

## Enterprise Project Portfolio Management: Building Competencies for R&D and IT Investment Success

Richard M. Bayney, Ram Chakravarti



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#### **Enterprise Project Portfolio Management: Building Competencies for R&D and IT Investment Success** Richard M. Bayney, Ram Chakravarti

This unique guide and professional reference presents a structured framework for practitioners and students of project, program, and portfolio management to enhance their strategic and analytic capabilities in the evolving discipline of project portfolio management (PPM). It provides a practical, step-by-step approach to building competencies in categorizing, evaluating, optimizing, prioritizing, and managing an IT, pharmaceutical, biotech or other complex R&D-oriented portfolio of investments.

#### **Key Features**:

--Contains a unique framework for building strategic and technical competencies in enterprise portfolio management, encompassing scenario analysis and strategic planning, project categorization, integrated evaluation, portfolio optimization, and project prioritization

--Outlines best practices for successfully implementing and practicing PPM in R&D and IT enterprises, including decision framing and data integrity, resource management, stakeholder management, project/program/portfolio management office, organizational barriers to success, and a seminal section on risk analysis and risk management

--Supplies two comprehensive case studies that clearly demonstrate the application of quantitative and qualitative portfolio selection techniques in R&D and IT

--Illustrates robust techniques such as integer linear programming, goal programming and multiple objective decision analysis and how they can be used to prioritize and optimize the value of a portfolio subject to budgetary and human resource constraints

--WAV offers (i) a slide presentation describing the utility of CREOPM, a unique portfolio management process and methodology, (ii) an Excel analytical set-up template for the Innovations R Us Corporation case in Chapter 7 with instructions for portfolio optimization, and (iii) an Excel analytical set-up template for the Drugs R Us case in Appendix A, with instructions for decision analysis using TreePlan **available from the Web Added Value Download Resource Center at jrosspub.com** 

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