

Website Project Management MGMT_X471.10/LEC/1, Fall 2011

Class Meeting Information

This class meets online from Monday September 26th to November 6th, 2011
Week one is an orientation week only.

Prerequisites

Excellent analytical and organizational skills; must enjoy using computers and have a knack for figuring things out on the computer. See enrollment confirmation for login information.

Course Description

This course covers the process of planning and managing a website project through all the different stages: requirements, design, implementation, deployment and maintenance. Primary topics include planning, communication with team members, design documentation, risk management, audience analysis, test plans, and estimating of cost, size and schedule. Additional topics addressed include the website development process, configuration management, quality assurance, metrics, and continuous process improvement.

Course Objectives

- Identify the vision of the website
- Learn how to perform discovery on your website
- Learn how to communicate with team members and clients
- Learn the steps required to plan for the website
- Learn how to implement the website
- Learn steps to maintain and improve the website

Course Text or Online Resources

COMMUNICATING DESIGN

Book Required, ISBN: 9780321712462

BROWN, 2ed, PEARSON HIGHER EDUCATION

Course Outline

Week 1	Orientation Only
Topics	<ul style="list-style-type: none"> ➤ Introduction to Web Site Management ➤ Objectives for a Web Site Project ➤ Team Members
Assignment	No assignment – First week is Orientation
Session 1	Getting Started with your Project
Topics	<ul style="list-style-type: none"> • Differences between software project managers and web project managers • Roles and responsibilities for team members • Steps and documentation for kicking off a project
Assignment	Fill out the customer questionnaire
Session 2	Competitive Analysis And Scenarios/Personas
Topics	<ul style="list-style-type: none"> • Web site project tasks • Asking questions and creating surveys to get necessary data about the customer and the web site requirements • Create a project plan and other deliverable-related documents
Assignment	Create a User Persona and a Project Plan
Live Classroom	Wednesday May 28, 7-8PM PST
Session 3	Technical and Functional Requirements
Topics	<ul style="list-style-type: none"> • Writing Scenarios • Defining technical content and functional requirements • Documenting site structure
Assignment	Create a Technical and Functional Requirements list
Session 4	Project Schedule, Development, and QA
Topics	<ul style="list-style-type: none"> • Learn how to create a project schedule • Learn the steps involved in building and integrating the content • Learn how to create a QA Plan, conduct testing, and fix bugs
Assignment	Create a Project Schedule
Session 5	Post Launch Activities and Understanding Website Terminology
Topics	<ul style="list-style-type: none"> ➤ Going live ➤ Maintenance
Assignment	None
Live Classroom	11/2/2011 7 – 8 PM Pacific Time

Evaluation and Grading

In this course, you will be evaluated in the following way:

Individual Assignments (4 assignments x 20 points each)	80
Class Participation	20
Total	100

Unexcused late assignments are penalized 50% off. Assignments are spaced one week apart and are due on Sunday midnight PST.

Grading Scale

A = 90% – 100%
B = 80% – 89%
C = 70% – 79%
D = 60% – 69%

Types of Communication

In an online course, the majority of our communication takes place in the course forums. In addition, when we have a need for communication that is private, whether personal, interpersonal, or professional, we will use individual email.

Code of Conduct

All participants in the course are bound by the University of California Code of Conduct, found at <http://www.ucop.edu/ucophome/coordrev/ucpolicies/aos/uc100.html>.

Netiquette

In an online classroom, our primary means of communication is written. The written language has many advantages: more opportunity for reasoned thought, more ability to go in-depth, and more time to think through an issue before posting a comment. However, written communication also has certain disadvantages, such as a lack of the face-to-face signaling that occurs through body language, intonation, pausing, facial expressions, and gestures. As a result, please be aware of the possibility of miscommunication and compose your comments in a positive, supportive, and constructive manner.

Course Policies

Expectations of students

I expect you to

- Participate actively, constructively, and politely in the course forum
- Submit all assignments by the time and date indicated
- Notify me as soon as possible if you have an emergency or need more time for an assignment (Late assignments will be granted within a time frame of up to one week / 7 days from receipt of notification.)

Expectations of the instructor

You can expect me to

- Review all the course content, materials, assignments, and forum prompts prior to the start of the class
- Post my syllabus to the class prior to start
- Post my welcome message prior to start
- Be online every day during the course
- Respond to individual email within 24 hours
- Give you individual feedback on your posted assignments within 48 hours of the due date
- Enjoy the experience!