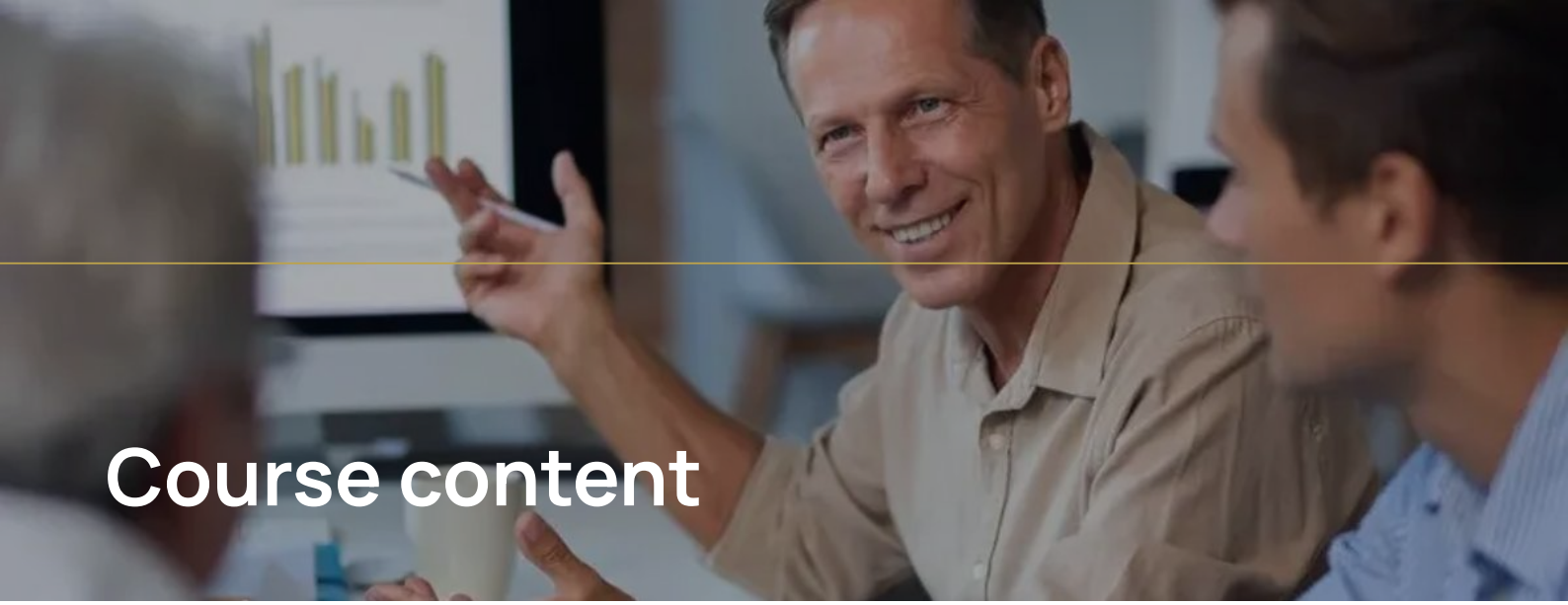
Venue	Start date	End date	Fee (EUR)
Frankfurt Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,650.-**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.-**
Kuala Lumpur Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,450.-**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.-**
Paris Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,860.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**
Cape Town Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,890.-**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.-**
Istanbul Confirmed dates	11 Jan 2027	15 Jan 2027	**€2,650.-**



Course content

Dates, venues and fees (continued)

