

PELLISSIPPI STATE COMMUNITY COLLEGE
MASTER SYLLABUS

**WEB PROJECT MANAGEMENT
WEB 2400**

Class Hours: 3.0

Credit Hours: 3.0

Laboratory Hours: 0.0

Revised: Fall 2015

NOTE: This course is not designed for transfer credit.

Catalog Course Description:

This course is designed to help students define the scope of projects; identify stakeholders, decision makers, and escalation procedures; develop detailed task lists; estimate time requirements; develop flow charts; identify required resources and budgets; evaluate project requirements; identify and evaluate risks; prepare contingency plans; identify interdependencies; identify and track critical milestones; participate in project phase review; secure needed resources; manage the control process and report project status.

Entry Level Standards:

Advanced knowledge of computing, the Internet, HTML and Web site construction. This course is designed to be the capstone, exit-project course for the Web Technology program, to be taken during the final semester.

Prerequisites:

CSIT 2230 or WEB 2010 and ENGL 1010

Textbook(s) and Other Course Materials:

Web Project Management, Delivering Successful Commercial Web Sites, Ashley Friedlein, Morgan Kaufman Publishers, 2001. ISBN# 1-55860-678-5.

Student should have software for site development: Dreamweaver, Flash and Photoshop.
Software for SFTP, secure file transfer protocol (download and installation instructions for Filezilla and FUGU in course)

I. Week/Unit/Topic Basis:

Lesson	Topic
1	Class objectives/Introduction/Review Syllabus Equipment and software for the course The Responsibilities of the Web Project Manager Composition of the Web Team Project: The Project Pitch
2	The Project Method and the Project Work Stages Scoping the Project Selecting the Team Project: Manager and Client Meeting

- 3 Project Clarification
The Requirements
Building the Team
Project: Project Brief for Client
- 4 Defining the Solution
Project Specifications
Project: Solution Definitions
- 5 Contract Issues with the Client Sponsor
Contract Issues and Media Rights
Intellectual Property Rights
Project: Project Specification
- 6 Refining the Content Plan
Content Agreement
The Platform
Project: Contracts
- 7 Design and Construction
Selecting Media
Interface Design
Project: Site Plan
- 8 Video and Audio Asset Production
Project: Production
- 9 Graphics Asset Production
Project: Production
- 10 Integration of the Parts
Project: Production
- 11 Testing Function and Performance
Project: Prelaunch Testing
- 12 Launching the Site
Archiving
Project: Project Launch and Handover
- 13 Site Maintenance Plan
Service Agreement
Training
Project: Project Testing and Revisions
- 14 Project Review
Project: Project Review
- 15 Final Exam Period

II. Course Goals*:

The course will:

- A. Develop leadership and web management skills within a working group. V

- B. Develop participative and team oriented attitude by sharing responsibility and outcome of the project with the group. V,VI
- C. Develop time management and scheduling skills specific to web project development. V,VI
- D. Demonstrate ability to research, write and produce proposals for web sites that meet client expectations. III,V,VI
- E. Develop negotiation and contract writing skills that are necessary at successive stages of the web development process. III
- F. Perform all technical aspects of managing web site production and delivery on the Internet. I,II,III,IV,V,VI
- G. Develop the skill to evaluate the content, design and function of each component of web sites at each stage of production. I,III,V,VI
- H. Develop the skill to evaluate outcomes and take appropriate action during the development process. VI

*Roman numerals after course objectives reference goals of the WEB program.

III. Expected Student Learning Outcomes*:

Students will be able to:

1. Research proposals and contracts for web projects. D
2. Organize and write proposals and contracts for web projects. D
3. Use typical software and communications technology to manage a working group. A,B
4. Use typical software and communications technology to produce various components of web site. A,B,C
5. Function as an integral part of a web site production unit alternately as a project manager and in various other production roles. A,B
6. Manage a web development project team and deliver a satisfactory web site. F,G,H
7. Perform different production roles on several teams and evaluate outcomes and organization in each experience. F,G,H
8. Effectively use time management principles for their projects. A,B
9. Give and use constructive criticism in a working relationship with other members of a web project team. A,B,H
10. Use appropriate terminology to function within the discipline. H
11. Describe and evaluate media, procedures, equipment, software and delivery systems. G
12. Use tools of the Internet to communicate, manage, produce and work with others in web work groups. F,G,H

* Capital letters after Expected Student Learning Outcomes reference the course goals listed above.

IV. Evaluation:

A. Testing Procedures: 50%

Quizzes: Students will successfully complete exercises and objective tests on reading assignments to demonstrate mastery of concepts and skills.

