

Pellissippi State Community College
Master Syllabus

WEB PROJECT MANAGEMENT
WEB 2400

Class Hours: 3.0
Laboratory Hours: 0.0

Credit Hours: 3.0
Revised: Fall 2016

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.

Prerequisite(s):

CITC 2375 or WEB 2010 and ENGL 1010

Textbooks(s) and Other Course Materials:

1. *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, Photoshop. Software for SFTP (download and installation instructions for Filezilla and FUGU in course)

I. Week/Unit/Topic Basis:

Week Topic

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|---|--|
| 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

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 Technology program.

III. Expected Student Learning Outcomes*:

Students will:

- 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% of grade

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

B. Laboratory Expectations:

N/A

C. Field Work:

N/A

D. Other Evaluation Methods: 50% of grade

Exercises: 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

E. Grading Scale:

A	90-100
B+	85-89
B	80-84
C+	75-79
C	70-74
D	60-69
F	0-59

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](#) (<http://www.pstcc.edu/sswd/>) may be contacted via [email](#) or by visiting Alexander 130.