

**Common Course Outline**  
**EBUS 105**  
**E-BUSINESS PROJECT MANAGEMENT**  
**2 Semester Hours**

**The Community College of Baltimore County**

**Description**

Covers the principles, process, purpose and strategies of project management for an e-business. Students learn the roles and responsibilities of participants on a typical project management team, and learn how to manage clients, resources, budget, scheduling, etc from project conception and planning to project implementation and evaluation. The collaboration of technology and business experts is emphasized throughout the project management process.

Prerequisite: ENGL 051 or LVE 1 and RDNG 051 or LVR 1

**Overall Course Objectives**

Upon completion of this course the student should be able to:

1. Explain the role of a project manager;
2. Describe the impact of Web technologies on traditional project management practices;
3. Describe the characteristics of Web-based project management;
4. Describe the roles of the following groups within an e-business Web project: client group, design staff, and technical staff;
5. Differentiate between Web development project and Web maintenance projects;
6. Describe the function of a Work Breakdown Structure (WBS);
7. Describe the purpose of the scope document;
8. Explain the importance of identifying the target audience;
9. Describe the relationship between time, scope, and budget;
10. Evaluate typical project plans to identify their strengths and weaknesses (case studies);
11. Prepare a project plan and a scope document;
12. Create a project mission statement;
13. Create effective, well formulated project objectives that incorporate the company's stated business objectives;
14. Create a project budget;
15. Explain the function of a RFP;
16. Identify typical stakeholders involved in the planning and maintaining an e-business;
17. Explain the differences between an internal client and an external client;

18. Describe the characteristics of a client/developer relationship;
19. Explain the functions of the following legal documents required to formally establish a working relationship with a client: Letter of Agreement, Non-Disclosure Agreement, Work Contract, and Copyright Agreement;
20. Explain the purpose of a Request for Proposal (RFP);
21. Explain the function of the Approvals Document and Contact Report when working with a client during the development of a project;
22. Negotiate with stakeholders to complete contracts expectations etc.;
23. Explain how client needs, the target audience and the end-use requirements determine the structure of an e-business Web site;
24. Identify the tasks that are completed during the Strategy Phase of project development;
25. Describe the tasks that are completed during the Specification and Design Phase of project development;
26. Explain the function of a Design Brief and a Technology Brief;
27. Describe the tasks that are completed during the Production Phase of project development;
28. Describe the tasks that are completed during the Rollout and Testing Phase of project development;
29. Differentiate between tangible and intangible project resources;
30. Create a WBS which demonstrates the division for a Web project into primary categories and sub-tasks;
31. Explain the importance of a project schedule in managing time, budget, and tasks;
32. Define the terms timeline, milestones, and deliverables and their role in effective project management scheduling;
33. Describe the methods of effective budget management;
34. Coordinate multiple projects;
35. Describe the typical documentation required to manage the project;
36. Describe the function of Project Management Tools;
37. Compare and contrast GANT and PERT charts;
38. Identify and describe Web-based collaboration technologies and their uses;
39. Interpret a Gant chart and its application in determining project status;
40. Define Quality Assurance (QA);
41. Describe the role of a QA Manager in the Web site testing process;
42. Explain the role of testing in determining Web site integrity;
43. Describe the components of an effective test plan and the various kinds of tests typically used to manage a Web site;
44. Describe how metrics are used to measure the effectiveness of an e-business Web site;
45. Identify the types of materials that constitute Web content;
46. Create a diagram to demonstrate the flow of information through a managed Web development process;
47. Explain the role of standardized applications and templates in structuring displayed information in a Web site;

48. Describe processes for approving, editing, and posting information on an e-business Web site;
49. Describe the role of databases in receiving, storing, organizing, and delivering content in the Web site development process;
50. Describe the automated task features of content management software;
51. Explain how the technology interfaces with the business plan and project budget;
52. Evaluate the business plan to determine appropriate technology solutions; and,
53. Explain how the marketing plan can impact the technology plan.

## **Major Topics**

1. Project Management Overview
  - A. What is project management
  - B. Project Management profession
  - C. Systems view of project management
  - D. Understanding the organization
  - E. Project Management process groups
2. Project Integration Management
  - A. What is project integration management
  - B. Project plan development
  - C. Project plan execution
  - D. Integrated change control
3. Project Scope Management
  - A. What is project scope management
  - B. Strategic Planning and Project selection
  - C. The Scope Statement
  - D. Work Breakdown Structure
  - E. Scope definition, scope verification and scope change control
4. Project Time Management
  - A. Defining activities
  - B. Activity sequencing
  - C. Activity duration estimation
  - D. Schedule development
  - E. Controlling changes to the project schedule
5. Project Cost Management
  - A. Basic principles of cost management
  - B. Resource planning
  - C. Cost estimating and budgeting
6. Project Quality Management
  - A. What is quality management
  - B. Quality in information technology projects
  - C. Quality planning
  - D. Quality assurance
  - E. Quality control
7. Project Human Resources Management
  - A. What is project human resource management

- B. Keys to people management
- C. Organization planning
- 8. Project Communications Management
  - A. Communications planning
  - B. Information distribution
  - C. Performance reporting
  - D. Administrative closure
- 9. Project Risk Management
  - A. Risk management planning
  - B. Risk identification
  - C. Qualitative risk analysis
  - D. Quantitative risk analysis
  - E. Risk response planning
  - F. Risk monitoring and control
- 10. Project Procurement Management
  - A. Procurement planning
  - B. Solicitation
  - C. Source selection
  - D. Contract administration
  - E. Contract close-out
- 11. Project Management Case Study
  - A. Project Initialization
    - 1. What is involved in initiating the project
    - 2. Company Background
    - 3. Project Manager Selection
    - 4.
  - B. Project Planning
    - 1. What is involved in project planning
    - 2. Development of project plans
    - 3. Determine project scope and schedules
    - 4. Estimate project costs
    - 5. Human resource, communications, quality, risk and procurement planning
  - C. Project Execution
    - 1. What is involved in executing projects
    - 2. Development of the core team
    - 3. Project scope verification
    - 4. Quality assurance
    - 5. Information dissemination
    - 6. Resource procurement
  - D. Project Controls
    - 1. What is involved in controlling projects
    - 2. Schedule control
    - 3. Scope change control
    - 4. Performance and status reports
  - E. Closing Project

1. What is involved in closing a project
2. Administrative closure
3. Audit

### **Course Requirements**

Grading: Grading procedures will be determined by the faculty member, will be provided the first week of class and will include:

1. Minimum of 6 mini-cases studies and/or
2. Minimum of 1 test.
3. Comprehensive final or project

### **Other Course Information**

This course is taught on-line.