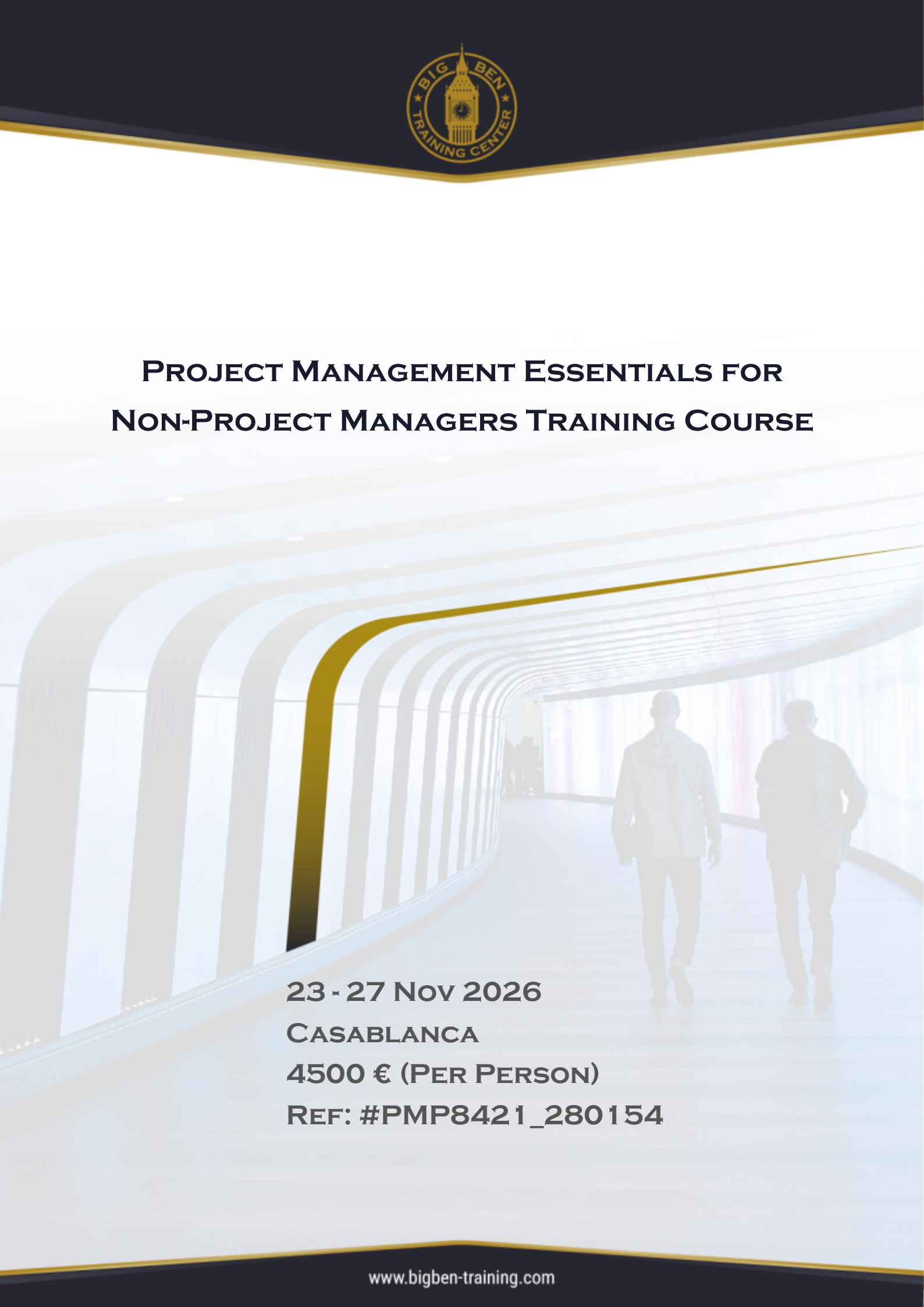
Project Management Essentials for Non-Project Managers Training Course



23 - 27 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #PMP8421_280154

Course Introduction / Overview:

In today's dynamic business environment, project-based work is no longer the exclusive domain of certified project managers. Professionals across all departments are increasingly expected to lead and contribute to projects, often without formal training. This course is specifically designed to bridge that gap, empowering functional managers, team leaders, and subject matter experts with the essential principles and tools of effective project management. It demystifies complex jargon and focuses on practical application, enabling participants to manage projects successfully from initiation to closure. Drawing upon foundational concepts articulated by authorities like Harold Kerzner in his seminal work, "Project Management: A Systems Approach to Planning, Scheduling, and Controlling," this program provides a structured framework for success. At BIG BEN Training Center, we have crafted a curriculum that translates proven methodologies into actionable strategies for those who manage projects as part of their broader role, ensuring they can deliver results on time, within budget, and to the required quality standards. This course will equip you with a project management mindset, enhancing your ability to plan, execute, and lead cross-functional initiatives with confidence and competence, regardless of your official job title.

Target Audience / This training course is suitable for:

- Functional Managers and Department Heads.
- Team Leaders and Supervisors.
- Technical Specialists and Subject Matter Experts.
- HR, Marketing, Finance, and IT Professionals.
- Administrative Staff and Executive Assistants involved in projects.
- Anyone who manages projects informally or is new to a project environment.
- Business Analysts and Operations Managers.

