



# Pro Life Management

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# The Pro Life Management Course is Divided in 10 Parts

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Till 40:

- For those students who like to do their PhD in the USA or Canada
- For those students who like to continue professional work in EU or WB

Till 60:

- For those students who plan to do MBA, so they can become managers in companies of others, or their own

Till 80:

- For those students who plan to do PhD, so they can teach at public or private universities

Till 100:

- For those students who have to make business plans for investors
- For those students who have to make investment-related decisions

Also:

- For all students, no matter which way they like to continue: efficiency
- For all students, no matter which way they like to continue: effectiveness
- For all students, no matter which way they like to continue: inventiveness
- For all students, no matter which way they like to continue: creativity



# Pro Life Management 1st

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The first part is for those students  
who like to do their PhD  
in the USA or Canada  
(the stress is on how to maximize the score on GRE or GMAT).

This is a good option after your 20th birthday,  
i.e., after you complete your undergraduate work.



# What is the GRE?

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- The GRE measures:  
verbal reasoning,  
quantitative reasoning,  
critical thinking and analytical writing,  
which are not related  
to any specific field of study





# Form of the Exam

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- Verbal reasoning (input),  
important for teaching schools
- Quantitative reasoning (CPU);  
tough to compete with Chinese and Indians
- Analytical writing (output),  
important for research schools



# Pro Life Management 2nd

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The second part is for those students who like to continue professional work in EU or WB  
(the stress is on how to apply for EU FP projects).

This is a good option after your 20th birthday, i.e., after you complete your undergraduate work.



CH (challenges)

↓ 1:1

PP (proposal) ST



OBJ (objectives)

↓ 1:1

WP (work packages)

↓ 1:M

Tasks

↓ 1:K

Deliverables

$$15 = ST(5) + MF(5) + ED(5)$$

12

10

If  $x \geq 10$  and each{ST, MF, ED}  $\geq 3$

Then: E10K, if leader

E4K, if WP leader

E3K, if partner





# Example ST

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## Objectives:

1. Development of Use Cases [e.g., TMG, SLO]
2. Development of System Architecture [e.g., ETF, SRB]
3. HW Details [e.g., PADOVA, ITA]
4. SW Details [e.g., BSC, ESP]
5. AI Details [e.g., INRIA, FRA]
6. PoC Implementation [e.g., XYZ, AUS]
7. Testing #1 [e.g., IGALO, MNE]
8. Testing #2 [e.g., KOPER, SLO]
9. Dissemination: Conferences + Media + Investors [MediaPro, ESP]
10. QoQ [e.g., Philips, NED] BAKSUZ

WP: Almost each partner in almost each WP!



# Pro Life Management 3rd

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The third part is for those students who plan to do MBA, so they can become managers in companies (the stress is on MBA in the nutshell).

This is a good option after the 40th birthday, unless you like the young professionals to run over you.



# MBA – What is it?

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- MBA stands for  
Master in Business Administration
- Postgraduate studies
- Work and management experience required  
(at least 4/2 years)
- Significant investment into scholarship,  
but a great return on investment



# MBA – There's Even More!

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- Fee:  
2Y scholarship = first year  
paycheck
- Specialties:  
production, international  
management,  
marketing, trading, finances, HR,  
etc.



# Pro Life Management 4th

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The forth part is for those students who plan to do PhD, so they can teach at public or private universities (the stress is on publishing in SCI journals).

This might be a good option after the 60th birthday, unless you start with academia right away.



# Important Issues:

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- 1) Conditio sine qua non: Two stories
- 2) Get the list for your field
- 3) Submit serially
- 4) Response to reviewers must have a structure
- 5) Two types of SCI papers:  
Survey and research
- 6) Shanghai Top 500 (h/g + H/G)



# Definitions: $h + g$

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Selected databases: SCI+Inspec+etc

Essence: Quality + Breakthroughs

$h=10$ , if 10 papers cited  $\geq 10$  times

$g=10$ , if top 10 papers, 100 citations

Google: Publish or Perish

MS: MS Academic Search





# ShanghaiTop500 Criteria

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Size

Nature and Science

SCI

C/H/G

NLs(MFMs)@alumni

Nls(MFMs)@teachers

KeyToSuccess: 3 mechanisms per criterion!