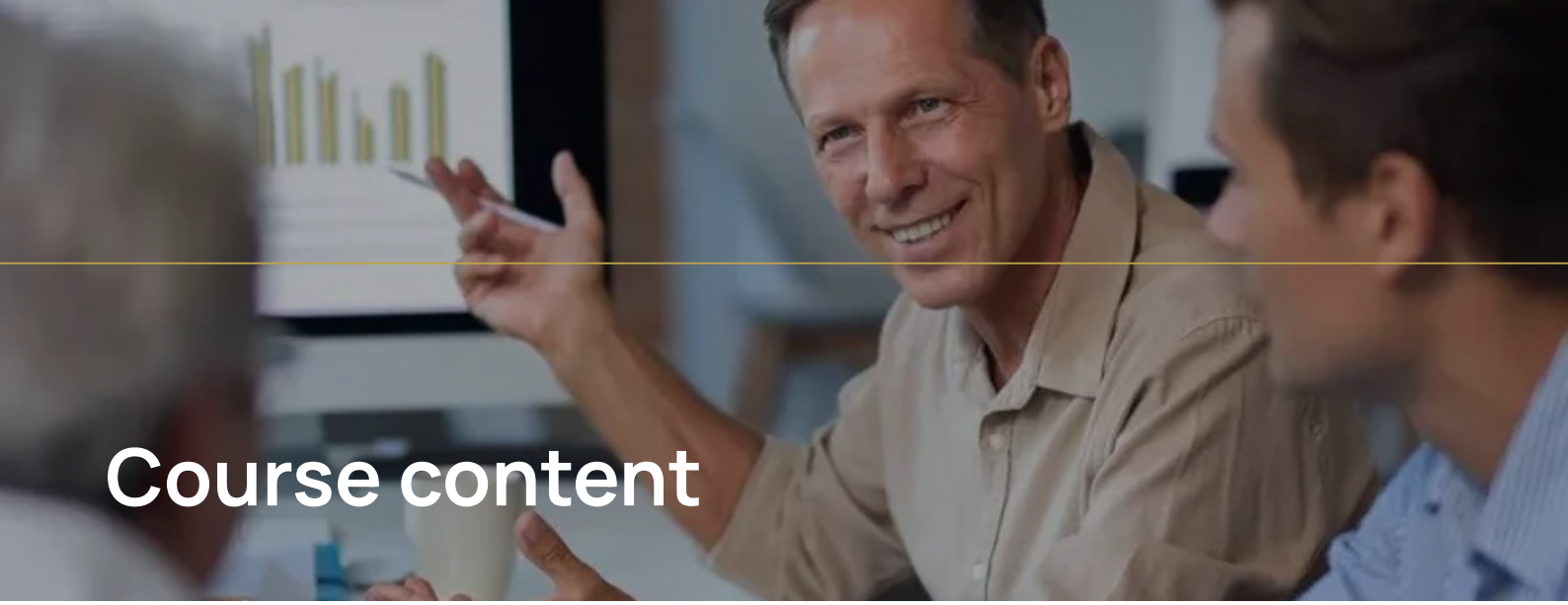
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.–**
Amsterdam Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,540.–**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.–**
Singapore Confirmed dates	8 Feb 2027	12 Feb 2027	**€2,820.–**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.–**
London Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,450.–**
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.–**
Dubai Confirmed dates	8 Mar 2027	12 Mar 2027	**€3,150.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.–**



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Dates, venues and fees (continued)

