

Rutgers University
School of Business-Camden
Ecommerce Project Management
52:623:444

Spring 2009 Monday - Wednesday 2:50 – 4:10 PM

Professor

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Required Text

Rayport, Jeffrey and Jaworski, Bernard, *Cases in E-commerce*, New York: McGraw-Hill/Irwin, 2002.

Course Objectives

Establishing an Ecommerce site can be a monumental undertaking. In this course students will learn to manage the process of building an Ecommerce site and learn the critical components necessary for successful Ecommerce. The emphasis is on business-to-consumer Ecommerce.

Successful students should be able to:

- 1. Understand what Ecommerce is and why it is important for us to learn about it**
- 2. Realize key technical aspects of Ecommerce that are present in every Ecommerce application**
- 3. Learn how to manage Ecommerce projects**
- 4. Use software to develop systems and manage projects**
- 5. Be able to communicate the nature and purpose of Ecommerce to others**

Grading Breakdown

| <i>Item</i> | <i>%</i> |
|---------------------------------------------|----------|
| <i>First examination</i> | 32.5 |
| <i>Second examination</i> | 32.5 |
| <i>Course project</i> | 25 |
| <i>Case presentations and participation</i> | 10 |
| | 100 |

General Policies

- Limited grading feedback will be available before the last day to drop the course.
 - Students are expected to attend and participate in every session. Come to class prepared to contribute to the discussion. Read the chapters and any relevant outside material you can find.
 - Duties related to your employment or business do not provide an acceptable excuse for class absences, or missed examinations. Make-up exams for non-university approved reasons are not guaranteed. If, for a university approved reason, you cannot take an exam at the scheduled time you must give the professor written notice at least one week in advance so that other arrangements can be made. If the situation does not allow for advance notification (for example, emergency hospitalization), contact the professor as soon as possible after a missed exam and be prepared to provide written documentation to support your absence (such as a doctor's note).
 - No** incomplete will be given.
 - All changes and announcements will be made in class at least once. If you anticipate being absent from class, find a classmate who can pick up handouts etc. for you, as you are responsible for keeping up with this course. Handouts will be brought to class only once.
 - If a student wishes to have an exam or assignment regraded, the student should resubmit the exam or assignment to me before the next class period. I will regrade the assignment (up or down) **only if no** additional explanation is offered (written or oral).
 - Late projects will be penalized by one complete letter grade (e.g. an A would become a B; on a 100 point scale a 93 would become an 83).
 - Some lectures and discussion will require the use of Sakai.
 - If Rutgers cancels classes for a snow or other emergency, this class will not meet. If an exam is scheduled and the university is closed, the exam will be postponed one class period. Check the course Web page for possible class cancellations. If Rutgers cancels classes on a day when no exam is scheduled, expect the exam to take place on the date originally scheduled. Generally, exams will not be postponed, and grades or questions will be adjusted if necessary.
 - Grading: 90 or above is A; 87-89 is a B+; 80-86 is a B; 77-79 is a C+, etc.
 - This is a project course. The "final" in this course is the term project.
 - Students are required to turn off their cell phones while they are in class, unless there is an emergency. Emailing, texting, and Web-surfing other than assignments should not be done in class.
 - Students should come to class on time and should stay in class throughout the class period. You have permission to leave the room in an emergency.
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| <i>Date</i> | <i>Day</i> | <i>Topic</i> | <i>Reading</i> |
|-------------|------------|------------------------------------------------------------------------------------------|----------------|
| 1/21 | Wednesday | Introduction to Ecommerce Projects | |
| 1/26 | Monday | The South Street Ferry Project | |
| 1/28 | Wednesday | Surprise.com; IT practices | |
| 2/2 | Monday | Systems and Web site development | PM 1 |
| 2/4 | Wednesday | Determining project feasibility | PM 2 |
| 2/9 | Monday | Managing the project; Microsoft Project | PM 3, 4 |
| 2/11 | Wednesday | Ecommerce cases C1, C2 | |
| 2/16 | Monday | Creative problem solving ; Evaluating Web sites | PM 5, 6 |
| 2/18 | Wednesday | Ecommerce cases C3, C4 | |
| 2/23 | Monday | Ecommerce system design and documentation | PM 7 |
| 2/25 | Wednesday | Ecommerce cases C5 and C6 | |
| 3/2 | Monday | Ecommerce system design and alternative approaches to project development –agile methods | PM 8 |
| 3/4 | Wednesday | Examination #1 | |
| 3/9 | Monday | Web site development tools: Requirements gathering | |
| 3/11 | Wednesday | Ecommerce cases C7 and C8 | |
| 3/16 | Monday | Spring Break – No classes | |
| 3/18 | Wednesday | Spring Break – No classes | |
| 3/23 | Monday | Web site design | EC 1 |
| 3/25 | Wednesday | Ecommerce cases C9 and C10 | |

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|-------------|-----------|-------------------------------------------------------------------------------------------------------------|---------------------|
| 3/30 | Monday | Information technology in the post-industrial revolution; Redefining the geography of space, time and money | EC 2 |
| 4/1 | Wednesday | Ecommerce cases C11 and C12 | |
| 4/6 | Monday | Supply chain management and information alliances; Access to electronic commerce services | EC 3, 4 |
| 4/8 | Wednesday | Ecommerce cases C13 and C14 | |
| 4/13 | Monday | Electronic auctions and intermediaries | EC 5 |
| 4/15 | Wednesday | Ecommerce cases C15 and C16 | |
| 4/20 | Monday | Digital storefronts; Secure digital payments | EC 6 |
| 4/22 | Wednesday | Successful Ecommerce; Exam review | |
| 4/27 | Monday | Examination #2 | |
| 4/29 | Wednesday | Web site development | |
| 5/4 | Monday | Project Presentation | Web site due |
| 5/13 | Wednesday | Final exam day 11:00AM | Projects Due |

PM stands for Project Management handouts; EC stands for Ecommerce handouts.