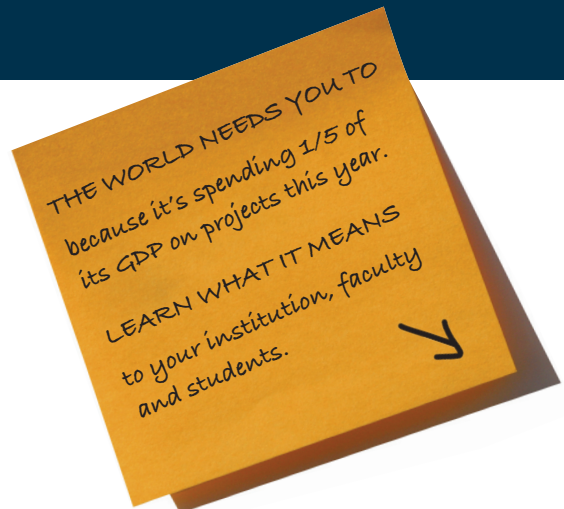




Should You Be Teaching Project Management?



Making project management indispensable for business results.®

SUPPLY/DEMAND CRISIS
PUTS TRILLIONS OF \$\$
IN WORLD GDP AT RISK -
UNLESS YOU ACT.

Only education can help the
world get the project professionals
it needs. If no action is taken,
U.S. \$4.5T will have been put at
risk by 2016.

Should you be Seeing the Big Picture About Project Management?

A World of Need for Project Managers

The fact that 1/5 of the world's GDP (U.S. \$12 trillion) is being spent on projects this year reflects the global need for project management.

Project management is identified as the primary success factor by organizations that range from global business to governments and NGOs.

The widening gap between the supply and demand for skilled project managers is projected to reach crisis proportions with as much as U.S. \$4.5 trillion of the global GDP at risk by 2016.

A World of Opportunity for Institutions to Become More Competitive...

Thousands of schools rise to the challenge by offering courses in project management; hundreds build project management degree programs in disciplines as varied as business, engineering and technology management.

Schools facing increasing competition for the best faculty and students identify global accreditation in project management as providing a decisive advantage.

...for Faculty to Pioneer Research

The global need for project management opens up a variety of research and grant opportunities.

PMI's unique blend of theory and practice provides academia with the unprecedented opportunity to collaborate with the organizations that apply their research.

...for Students to Lead in a Dynamic New Field

Graduates with project management degrees enter a job market that has already identified candidates with their skill-set as its number one hiring priority.



LACK OF PM CAUSING
BILLIONS IN LOSSES
EX : DUBAI LIFESTYLE CITY
PROJECT -

consulting fees skyrocket
due to scarcity of PMS.

Orig. U.S. \$2B Cost now \$4B
(Anderson Economic Group)

2008 Global Executive Survey Results

The Economist Intelligence Unit (EIU) is the world's foremost provider of industry and management analysis. In 2008, senior executives were asked to identify the skills most important to their current and future success.

- 1 : Project management identified as the single most important management skill.
- 2 : 97% of other skills listed are integral parts of the project management discipline.
- 3 : 60% stated that senior management collaborates directly with project managers. More than half of them indicated that this collaboration will increase.

Should You Be Seizing the Opportunity?

A World of Projects

Data collected by the World Bank reveal that more than one-fifth of the world's gross domestic product is being spent on project-based work. This has led to an inexorable shift away from traditional management models toward a new paradigm of project management. It has also resulted in a dramatic increase in the need for skilled project managers.

A World of Need

And it's not just business. The global need for skilled project management is being raised by such organizations as the International Monetary Fund, the World Bank and the European Parliament.

The Demand is Increasing

A U.S. Bureau of Labor Statistics survey reported that in many industries, the need for project managers would grow faster than the average for all other occupations combined.

One troubling Gartner survey encapsulated the growing problem: not only was "project management" the number one hiring priority of select companies surveyed, it also was the most frequently reported as "difficult to hire."

The Supply is Falling

U.S. General Accounting Office and Australian Government studies revealed one of the causes: the aging of the population. A large percentage (perhaps as high as 30%) of the project management workforce is retiring or will be facing retirement in the next 10 years.