# The LIFT Formula

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L=Level, 1(PhD), 2(docent), ...

I=InsightIntoTheFuture

F=Field, 1(law/oec), 2(eng/med), 3

T=Time, 1YR, 2YR ,3YR



# WRITING A SURVEY/COMPARISON PAPER

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TITLE

ABSTRACT (the sales pitch plus 8 sentences - one per section to follow)

## 1. INTRODUCTION

Tuning the reader to the subject (definition of major terms to use)

## 2. PROBLEM STATEMENT

What is the problem whose solutions you are to classify/compare in this paper



# WRITING A SURVEY/COMPARISON PAPER

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## 3. CRITERIA and CLASIFFICATION

### 3.1 CRITERIA

In between any two titles/sub-titles, there must be a glue sentence; this sentence tells what comes next and avoids the ugly situations in which two titles/sub-titles are next to each other. Example criteria:

3.1.1. DIAGNOSTICS vs TREATMENT

3.1.2. NO-NETWORKING vs NETWORKING

3.1.3. ENHANCEMENT OF OLD vs QUALITATIVELY NEW

This is kind of introduction, to help create a classification tree and the classes on the leaves of the classification tree.



# WRITING A SURVEY/COMPARISON PAPER

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## 3.2. CLASSIFICATION

### 3.2.1. Classification Tree and Examples of Classes

Diagnostics

COMPUTER ASSISTED

Enhancements

Class: C1

INTERNET ASSISTED

Enhancements

Class: C2

COMPUTER ASSISTED

Qualitatively New

Class: C3



# WRITING A SURVEY/COMPARISON PAPER

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## 6. EXAMPLES

Do not forget a glue sentence here!

### 6.1. Class#1: Name of the Class

Do not forget a glue sentence here!

#### 6.1.1. Example#1(Class#1)

Who, when, where, why (one sentence, or one paragraph)

Specific problem treated (1s or 1p)

Essence (1s or 1p)

Some interesting results (1s or 1p)

One picture worth 1000 words and its analysis (1s or 1p)

List of other relevant papers of the same authors [list]

Local conclusion (resumee, to who useful, newly open)

Each issue above is either one sentence (for short papers) or one paragraph (for very long book chapters) or one page (for books); no matter what is the chosen length, each issue must be the same length.

#### 6.1.2. Example#2(Class#1)

...

### 6.2. Class2: Name of the class

...

### 6.8. Class8: Name of the class

[some classes may have 0 examples; others may have N]



# WRITING A SURVEY/COMPARISON PAPER

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## 7. POST CLASSIFICATION ANALYSIS

Here you put some discussions (mostly comparisons and success predictions for various applications) that will make the paper have a scientific value! Of course, everything must be connected and consistent

## 8. CONCLUSIONS (global, for the entire paper)

- a. Resumee
- b. Who will benefit
- c. Newly open problems

## 9. REFERENCES

## 10. ACKNOWLEDGEMENTS

### FIGURES

No text inside figures; only mnemonics (language independent)

- 1. Title
- 2. Legend (to explain mnemonics from inside the figure)
- 3. Discussion of the major message coming from the figure





## WRITING A RESEARCH/DEVELOPMENT PAPER

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- Best method, for .doc
- Good method, for .ppt



# Pro Life Management 5th

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The fifth part is for those students who have to make business plans for investors (the main question is how to present the basic idea in a clear way).

This is a good option after the 80th birthday.

