



پاکستان جهان
Dr. Hajiyakhchali

رهنمود جامع النّا

دکتر سیامک حاجی یخچالی

عضو هیئت علمی دانشکده فنی دانشگاه تهران



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Output. A product, result, or service generated by a process. May be an input to a successor process.



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OUTCOME



Outcome. An end result or consequence of a process or project. Outcomes encompass the long-term effects, changes, or value generated by the project's deliverables, which can be either positive or negative. Positive outcomes, often termed "benefits," may include enhancements in performance, efficiency, or customer satisfaction. Conversely, negative outcomes, known as "disbenefits," may involve unintended adverse effects or costs. Evaluating outcomes is essential to determine how effectively a project has achieved its intended objectives and to understand its overall impact.

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Product. An artifact that is produced, is quantifiable, and can be either an end item in itself or a component item. "Product" is an overarching term that includes tangible (physical goods) and intangible (digital goods and services) items.

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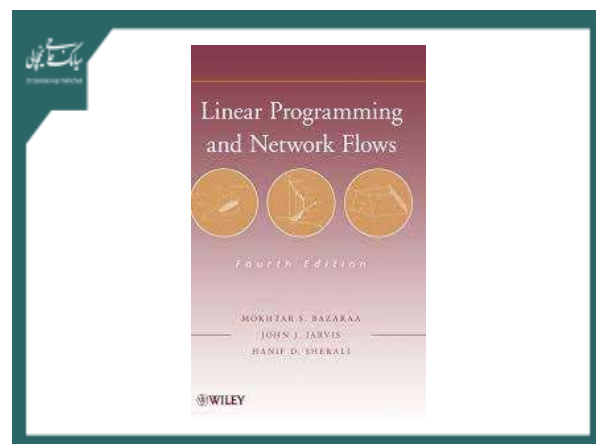
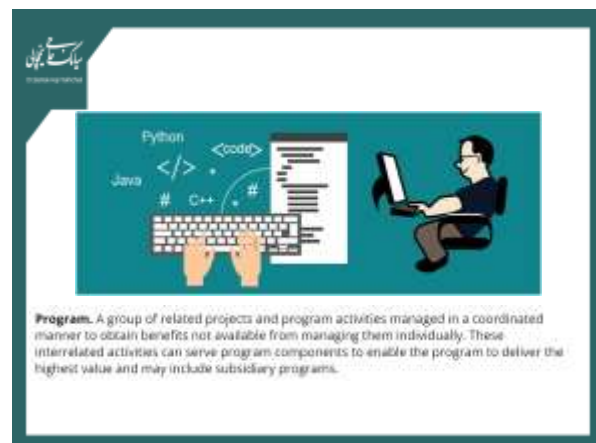
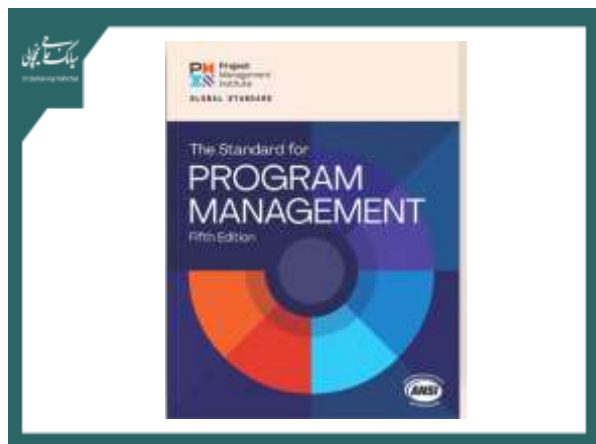
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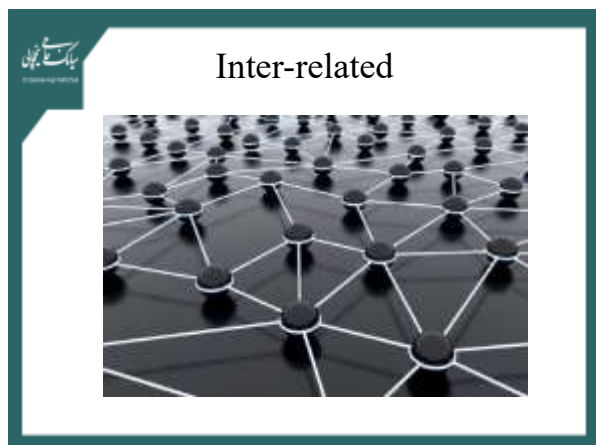
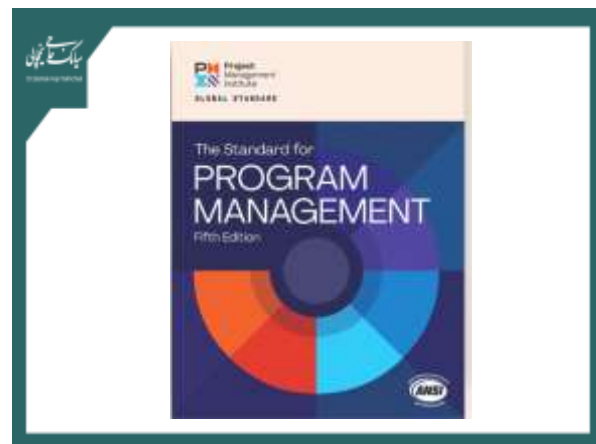
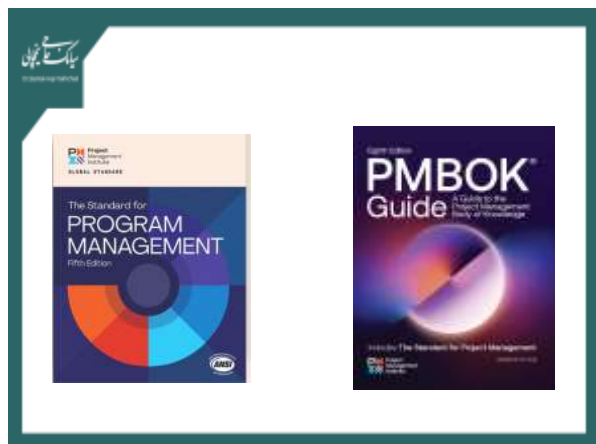
- Project purpose or justification,
- Measurable project objectives and related success criteria,