The Opportunity is Yours

Organizations are relying upon educational institutions like yours to meet this need. Only you can educate the skilled graduates that they are waiting to hire and perform the research needed to advance this vital discipline.

Should You Be Advancing a Vital Discipline?

As organizations continue to fundamentally re-order themselves around the project management paradigm, academic institutions around the world are beginning to capitalize on the unprecedented opportunity to advance the knowledge of this vital discipline.

Forward-thinking educational institutions are quickly seizing the opportunity to lead in this field by creating degree programs that range from the associate to the doctoral level. These degree programs are either part of a dedicated project management discipline or developed in a variety of departments that range from business and engineering to architecture and information science. As of 2008, there are more than 380 project management degree programs being offered by over 275 universities around the world.

Academic Research: Changing the Way Organizations Work

Project management researchers are able to create uniquely effective studies through close collaboration with expert practitioners and some of the world's biggest businesses and government agencies. The results of these ground-breaking studies regularly appear in leading peer-reviewed journals for a variety of disciplines or in papers presented at a wide range of international conferences and symposia.

Just as importantly, these advances in the body of knowledge move rapidly into practice, shaping curricula and impacting organizations and people around the world.

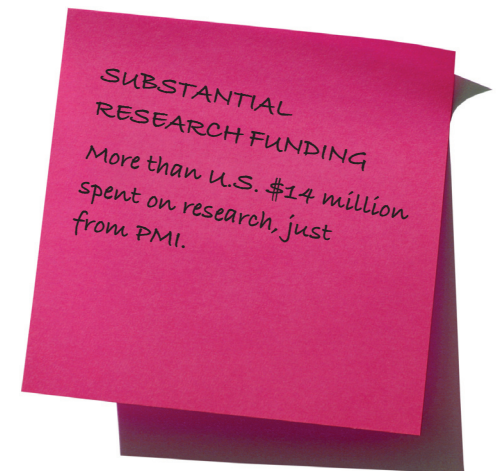
Research Activities

Multiple research projects in project management are taking place at institutions around the world. This research is initiated, guided or coordinated by the staff of the PMI Research Program, who have been directly involved in the release of more than 300 publications.

The PMI Research Program

2008 Statistics :

- ▶ 17 active projects worldwide
- ▶ Four books awaiting publication



Biennial PMI Research Conference Statistics

2008 Conference, Warsaw, Poland

- ▶ 7 plenary speakers
- ▶ 51 double-blind peer-reviewed papers across three tracks
- ▶ More than 300 attendees
- ▶ More than 30 countries represented

CHINA ALREADY IN ACTION:
2003 : 1 institution with degree program in project management.
2008 : 103 institutions now offer master's degree programs.
China now world's largest educator of this discipline in engineering and business.

Should You Be Becoming More Competitive?

By offering a program in project management, you will be joining an international group of institutions ready to lead in an educational market that is experiencing incredible demand.

From this position of competitive advantage, you will be able to attract top-level students seeking careers in this valuable discipline; recruit and retain faculty seeking high-profile research opportunities, and extend this educational offering beyond your classrooms and into continuing and corporate education.

Taking the Next Step

The need for project managers is only going to increase...and more and more institutions are going to begin offering their own programs. Faced with navigating a confusing array of competing programs and incompatible curricula, students and prospective employers will begin to search for a universal, internationally accepted standard for quality education in project management.

Achieving International Accreditation

Programmatic accreditation through the PMI Global Accreditation Center (GAC) confirms to the world that an institution's project management degree program has been carefully assessed and that its scale, scope and quality conform to a comprehensive international standard. Just as importantly, it also makes a public statement about the deep commitment of the institution and its faculty to ongoing evaluation and continuous quality improvement.

GAC Accreditation Profiles:

ESC Lille

Lille School of Management

Not only is ESC Lille one of France's best-known business schools, it is also the first European Business School whose project management degree programs met the exacting standards required to earn global accreditation. Their approach to project management

research is global in reach, due to their unique network of 66 international partners. ESC Lille's GAC-accredited degree programs in project management include MBA, MS, MSc and PhD.

