

Common Course Outline
EBUS 250
Applications in E-Business Development
4 Semester Hours

The Community College of Baltimore County

Description

Applications in E-Business Development is a capstone experience which incorporates the knowledge and skills gained throughout the E-Business curriculum. Students will work collaboratively in teams to design and implement an online presence for an existing brick-and-mortar business.

Prerequisites: Requires permission of the program coordinator

Overall Course Objectives

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

1. Define team roles and responsibilities in relation to project management;
2. Maintain regular and effective communication with team members;
3. Participate in peer evaluations;
4. Perform a SWOT (strengths, weaknesses, opportunities, threats) analysis;
5. Evaluate market research to identify a target audience;
6. Create a "Proforma budget" for the project;
7. Produce periodic performance evaluation reports for management;
8. Establish technical requirements that support the business plan;
9. Resolve business requirement conflicts (budget, costs, technological solutions, business requirements);
10. Review/evaluate systems design for conformity/consistency with technical requirements;
11. Collaborate on the ROI (return on investment) analysis;
12. Conduct risk analysis;
13. Develop/implement change management process/strategies;
14. Develop a disaster/recovery plan;
15. Develop a training plan;
16. Develop a release management plan;
17. Implement the site design;
18. Perform testing (such as transaction processing, security, usability);
19. Present the business solution;
20. Complete required documentation; and
21. Conduct on-going review and revision as needed.

Major Topics

- I. SWOT Analysis
- II. Evaluation of Market Research
- III. Financial Analysis
- IV. Business Plan/Technology Plan
- V. Plan Implementation
- VI. Testing

Course Requirements

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

- Team participation 25%
- Written reports 25%
- Final presentation 50%

Writing: The individual faculty member will determine specific writing assignments.

Other Course Information

- This course is a required course for degree seeking students in the E-Business Program.
- This course is taught online.

Individual faculty members may include additional course objectives, major topics, and other course requirements to the minimum expectations stated in the Common Course Outline.

Date Revised: 12/01/02