

623:444 Managing Ecommerce Projects
Dr. Kendall
Ecommerce and IT Case Presentation

Goal: To prepare and present a Microsoft PowerPoint presentation that outlines, analyzes, and discusses the assigned case to a group of executives (your classmates) who are concerned about solving similar ecommerce problems in their respective companies.

Who: Everyone in class is responsible to lead the class in the discussion of a case.

What: A Microsoft PowerPoint Presentation about your assigned topic. Your presentation will be based on a certain ecommerce application. As an example, you will be provided a case about one particular company, but for many reasons you will need to broaden that to include competitors who compete in that specific ecommerce application. Your epilogue will explain what has happened to the company (or alternatively its competitors) **after** the case was written.

Where: In our classroom using the computer projection system.

When: Each student will have about 40 minutes for their presentation (including a question and answer session).

Why: One of the goals is to get a better understanding about ecommerce. Many ecommerce sites fail because of poor project management which includes goal definition, analysis and design and agreeing on a valid project charter. The lessons learned from these case studies will help in designing and carrying through on successful projects.

How: Use PowerPoint and upload your material. You can sign into your email to download it or bring in a USB device.

Continued on the following page

Instructions for your Microsoft PowerPoint Presentation

Prepare and give a 16-24 slide presentation in PowerPoint. Your presentation should include slides that cover the following points (but you may add a few more):

- Title page with the case name and your name. If the company still has a Web presence, include the company logo.
- Brief overview of the company and type of ecommerce application (B2B, B2C, etc)
- Description of the application; why it is unique and how it evolved over time
- Comments about competitors and how your company succeeded or failed
- Articulation of concepts that others can use in the design of their ecommerce applications and websites
- Questions for your listeners and management of the class discussion.
- An Epilogue: Status of the company today and your recommendations for the company

Guidelines for Grading: The six content criteria above plus the following style criteria will apply:

- Eye contact
- Voice projection
- PowerPoint Use (use graphics, company logos, hyperlinks to websites)
- Overall impact

In order to get full credit for the assignment, please email the PowerPoint slides to the entire class one day before you make your presentation. The email address is noted in Sakai as an “email archive.”