Boston University – Metropolitan College

Metropolitan College is part of one of the leading private research and

teaching institutions in the world. Its mission is to extend the university to wherever it is needed most, whether that is online, at locations in the U.S. or Europe. Their GAC-accredited offering includes graduate degree programs and certifications whose credits can be applied toward any PMI-accredited graduate degree program worldwide.

Should You Be Pioneering Research?

Whether establishing an independent project management program or incorporating one into existing curricula, you will offer your faculty a unique opportunity to collaborate with expert practitioners and organizational leaders in the shaping of this growing discipline.

Research and Publishing Opportunities

You have a unique opportunity to advance the knowledge of this discipline. Results are published in such scholarly peer-reviewed publications as *Project Management Journal (PMJ®)* PMI publishes in partnership with John Wiley & Sons and presented at conferences around the world.

Participation in a Vibrant International Community

Research projects often encompass multiple disciplines, institutions and countries. The teams come together on PMI's secure research portal and in intensive research program working sessions where ideas are exchanged through roundtable discussions and presentations.

Curriculum and Classroom Resources

PMI's international standards form the heart of the project management academic curricula around the world. *A Guide to the Project Management Body of Knowledge (PMBOK® Guide)*, PMI's best known standard, is the constantly evolving result of a unique ongoing collaboration between researchers and expert practitioners that is now in its 20th year.

Recognition

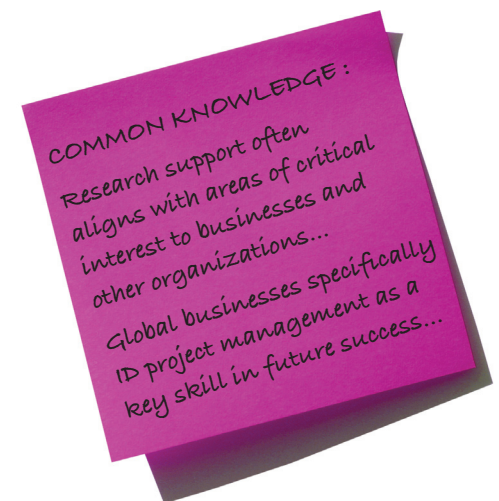
Every year, the PMI Professional Awards Program recognizes outstanding academic achievement from all over the world in the areas of research, journal papers, project management literature and academic programs.

Research Funding

PMI issues annual requests for research proposals on topics deemed important for the project management discipline in the coming year. Over the last 11 years, PMI has spent U.S. \$14 million on project management research.

Research Project Profile

PMI has engaged in multiple research projects working with teams around the world. In 2008, PMI completed a three-year multimillion-dollar research study that was conducted through the Athabasca University in Canada. The study involved 17 teams that conducted case studies with 60 organizations spanning multiple industries and countries. The study proved with statistical significance the value of project management to organizations.



Student Voices

University of Texas at Dallas

"Since I joined the program, I have received two promotions at work. I now manage a U.S. \$250 million budget for a major bank division. These career opportunities were directly the results of the changes in my vocabulary and the tools I had in my pocket."

Richard Stockton, MBA

Graduate of the University of Texas at Dallas program



Should You Be

Educating to Meet this Global Need?

PMI Supports All Aspects of Your Students' Educational Development

It has long been known that the most effective educational approach is one founded on a combination of classroom instruction and the application of academic concepts in actual practice. Membership in PMI supports both sides of this equation, providing invaluable professional and academic support to student members.

Supporting Professional Development

Students' professional development begins with the receipt of their own copy of the latest edition of the *PMBOK® Guide*, the global resource on project management used to shape both professional practice and educational curricula around the world.

Of perhaps even greater value is the opportunity for students to become a part of the international project management community. A wide variety of Specific Interest Groups (SIG) are available, and membership in the local expert practice community can provide invaluable networking and mentorship opportunities.

