

## РАЗДЕЛ 3

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### МЕНЕДЖМЕНТ, МАРКЕТИНГ В РЫНОЧНОЙ ЭКОНОМИКЕ

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#### CORPORATE PROJECT MANAGEMENT SYSTEM AND THE NEED TO CREATION OF IT

The activities of many companies in different areas is realized in the form of projects. At the same time, we know that even in the not too complex projects, there are problems that manifest themselves in customer dissatisfaction and its own leadership, disrupting the timing, cost overruns, conflicts within the project team, etc. Preventing and overcoming these problems are essential parts of the managerial staff of the project and must be supported by appropriate standards, methodologies and tools.

To date, significant experience in the various techniques of project management in areas such as targeting, network planning and management, planning and cost control, risk management, etc. But for a successful and efficient operation of the team manager and the project should be set up some conditions, allow to fully realize their potential. It is required that the existing is usually separately methodological, instrumental, and some other tools necessary for successful project management, were combined into one system, under which the manager's and project team's task would be solved most effectively.

The company's development involves an increase in the number of projects and increase their complexity. With increasing volumes of activity are difficult to understand the picture of the situation - to make an informed decision about the need to perform a project, to monitor the implementation of projects, track staff time, watch for changes in the results of projects, introduce new staff to speed on the project.

All this may lead to the following consequences:

in terms of results - failure or partial achievement of project

the overrun of the budget, going beyond the planned date earlier

in terms of internal organization

- projects are managed "varied," depending on the personality and mood of the project manager, varied and the results;

- manage the priorities of projects is not formalized;

- confusion with the responsibility and authority;

- inefficient use of resources (inadequate selection, handling, downtime);

- reports not informative (lack or excess of information), are irregular, requiring much effort in the preparation and analysis, as a consequence - not the leadership of the overall picture of all projects;

- intuitive Risk Management.

Possible to address these issues in the "fire mode", but in a large organization, in which there is a lot of projects at the same time, it is very expensive. The solution of this problem must be comprehensive, ie, in the company's project management processes need to standardize. In modern practice, this decision has been called a corporate project management system, which includes:

- the role structure of the project activities, powers and responsibilities of each participant (project manager, curator, administrator, etc.);

- project office - division accumulating information on the implementation of projects and coordinating activities of project managers to meet the Company's management formed the business requirements;

- project management methodology - the standard for all involved, the regulatory role in the project, business processes, project management, document templates for project management;

- information system of project management- tool intended to automate the project activity.

The introduction of the Corporate project management system allows the company to improve manageability project activity of the company through the introduction of organizational, methodological and informational resources, formalize and support the project management processes; use relevant information about the status of projects for the control of project activities and to make decisions about significant changes on the basis of operational data for all projects; use a single effective approach to managing projects with a clear separation of powers and responsibilities of the roles in project management; accumulate historical information - knowledge base of project - for future projects; improve the efficient use of company resources, including simplifying the procedure of "joining in the work of" a new project manager; to strengthen quality, time and budget projects control.

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Қазіргі ұйымдардың көпшілігі жобаларды іске асыруы арқылы дамиды. Бірақ жобалардың ерекшеліктеріне қарамай шешім қабылдайтын тұлғаларға осы жобалар бойынша ахуалды және сенімді мәліметтер жедел жеткізілуі қажет. Яғни ұйымдағы жобаларды басқаруының процестері және жобалардың бағалау белгілері жүйеленген және бір қалыпқа келтірілген болу керек. Қазіргі тәжірибеде ұйымдастыру, әдістемелік және ақпараттық құралдарды енгізуіне байланысты жобаларды басқаруын жоғарылатуға мүмкіндік беретін жобаларды басқару корпоративтік жүйені қолданады.

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Большинство современных организаций развиваются через реализацию проектов. Но вне зависимости от специфики проектов информация по ним должна оперативно доводиться до лиц, принимающих решения, быть актуальной и достоверной. То есть процессы управления проектами в организации и критерии оценки проектов должны быть систематизированы и унифицированы. В современной практике используется Корпоративная система управления проектами, которая позволяет повысить управляемость проектной деятельности компании за счет введения комплекса организационных, методических и информационных средств, формализующих и поддерживающих процессы управления проектами.

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## **THE IMPORTANCE OF SUSTAINABLE ENERGY DEVELOPMENT IN KAZAKHSTAN**

Kazakhstan, which occupies a vast area of some 2,724,900 square kilometers in the center of Eurasia, is distinguished by a very vulnerable natural environment. It has almost every type of topography found in the world — from subtropics and scorching deserts to alpine tundras and glaciers. The unique inland Caspian and Aral Seas, as well as Lakes Balkhash, Zaisan, and Alakol, exist in an environment marked by distinctly continental conditions. Kazakhstan has a rich store of biological resources, with Caspian sturgeon supplying up to 90 percent of the black caviar on the world market.