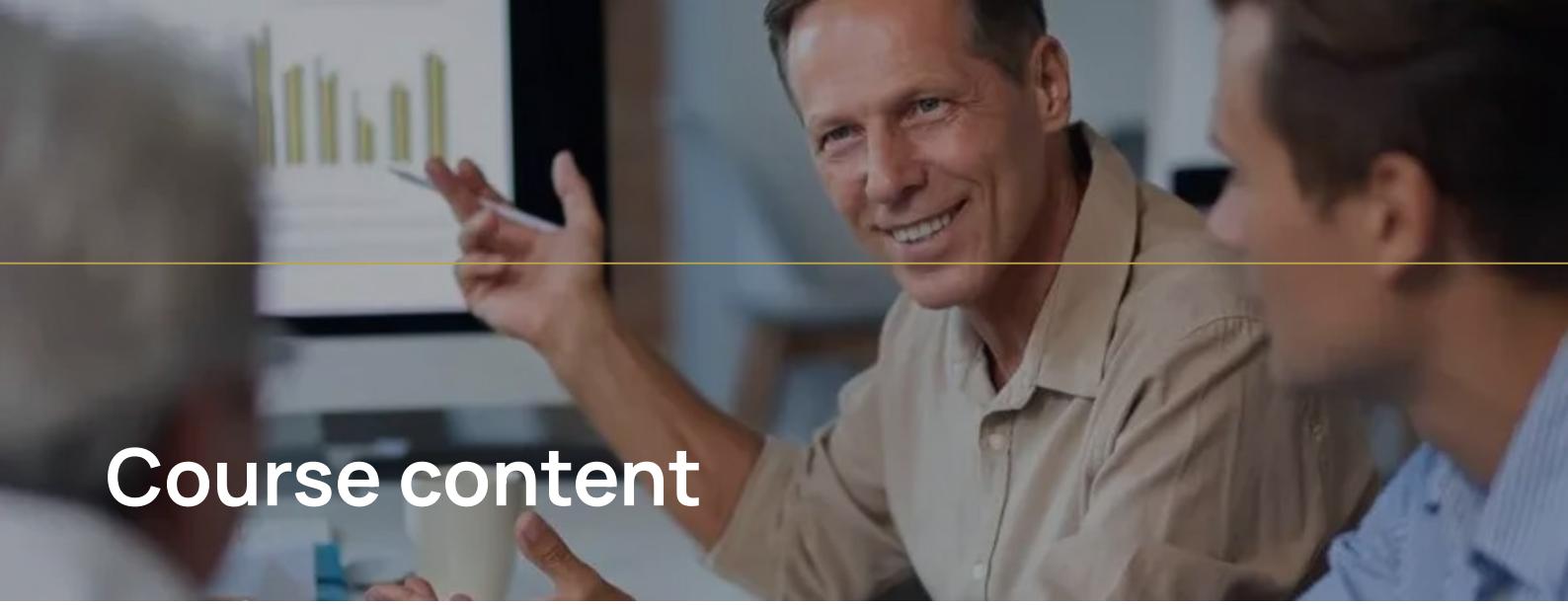
Venue	Start date	End date	Fee (EUR)
Rome Confirmed dates	15 Mar 2027	19 Mar 2027	**€2,450.-**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.-**
Frankfurt Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,650.-**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,450.-**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.-**
Paris Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,860.-**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.-**
Rome Confirmed dates	3 May 2027	7 May 2027	**€2,450.-**



Course content

Dates, venues and fees (continued)

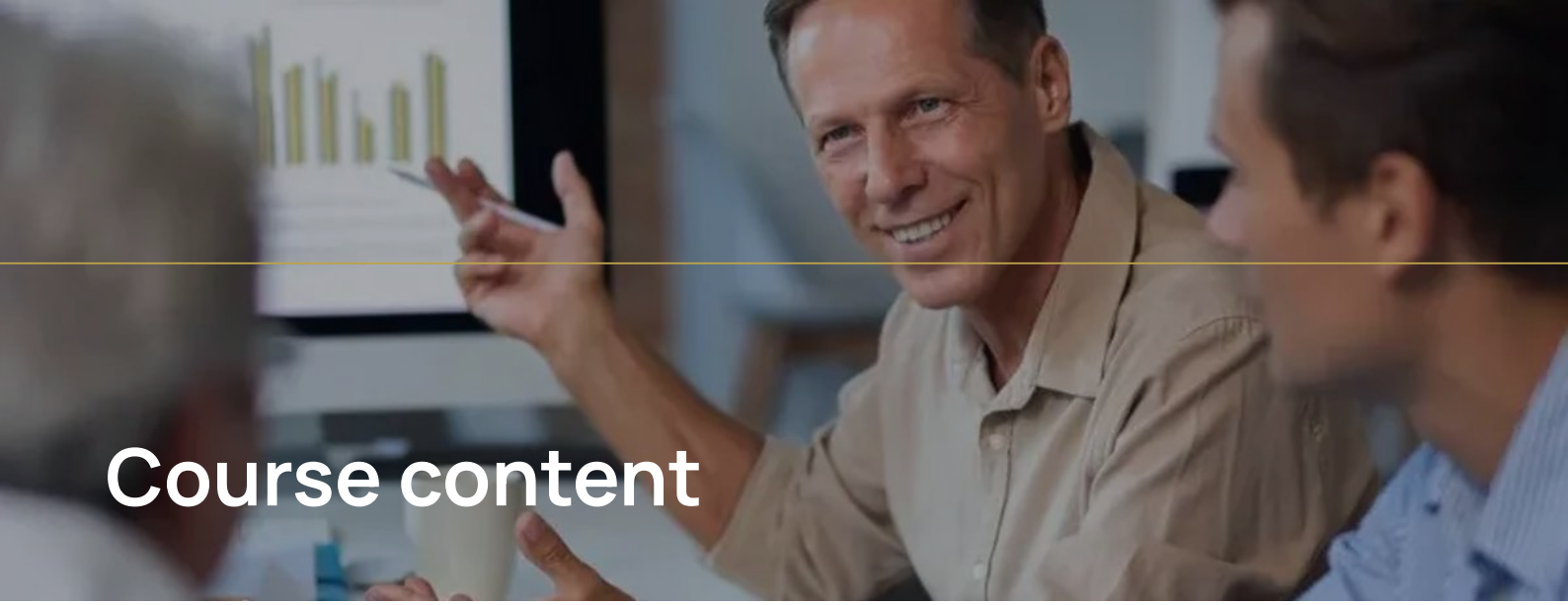
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.-**
Istanbul Confirmed dates	10 May 2027	14 May 2027	**€2,650.-**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.-**
Amsterdam Confirmed dates	24 May 2027	28 May 2027	**€2,540.-**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.-**
Singapore Confirmed dates	14 Jun 2027	18 Jun 2027	**€2,820.-**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.-**
London Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,450.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**