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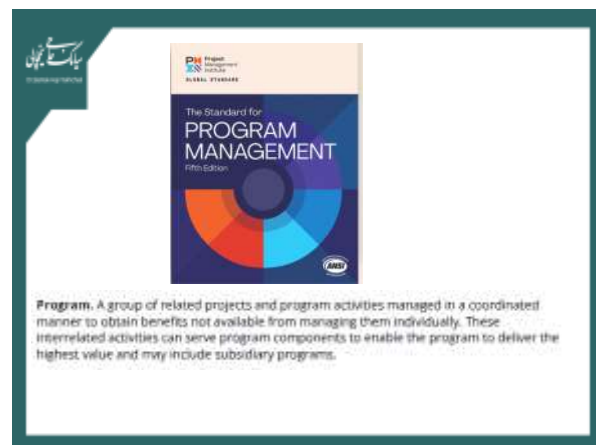
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Inter-related

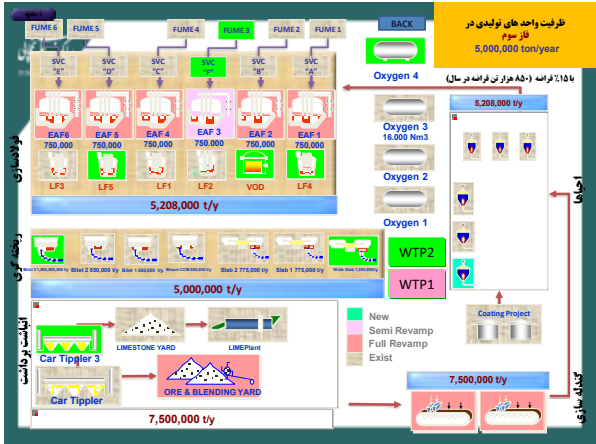
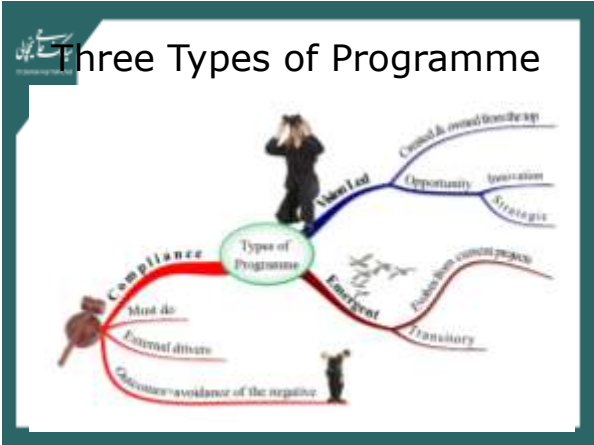
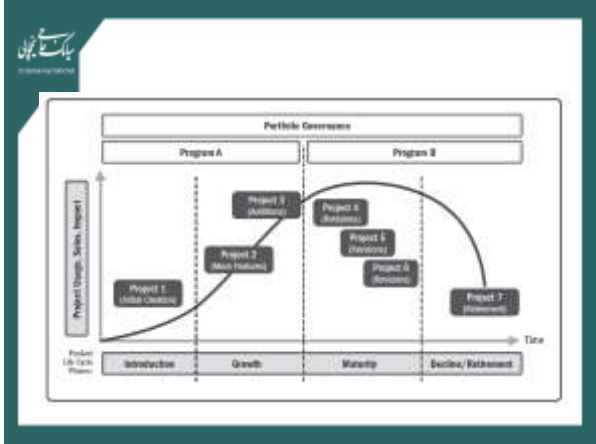


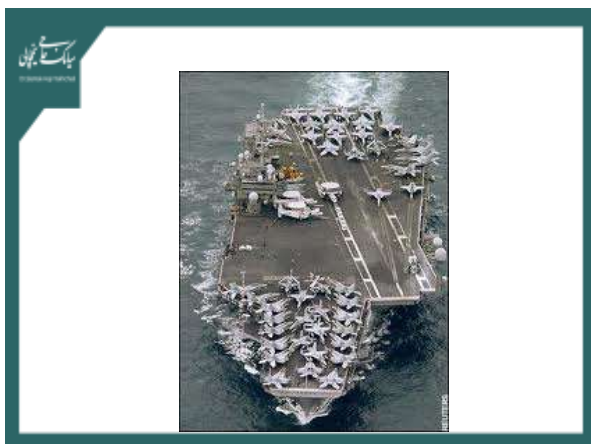
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Product management can exist in different forms, including but not limited to:

- ▶ **Program management within a product life cycle.** This approach incorporates related projects, subsidiary programs, and program activities. For very large or long-running products, one or more product life cycle phases may be sufficiently complex to merit a set of programs and projects working together.
- ▶ **Project management within a product life cycle.** This approach oversees development and maturing of product capabilities as an ongoing business activity. Portfolio governance charters individual projects as needed to perform enhancements and improvements or to produce other unique outcomes.
- ▶ **Product management within a program.** This approach applies the full product life cycle within the purview and boundaries of a given program. A series of subsidiary programs or projects will be chartered to achieve specific benefits for a product. Those benefits can be enhanced by applying product management competencies like competitive analysis, customer acquisition, and customer advocacy.







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in @ DrHajiYakhchali

DrHajiYakhchali.com

Yakhchali@yahoo.com

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