

Intention

Globalization, permanent need for constant change in business causes a demand for doing things differently, be innovative. Such attitude can be successfully introduced in the form of projects. We no longer speak of management of individual projects and related methods and techniques. Projects became a form of management and we talk about project-oriented businesses. The increase of project management importance has led the senior managers of business and organizations ask and answer some important questions like: what is the quality of project management in organization, what kind of project should be prioritized, do company leaders and project team members have relevant skills, knowledge, are they motivated, do they need additional education, can all project teams receive support and all resources suitable for the situation etc. Project management is an effective way to form a project-oriented enterprise management model, and its ideas and methods have been widely used in long-term organizations. Combining the company's development strategy, project and operation, cost control, efficiency improvement, market competitiveness, the overall management ability of the enterprise and the realization of the enterprise. The strategic goals of the company show strong vitality. This article is based on the following points: First, it is the basis for a clear study. Everything starts with researching enterprise project management needs and analyzing the current business models and problems of the enterprise. Secondly, by describing the meaning of project management and the main problems in the development of the company, the basic theoretical model suitable for the construction project management team is proposed, and finally put into practice and continuous improvement.

Through the reading and understanding of the books I found, I learned a lot of knowledge related to my thesis. For example, first book ELLIS, George. Project Management in Product Development. This book focuses on efficient project management. Corporate IT leadership, which has been slow to embrace agile methods, would benefit immensely from giving a copy of this book to all of their project and delivery managers. Kenny Rubin has laid out in this book all the 9 pragmatic business case and process materials needed for Any corporate IT shop to successfully implement Scrum. The second book LESTER, Albert. Project management, planning and control. The sharing economy: the end of employment and the rise of crowd-based capitalism. The broad impact of a shift to a shared economy is a new model of organizational economic activity that may replace traditional companies. Sharing is not new. Give someone a ride, have a guest in your spare room, run for someone, and join a dinner club - these are not revolutionary concepts. In this book, Arum Sundararajan explains the transition to what he describes as "crowd-based capitalism" – a new way of organizing economic activities that might replace the traditional enterprise-centric model. The third book BING Wang. Research on the establishment and improvement of enterprise financial management system. This is a book written by practitioners with an entrepreneurial perspective. Alex's opinion is like Robin Chase. Brought insiders' views on the management of this project. Alex shared some incredible insights, discussed challenges and opportunities, and some very interesting stories, which made it an interesting read. This is a learning experience for other founders, how and why they present their business and overcome the initial challenges (insurance, double-sided market, etc.). "Investors" is another chapter I like to read, and Alex talks about companies that invest in economic start-ups and what they are looking for. In one/interesting description, Alex shared his "encounter" with Sequoia Capital, and I am convinced that the fundraising story may actually be interesting. The above books

explain the characteristics of project management from various aspects, and introduce its background and development. There are many related issues.

The aim of the thesis will be to evaluate the role of project management, its importance for the management of the company project based on the analyzes. Suggest recommendations for improvement for WANDA group practice.

Several analyzes will be carried out to achieve the objective. Analysis of the role of project management in business project management for enterprise development. Analysis of the problem of how to realize the strategic goals of the organization through the success of the project. Analysis of the problem of how to improve the 10 managerial skills of an organization project, analyze the project by looking at the problems identified in the existing project management process.

This article analysis and studies the actual situation of enterprises, making better practice methods for project management, it supports the enterprise to realize the development strategy. Practice has proved that the gap between different enterprises is not mainly in terms of production equipment, but also in the way of management. Most of the current management mode of the company cannot adapt well to the needs of market competition and strategic development, the characteristics and advantages of project management make it possible to be an effective way to improve management. Through the study of this article, we can sum up the operation rules of the project from two aspects of theory and practice, and verify the feasibility and effectiveness of project management in the enterprise. This is also the important research significance of this article.