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Dates, venues and fees (continued)

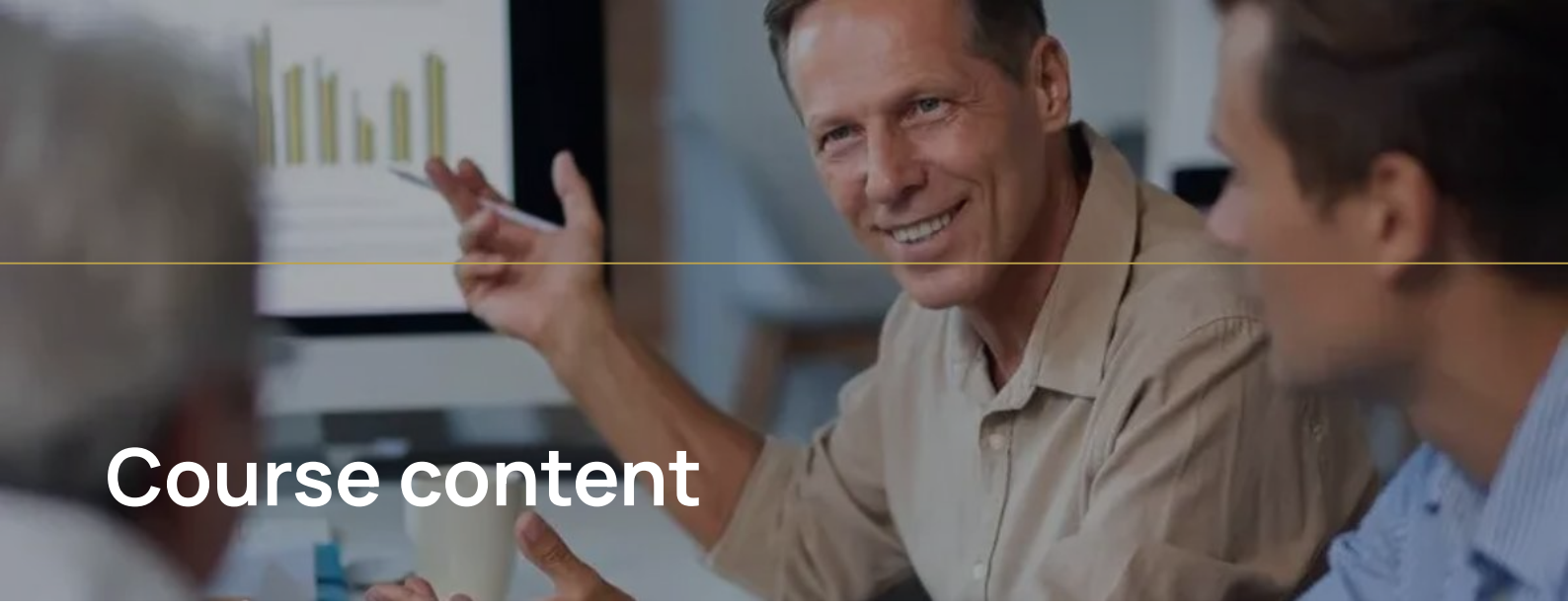
Venue	Start date	End date	Fee (EUR)
Barcelona Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,840.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
Dubai Confirmed dates	12 Jul 2027	16 Jul 2027	**€3,150.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
Frankfurt Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,650.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,450.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Paris Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,860.-**



