

Rutgers University
School of Business-Camden
Ecommerce Project Management
53:623:514
Spring 2009 Monday 6:00-8:40 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 how to determine project feasibility, set up and manage projects**
- 2. Appreciate creativity and understand how to put together a project team**
- 3. Learn the basics of design**
- 4. Use software to develop systems and manage projects**
- 5. Understand, auctions, intermediaries, supply chains, digital storefronts and other topics related to ecommerce**
- 6. Observe the design elements of Web sites and apply them to your Web site**
- 7. 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.

Date	Day	Topic	Reading
1/26	Monday	Project Management; Introduction to Ecommerce	
2/2	Monday	The South Street Ferry Project; Needs assessment and project planning;	PM 1
2/9	Monday	Surprise.com; Determining project feasibility; Managing the project;	PM 2, 3, 4
2/16	Monday	Creative problem solving; Evaluating Websites; Ecommerce cases C1 and C2	PM 5, 6
2/23	Monday	Ecommerce system design and documentation Ecommerce cases C3 and C4	PM 7
3/2	Monday	Ecommerce system design; Alternative approaches to project development –agile methods; Ecommerce case C5	PM 8
3/9	Monday	Examination #1	
3/16	Monday	Spring Break – No classes	
3/23	Monday	Using commercial software to develop ecommerce sites; Web site development tools Ecommerce case C6	EC 1
3/30	Monday	Information technology in the post-industrial revolution; Redefining the geography of space, time and money Ecommerce cases C7 and C8	EC 2
4/6	Monday	Supply chain management and information alliances; Access to electronic commerce services Ecommerce cases C9, C10 and C15	EC 3, 4
4/13	Monday	Electronic auctions and intermediaries Ecommerce cases C11 and C12	EC 5
4/20	Monday	Digital storefronts; Secure digital payments Ecommerce cases C13 and C14; Exam review	EC 6
4/27	Monday	Examination #2	H7
5/4	Monday	Project Presentation; Successful Ecommerce	Web site due
5/11	Monday	Final exam day 6:00 PM	Projects Due