Exam: comprehensive

B. Exercises Procedures: 50%

Students will be expected to complete management documentation assignments for all phases of a project and execute projects satisfactorily on time in a professional manner. Students will be expected to demonstrate all aspects of project production by taking on the job of project manager and production team member in several web site development projects, and to provide feedback to other students in the role of Client. Evaluation will be based on demonstration of the basic competencies in all areas as well as demonstrated leadership and participation in planning and participation in production and postproduction tasks.

C. Grading Scale:

A	90-100
B+	85-89
B	80-85
C+	75-79
C	70-75
D	60-69
F	59 or less

V. Policies:

A. Attendance Policy:

Pellissippi State expects students to attend all scheduled instructional activities. As a minimum, students in all courses (excluding distance learning courses) must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Individual departments/programs/disciplines, with the approval of the vice president of Academic Affairs, may have requirements that are more stringent. In very specific circumstances, an appeal of the policy may be addressed to the head of the department in which the course was taken. If further action is warranted, the appeal may be addressed to the vice president of Academic Affairs.

B. Academic Dishonesty:

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices:

- Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments.
- Plagiarism, including but not limited to paraphrasing, summarizing, or directly quoting published or unpublished work of another person, including online or computerized services, without proper documentation of the original source.
- Purchasing or otherwise obtaining prewritten essays, research papers, or materials prepared by another person or agency that sells term papers or other academic materials to be presented as one's own work.

- Taking an exam for another student.
- Providing others with information and/or answers regarding exams, quizzes, homework or other classroom assignments unless explicitly authorized by the instructor.
- Any of the above occurring within the Web or distance learning environment.

Please see the Pellissippi State Policies and Procedures Manual, Policy 04:02:00 Academic/Classroom Conduct and Disciplinary Sanctions for the complete policy.

C. Accommodations for disabilities:

Students that need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class or in her or his office. Students must present a current accommodation plan from a staff member in Disability Services (DS) in order to receive accommodations in this course. Disability Services may be contacted by sending email to disabilityservices@pstcc.edu, or by visiting Alexander 130. More information is available at <http://www.pstcc.edu/sswd/>.

D. Other Policies:

Communications:

1. All communications among students and faculty will be professional, will use professional language and will take place in the designated times and forms outlined in assignments.
2. E-mails to the instructor must be less than 100 words each and will be answered once during office hours that will be posted with the assignment schedule. Telephone calls will be answered during office hours.

Completion:

All assignments, exams and projects must be completed in the specified form as outlined and must be submitted by the deadlines posted in the assignment schedule.

Facilities: Students must have a valid Pellissippi ID to be presented on demand to gain access to Pellissippi facilities.

Hardware Requirements for this Course

As below and any required for current software the student plans to use for site building.

IBM criteria:

- Intel Pentium 4, Intel Centrino, Intel Xeon, or Intel Core Duo (or compatible) processor.
- Microsoft Windows XP with Service Pack 2 or Windows Vista Home Premium, Business, Ultimate or Enterprise (certified for 32-bit editions)
- 1 GB of RAM
- 5 GB of available hard-disk space
- 1024 x 768 monitor resolution with 16-bit video card
- CD-ROM drive (DVD preferred)
- Speakers, microphone and 16 bit sound card
- High-speed Internet connection such as cable modem or DSL recommended, if possible
- Speakers

Software:

- Internet Explorer 6.0 (or higher) with Outlook Express
- Macromedia Shockwave and Flash players. Download free from <http://www.macromedia.com/downloads/>
- Adobe Acrobat Reader. Download free from <http://www.adobe.com/support/downloads/main.html>
- OPTIONAL: Netscape 7.0 (full installation)

Macintosh criteria:

- PowerPC G4 or G5 or multicore Intel processor
- Mac OS X v.10.4.8
- 1 GB of RAM
- 7 GB of available hard-disk space
- 1024 x 768 monitor resolution with 16-bit video card
- CD-ROM (DVD preferred)
- High-speed Internet connection such as cable modem or DSL recommended, if possible
- Speakers and microphone

Software:

- QuickTime 7.0.4 or better
- Adobe Reader 6 or better
- Macromedia Shockwave and Flash players. Download free from <http://www.macromedia.com/downloads/>
- Adobe Acrobat Reader. Download free from <http://www.adobe.com/support/downloads/main.html>
- OPTIONAL: Netscape 7.0 (full installation)

Plugins Needed for This Course

Shockwave and Flash, Acrobat Reader, QuickTime Player, Windows Media Player, RealPlayer.