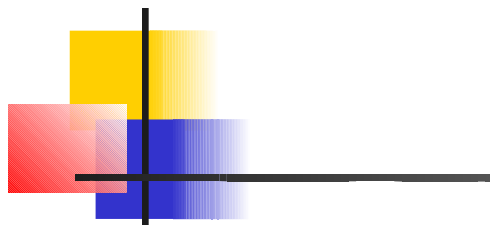


# Business Plans

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- While templates and samples can be helpful, the key to a good plan is making your own argument
- The Harvard business plan template:  
[<http://www.hbs.edu/entrepreneurship/resources/businessplan.html>]

# Template



## Business Plan Template

### Five Important Tips Before You Start!

1. The business plan should tell a compelling story about your business, explaining who, what, when, where, how and why.
2. Your plan should be focused and clear. It's not about the number of pages or style of the cover.
3. The plan should define specific business objectives and goals with general parameters to guide the organization.
4. Writing a business plan should force logic and discipline into a business.
5. A good business plan is a living document. It should be updated regularly.



**U.S. Small Business Administration**  
**Small Business Training Network**  
[www.sba.gov/training](http://www.sba.gov/training)



# Pro Life Management 6th

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The sixth part is for those students who have to make investment-related decisions (the main question is how to know which one of the options is the best one for investing into it). This is a good option after the 80th birthday.



# Business Plans Evaluation

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- While templates and samples can be helpful, the key to a good decision is making your own judgment
- The Clemson business plan template:  
[<http://www.investorguide.com/>]

# Clemson BizPlan Evaluation Template

Venture Financing:  
Step-by-step Guide

**Investment Selection Criteria**  
Ranking by Business Angels & Venture Capitalists



## Venture Financing: Process and Selection Criteria

The five sets of things venture capital investors look for in a start-up, in order of importance, are<sup>1</sup>:

1. a large, rapidly expanding market
2. people / management that can get the job done
3. a brilliant idea of technology that can be commercialized
4. a strategy that has a strong [sustainable competitive advantage](#)
5. a reasonable price per share



## Venture Financing

**Key Documentation To Be Prepared by the Entrepreneur**

## Portfolio Diversification

The One Investment Strategy That Keeps Your Financial Dreams Alive.  
[www.WealthDaily.com/Investor\\_Rpt](http://www.WealthDaily.com/Investor_Rpt)

## venture capital loan

Get access to 4300+ VC investors - \$900 billion in active Funds  
[VCgate.com/Venture\\_Capital.htm](http://VCgate.com/Venture_Capital.htm)

## CFA Institute & Oxford

Partnership Programme in Private Equity  
[www.sbs.ox.ac.uk/pe](http://www.sbs.ox.ac.uk/pe)

## Summary of Investment Criteria<sup>2</sup> (in Rough Order of Importance)

Selected Investment Criteria	Ranking by Business Angels	Ranking by Venture Capitalists
<b>People or entrepreneur</b>		
Enthusiasm of the entrepreneur(s)	1	3
<a href="#">Trustworthiness</a> of the entrepreneur(s)	2	1
Expertise of the entrepreneur(s)	4	2
Investor <a href="#">liked entrepreneur(s) upon meeting</a>	5	9
Track record of the entrepreneur(s)	10	8
<b>Market or product</b>		

Ads by Google

## green venture capital

Get access to 4300+ VC investors - \$900 billion in active Funds  
[VCgate.com/Venture\\_Capit](http://VCgate.com/Venture_Capit)

## Portfolio Diversification

The One Investment Strategy That Keeps Your Financial Dreams Alive.  
[www.WealthDaily.com/Inve](http://www.WealthDaily.com/Inve)

## Asset Management System

Comprehensive Software for Capital Markets. Learn more!  
[Comarch.com/IT\\_Asset\\_Ma](http://Comarch.com/IT_Asset_Ma)





# Literature

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- GRE (2 weeks)
- FP7 (2 weeks)
- MBA in the Nutshell (1 week)
- PhD in the Nutshell (1 week)
- Harvard Business Plan Template (1 week)
- Harvard Decision Making Methodology (1 week)
- Drucker (2 weeks)
- LLOYD (2 weeks)
- Nobel Laureates About Inventiveness: Friedman, Arrow, Glashow, Maskin (1 week)
- Nobel Laureate Perl About Creativity (1 week)





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