Supporting Academic Development

Students' academic development is encouraged through subscriptions to the world's leading PM practice and research publications and full access to the resources of our virtual library. Financial assistance includes scholarship opportunities and discounts on conference fees and for purchases from the PMI marketplace, the world's largest project management bookstore.

Supporting Career Development

PMI believes that development is a career-long process, which begins in the classroom. Students' participation in your accredited program translates to credits that will apply toward the requirements for PMI's international certification. Our support continues by providing career planning and employment resources valuable to graduates seeking their first position and experienced professionals looking to advance their career. Resources include access to the world's largest project management employment site as well as use of PathPro™, PMI's proprietary career assessment and planning tool.

Should You Be

Working with PMI?

A Global Resource for Academia and Organizations

With more than 400,000 members and credential holders in 174 countries, the Project Management Institute (PMI) is the only project management advocacy organization with a dedicated academic research arm.

PMI maintains a rigorous certification program that caters to seasoned project and program professionals as well as to project team members who are starting their careers in the field. PMI's Project Management Professional (PMP®) credential is globally recognized as the gold standard credential in project management.

A Global Collaboration Between Academic Research and Organizational Application

PMI is dedicated to working with academia to advance the effectiveness of project management through a constant cycle of improvement.

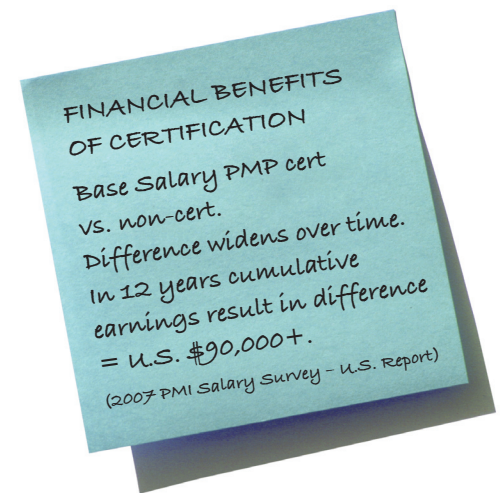
The cycle starts with you. With PMI's research funding and support, your faculty research shapes the education you provide your students.

Education and research advance organizational practice of project management.

The "real-world" results then return to inform further research.

A Guide to the Project Management Body of Knowledge (PMBOK® Guide)

With millions of copies in use worldwide, the *PMBOK® Guide* is the leading resource for the project management profession. It was created and is constantly updated through a unique collaboration between researchers, project experts and practitioners. It guides the formation of curricula in hundreds of educational programs around the world and shapes expert practice in thousands of business settings every day.





Should You Be
Teaching Project Management?

- 
- ✓ U.S. \$12T in global projects
 - ✓ Biz + new mgmt paradigm
 - ✓ Discipline of PM is KEY
 - ✓ '08 execs: PM #1 skill
 - ✓ PM Demand/Supply Gap
 - ✓ STRONG Competitive Opp
 - ✓ Fac. Benefits: Research
 - ✓ Student Benefits: Jobs



TIME IS NOW
Other educational institutions
already on the move to
capitalize on opportunity.
Need vital intelligence on how
to proceed.

Should You Be
Learning More?
[PMI.org/TeachPM](https://www.pmi.org/TeachPM)



Making project management indispensable for business results.®



**PROJECT MANAGEMENT
INSTITUTE**

14 Campus Boulevard
Newtown Square, Pennsylvania
19073-3299 USA
Tel: +1-610-356-4600
Fax: +1-610-356-4647
Email: customercare@PMI.org
Internet: PMI.org

**EMEA
SERVICE CENTRE**

Avenue Tervueren 300
B-1150 Brussels, Belgium
Tel: +32-2-743-1573
Fax: +32-2-743-1550
Email: customercare.emea@PMI.org

**ASIA PACIFIC
SERVICE CENTRE**

73 Bukit Timah Road
#04-01 Rex House
Singapore 229832
Tel: +65-6496-5501
Fax: +65-6336-6449

**INDIA
SERVICE CENTRE**

New Delhi, India
Tel: +91-124-4517140
Email: customercare.india@PMI.org