Target Sectors and Industries:

- Information Technology and Telecommunications.
- Healthcare and Pharmaceuticals.
- Engineering and Construction.
- Banking, Finance, and Insurance.
- Manufacturing and Logistics.
- Marketing, Advertising, and Media.
- Government Agencies and Public Sector Organizations.
- Consulting and Professional Services.
- Non-Profit and Educational Institutions.

Target Organizations Departments:

- Human Resources and Administration.
- Marketing and Sales.
- Finance and Accounting.
- Operations and Production.
- Research and Development (R&D).
- Information Technology (IT) and Technical Support.
- Customer Service and Client Relations.
- Procurement and Supply Chain.
- Legal and Compliance.

Course Offerings:

By the end of this course, the participants will have able to:

- Understand core project management terminology and the project lifecycle.
- Define clear project scope, goals, and deliverables to avoid scope creep.
- Develop a practical and realistic project plan, schedule, and budget.
- Identify, assess, and mitigate potential project risks effectively.
- Apply techniques for managing resources and leading project teams without formal authority.
- Master effective communication and stakeholder engagement strategies.
- Monitor and control project progress against the plan.
- Conduct a structured project closure and document lessons learned for future improvement.
- Utilize basic project management tools and templates for immediate application.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, engaging, and focused on practical application. We believe that adults learn best by doing, so this course moves beyond theoretical lectures to immerse participants in real-world scenarios. The program is built around a blend of expert-led instruction, interactive group discussions, and hands-on exercises. Participants will work through case studies drawn from various industries, allowing them to analyze challenges and apply project management principles in a risk-free environment. Team-based activities and workshops will simulate the cross-functional collaboration required in actual projects, fostering skills in communication, negotiation, and problem-solving. Each module includes practical templates and tools that participants can immediately adapt for their own work. Our experienced instructors facilitate a supportive learning atmosphere, providing personalized feedback and encouraging the sharing of experiences among peers. This immersive approach ensures that participants not only grasp the concepts but also build the confidence to apply their new skills effectively in their roles, transforming them into competent project leaders.

Course Agenda (Course Units):

Unit One: The Foundations of Project Management

- What Defines a Project?
- The Role of the "Accidental" Project Manager.
- Key Project Management Terminology and Concepts.
- Understanding the Triple Constraint (Scope, Time, Cost).
- The Five Phases of the Project Management Lifecycle.
- Differentiating Between Projects, Programs, and Operations.
- Roles and Responsibilities within a Project Team.

Unit Two: Project Initiation and Strategic Planning

- Developing a Clear Project Charter.
- Defining SMART Objectives and Success Criteria.
- Identifying Key Stakeholders and Their Interests.
- Conducting a Stakeholder Analysis.
- Creating a High-Level Scope Statement.
- Understanding Project Deliverables and Requirements.
- The Importance of the Project Kick-off Meeting.

Unit Three: Detailed Planning, Scheduling, and Budgeting

- Creating a Work Breakdown Structure (WBS).
- Techniques for Estimating Task Duration and Effort.
- Developing a Project Schedule using Gantt Charts.
- Identifying the Critical Path.
- Fundamentals of Project Budgeting and Cost Estimation.
- Resource Planning and Allocation.
- Developing a Comprehensive Project Management Plan.

Unit Four: Project Execution, Monitoring, and Control

- Leading and Motivating the Project Team.
- Effective Task Delegation and Follow-up.
- Tracking Project Progress Against the Baseline Plan.
- Managing Project Issues and Changes Systematically.
- Introduction to Risk Management and Mitigation Strategies.
- Effective Stakeholder Communication and Reporting.
- Conducting Productive Project Status Meetings.

Unit Five: Project Closure and Essential Leadership Skills

- The Formal Project Closure Process.
- Conducting a Post-Project Review and Capturing Lessons Learned.
- Finalizing Project Documentation and Archiving.
- Celebrating Success and Recognizing Team Contributions.
- Communication and Influence Skills for Non-Project Managers.
- Fundamentals of Conflict Resolution within a Project Team.
- Applying a Project Management Mindset to Daily Work.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can the principles of formal project management be adapted to improve outcomes in an operational role that is not project-based?

What unique qualities does this course offer compared to other courses?

This course is uniquely tailored for the "accidental project manager" the professional who leads projects out of necessity, not as a primary job function. Unlike highly technical certification-prep courses, our program strips away impenetrable jargon and focuses on the practical, applicable essence of project management. We emphasize the critical soft skills of influence, communication, and leadership, which are paramount for functional heads who must guide projects without direct authority over all team members. The curriculum is built on a foundation of real-world case studies and scenarios that resonate with the challenges faced in non-project-centric departments like HR, marketing, or finance. Rather than just teaching processes, we cultivate a "project mindset," enabling participants to bring structure, clarity, and foresight to any initiative they undertake. The focus is less on complex software and more on actionable frameworks, simple tools, and repeatable techniques that can be implemented immediately to deliver tangible results. This pragmatic approach ensures participants leave not just with knowledge, but with the confidence and competence to successfully steer their projects from concept to completion.