

# Misunderstood Activity

The concept:

The discipline is Project Management. The concept to illustrate is the importance of a Business Case, Project Charter and Statement of Work. The analogy to help illustrate is building a house and the components used. The elements will be Design, Blueprints, Task List.

An often misunderstood component of Project Management are the roles of Business Case, Project Charter and Statement of Work. This course is an introduction to Project Management for General Contractors so we will use a familiar analogy - building a house to illustrate the role of these elements in a project. You are familiar with a design, set of blueprints and task list. Let's compare these to a business case, project charter and statement of work.



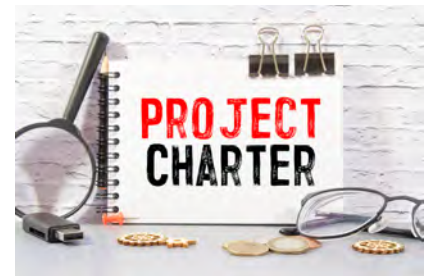
**Design**  
The design outlines the high level elements of the home. It gives the viewer a conceptual understanding and paints the 'big picture'.

**Business Case**  
The business case outlines the high level overview of the project. It describes what the project will achieve - the project's 'big picture'



**Blueprints.**  
The architect takes the design and renders it into a set of blueprints. These are the details - a more specific set of instructions.

**Project Charter.**  
The project manager renders the business case into a project charter. The charter contains more detail on how exactly the project will be executed.



**Task List.**  
The contractor takes the design and blueprints and renders this into a sequenced task list and assigns who will do what and when.

**Statement of Work.**  
In project terms the statement of work could be considered a 'task list'. It performs the same function - who will do what and when.

