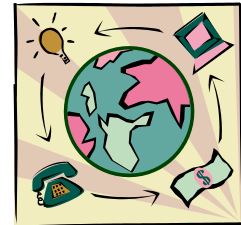


**Rutgers University**  
**School of Business-Camden**  
**Managing Ecommerce Projects**  
52:623:444

**Spring 2012 Monday and Wednesday 2:50-4:10 PM**

**Professor**

Dr. Kenneth E. Kendall  
Distinguished Professor  
School of Business, Room 222 BSB  
(856) 225-6586  
kendalk@camden.rutgers.edu  
[www.thekendalls.org](http://www.thekendalls.org)



**Required Text**

Brewer, Jeffrey and Dittman, Kevin, *Methods of IT Project Management*, Prentice Hall, 2010. ISBN13: 9780132367257.

**Recommended Readings from**

Rayport, Jeffrey and Jaworski, Bernard, *Cases in E-commerce*, New York: McGraw-Hill/Irwin, 2002. ISBN13: 9780071124126.

**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 how to manage projects**
- 2. Appreciate how to put together a project team**
- 3. Learn the basics of website design**
- 4. Use software to develop systems and manage projects**
- 5. Understand a variety of topics related to ecommerce**
- 6. Observe the design elements of Web sites and apply them**
- 7. Be able to communicate the nature and purpose of Ecommerce to others**

## Grading Breakdown

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

## General Policies

- Limited grading feedback will be available before the last day to drop the course.
- This is a hybrid course. Some assignments and lectures will require the use of Sakai or eCompanion.
- Students are expected to attend and participate in every in-class or online 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). On certain designated dates a lab session will be scheduled to allow you to work either supervised or unsupervised on your projects. Use that time wisely. Do not make assumptions that you can use the room at other times because it may be scheduled for other classes.
- 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 who are seeking an accommodation because of a disability are directed to the website <http://learn.camden.rutgers.edu/disability/disabilities.html> or they can contact the Camden campus Disability Coordinator, Mr. Tim Pure at 856-225-6442, Armitage Hall Room 362. The email address is [disabilityservices@camden.rutgers.edu](mailto:disabilityservices@camden.rutgers.edu). All contact will be considered confidential

14. Email will be used for communication for this course outside of the classroom. Students are **required** to use their Rutgers University email address for this course. All official class notices will be sent via this account and it is the responsibility of the student to check this account regularly. It is possible to forward your email to outside servers (aol, gmail, yahoo, etc.) by visiting [http://clam.rutgers.edu/account\\_tools.php](http://clam.rutgers.edu/account_tools.php) and clicking on Setup Mail Forwarding.
15. Students are expected to know, understand, and adhere to the policies on academic integrity. Procedures for violation of these policies outlined in the University Code of Academic Conduct will be followed. The policies can be found at <http://www.camden.rutgers.edu/RUCAM/Academic-Integrity-Policy.php>
16. 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.

## Computer/Web Assignments

Computer/Web assignments will be given periodically throughout the semester. You are required to keep up to date on when assignments are made, what is required, and when they are due. Computer projects must be professional looking when you submit them. Each computer assignment must have a separate cover with your name, a title for the assignment, the date, and section number. Use a laser printer or near letter quality printer so your assignment is readable. Submit an original printout of your computer assignments; DO NOT submit a photocopy of any of them.

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### On Library Reserves

<i>Reading</i>	<i>Title and Page Numbers</i>	<i>Author</i>
Reading 1	Methods of IT Project Management, pp. 3-29	Brewer
Reading 2	Systems Analysis and Design, pp. 8-28	Kendall
Reading 3	Systems Analysis and Design, pp. 156-176	Kendall
Reading 4	Systems Analysis and Design, 56-88	Kendall
Reading 5	Methods of IT Project Management, page 129-158	Brewer
Reading 6	Methods of IT Project Management, pp. 161-207	Brewer
Reading 7	Information Technology Project Management 6e, pp. 291-336	Schwalbe
Reading 8	Information Technology Project Management 6e, pp. 381-420	Schwalbe
Reading 9	Information Technology Project Management 6e, pp. 421-453	Schwalbe
Reading 10	Information Systems Project Management, pp. 77-112	Fuller
Reading 11	Methods of IT Project Management, pp. 337-385	Brewer
Reading 12	Project Management, 4e. pp. 360-383	Maylor

## Managing Ecommerce Projects

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<i>Date</i>	<i>Day</i>	<i>Topic</i>	<i>Reading</i>
<b>1/18</b>	Wednesday	Introduction to Ecommerce Projects	
<b>1/23</b>	Monday	Introduction To Project Management	Reading 1
<b>1/25</b>	Wednesday	The South Street Ferry Project	
<b>1/30</b>	Monday	A Systems View and Systems Methodology; <b>Cases Assigned</b>	Reading 2
<b>2/1</b>	Wednesday	Prototyping	Reading 3
<b>2/6</b>	Monday	Surprise.com	
<b>2/8</b>	Wednesday	Ecommerce cases C1 and C2	
<b>2/13</b>	Monday	Project Initiation; Evaluating Websites	Reading 4
<b>2/15</b>	Wednesday	Ecommerce cases C3 and C4	
<b>2/20</b>	Monday	Project Scope and Human Resources Planning <b>Term Project Proposal Due</b>	Reading 5
<b>2/22</b>	Wednesday	Ecommerce cases C5 and C6	
<b>2/27</b>	Monday	Project Time and Cost Planning	Reading 6
<b>2/29</b>	Wednesday	<b>Examination #1 (Readings 1-6 and cases)</b>	
<b>3/5</b>	Monday	Introduction to Weebly; Evaluating Websites	
<b>3/7</b>	Wednesday	Lab class	
<b>3/12</b>	Monday	<b>Spring Break – No classes</b>	
<b>3/14</b>	Wednesday	<b>Spring Break – No classes</b>	
<b>3/19</b>	Monday	Project Quality and Communications Planning	Reading 7, 8
<b>3/21</b>	Wednesday	Ecommerce case C7 and C8	
<b>3/26</b>	Monday	Project Risk Management Planning	Reading 9
<b>3/28</b>	Wednesday	Ecommerce cases C9 and C10	
<b>4/2</b>	Monday	Project Execution	Reading 10
<b>4/4</b>	Wednesday	Ecommerce cases C11 and C12	

<b>4/9</b>	Monday	Project Monitoring and Control Part 1	Reading 11
<b>4/11</b>	Wednesday	Ecommerce cases C13 and C14	
<b>4/16</b>	Monday	Project Monitoring and Control Part 2	
<b>4/18</b>	Wednesday	Project Closure; Ecommerce cases C15	Reading 12
<b>4/23</b>	Monday	<b>Examination #2 (Readings 7-12 and cases)</b>	
<b>4/25</b>	Wednesday	Lab class	
<b>4/30</b>	Monday	Demonstration of Websites <b>Term Project Due (hard copy and on sakai)</b>	
<b>5/9</b>	Wednesday	Online discussion using sakai at 11:00 AM. This is a special date and time because it is during official Final Exam period.	TBA