

## 623:444 Managing Ecommerce Projects

### Dr. Ken Kendall

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**Goal: To prepare and present a 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 two cases two cases. Students will comment on each case presented and be prepared for exam questions based on the cases.
- What: A Power point Presentation about your assigned case. Your presentation will be based on the material in the book, but your epilogue will explain what has happened to the company after the case was written.
- Where: In our classroom using the computer projection system.
- When: In the second part of class, each student will have about 40 minutes for their presentation (including questions).
- 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.

### Instructions for your 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.
- A brief overview of the company and what type of ecommerce (B2B, B2C) the company conducts.
- A description and analysis of the evidence provided in the textbook.
- Answers to the *Preparation Questions* found in the textbook.

- Your recommendations for the company (in addition to the Preparation Questions).
- Questions for your listeners that you think enhance the discussion of the company, followed by answers you think are most appropriate.
- An Epilogue: The status of the company today and a description of its Web site (because companies and Web site change).

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 Web sites)
- Overall impact

In order to get full credit for the assignment, please email the PowerPoint slides to me one day before you make your presentation.