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Dates, venues and fees (continued)

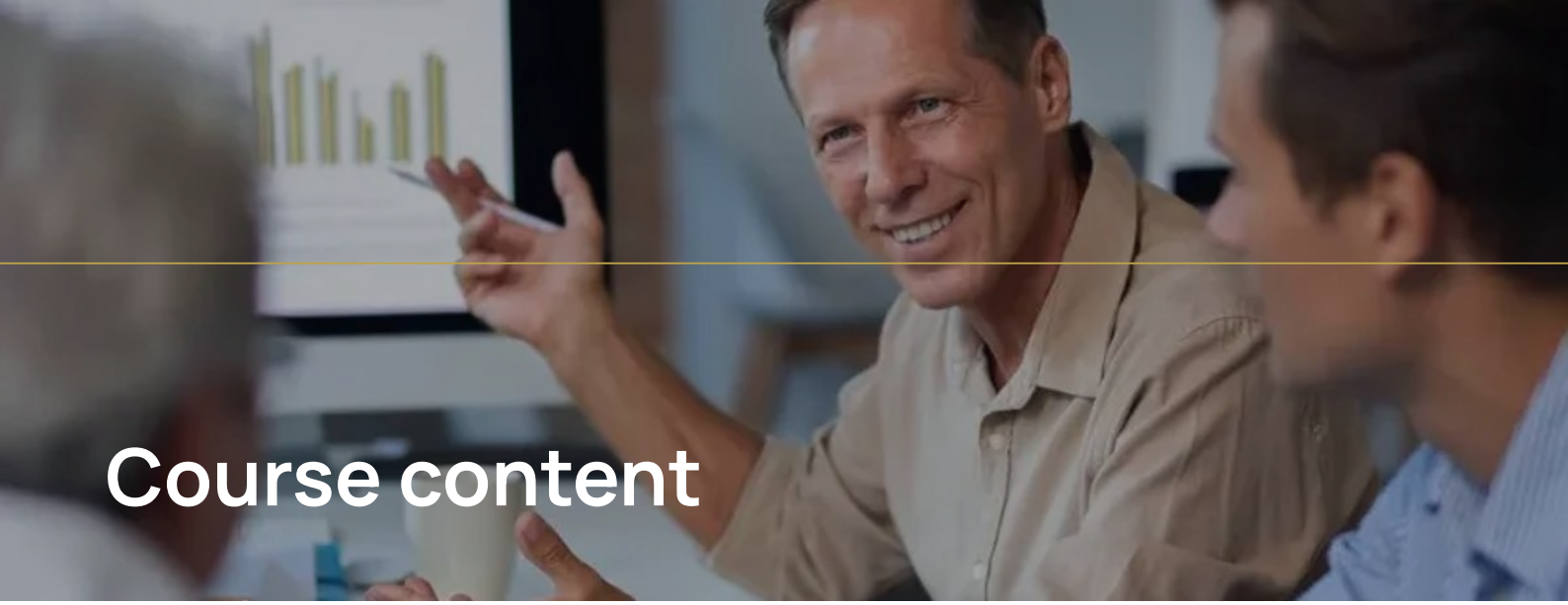
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Vienna Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,940.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Istanbul Confirmed dates	13 Sept 2027	17 Sept 2027	**€2,650.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
Amsterdam Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,540.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Singapore Confirmed dates	11 Oct 2027	15 Oct 2027	**€2,820.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
London Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,450.–**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.–**
Cape Town Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,890.–**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.–**
Dubai Confirmed dates	8 Nov 2027	12 Nov 2027	**€3,150.–**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.–**
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Paris Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,860.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

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info@smart-horizon.eu
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