

Project management in consultancy organizations: Case study

Project management is simply defined as the art of directing and coordinating human and material resources throughout the life of a project by using modern management techniques to achieve predetermined objectives of scope, cost, time, quality and participant satisfaction. In this context it is imperative that the Project objectives.

Consultancy organizations provide consultancy services such as architectural and engineering design feasibility studies environmental studies, contract management, construction management etc. consultancy organizations should consider these work as projects with specific objectives that have to be accomplished by them to the satisfaction of the clients. Therefore, they should appoint an in-house Project Manager to lead their consulting team and provide project management services so that their objectives are achieved.

This paper explains such project management services deployed by a consultancy firm for their projects so that the satisfied clients will return with more work. The paper is based on a case study undertaken by the author in a USA based large consultancy firm.

The study revealed that a Project manager in a consultancy firm has five primary responsibilities viz; to accomplish what the client expects, to take charge, to serve the client, to meet the schedule, and to stay within the budget to make a profit. To achieve this the Project Manager should assume twelve basic roles. The paper explains these roles with reference to the case study highlighting how these are undertaken to maximize the profit in a consultancy firm.