



**COWLEY COLLEGE
& Area Vocational Technical School**

COURSE PROCEDURE FOR

**WEB PROJECT MANAGEMENT
CWB1843 3 Credit Hours**

Student Level:

This course is open to students on the college level in either the freshman or the sophomore year.

Catalog Description:

CWB 1843 - WEB PROJECT MANAGEMENT (3 hrs)

Learn to manage Web projects that apply to all design and redesign projects, from the simple to complex.

Prerequisites:

None

Controlling Purpose:

This course gives you a solid web project management method for building commercial web sites. It lets you closely manage your project's contributors, quality, costs, and schedules. Importantly, it also details how to define, measure and understand the success of your project on an ongoing basis.

Learner Outcomes:

The student will learn:

- A. Project Management Principles
- B. Project Methods and phases
- C. Project Clarification
- D. Project Definition
- E. Project Specification
- F. Project Content
- G. Project Design and Construction
- H. Project Testing, Launch and Hand-over
- I. Maintenance
- J. Review and Evaluation

Units Outcomes and Criterion Based Evaluation Key for Core Content:

The following defines the minimum core content not including the final examination period. Instructors may add other content as time allows.

Evaluation Key:

- A = All major and minor goals have been achieved and the achievement level is considerably above the minimum required for doing more advanced work in the same field.
- B = All major goals have been achieved, but the student has failed to achieve some of the less important goals. However, the student has progressed to the point where the goals of work at the next level can be easily achieved.
- C = All major goals have been achieved, but many of the minor goals have not been achieved. In this grade range, the minimum level of proficiency represents a person who has achieved the major goals to the minimum amount of preparation necessary for taking more advanced work in the same field, but without any major handicap of inadequacy in his background.
- D = A few of the major goals have been achieved, but the student's achievement is so limited that he is not well prepared to work at a more advanced level in the same field.
- F = Failing, will be computed in GPA and hours attempted.
- N = No instruction or training in this area.

UNIT 1: Project Management Principles						
Outcomes: Upon completion of the unit, the students will be able to successfully demonstrate the ability to:						
A	B	C	D	F	N	Specific Competencies
						Know the Project Manager roles and responsibilities
						Know the Rewards of being a good Project Manager
						Know the evolution, skills and structure of a web development team

UNIT 2: Project Methods and phases

Outcomes: Upon completion of the unit, the students will be able to successfully demonstrate the ability to:

A	B	C	D	F	N	Specific Competencies:
						Know the importance of, and aspects of, different methods
						Know Phase 1: Pre-Production
						Know Phase 2: Production
						Know Phase 3: Maintenance
						Know Phase 4: Evaluation

UNIT 3: Project Clarification

Outcomes: Upon completion of the unit, the students will be able to successfully demonstrate the ability to:

A	B	C	D	F	N	Specific Competencies:
						Understand where the Project Manager fits in
						Understand how to discover, refine, define
						Know commercial requirements
						Know creative requirements
						Know technical requirements
						Know content requirements
						Determine budget, schedules and resources

UNIT 4: Project Definition

Outcomes: Upon completion of the unit, the students will be able to successfully demonstrate the ability to:

A	B	C	D	F	N	Specific Competencies
						Define a web strategy
						Determine the creative solution
						Determine the technical solution
						Determine the content solution
						Determine the project management solution

UNIT 5: Project Specification

Outcomes: Upon completion of the unit, the students will be able to successfully demonstrate the ability to:

A	B	C	D	F	N	Specific Competencies
						Understand version control, distribution lists, contents
						Understand the contents, objectives and criteria
						Understand the site map, technical and functional specifications
						Determine marketing specifications
						Perform QA, testing, updates and Maintenance
						Determine the critical path

UNIT 6: Project Content

Outcomes: Upon completion of the unit, the students will be able to successfully demonstrate the ability to:

A	B	C	D	F	N	Specific Competencies
						Understand sourcing the content
						Understand content formats
						Understand content delivery
						Understand asset tracking and management
						Manage copywriters
						Manage storyboarding
						Understand content management systems

UNIT 7: Project Design and Construction

Outcomes: Upon completion of the unit, the students will be able to successfully demonstrate the ability to:

A	B	C	D	F	N	Specific Competencies
						Understand the importance of planning, meetings and briefings
						Understand the working environment and team management
						Understand work in progress, sign off, change control
						Understand prototyping and troubleshooting

UNIT 8: Project Testing, Launch and Hand-over

Outcomes: Upon completion of the unit, the students will be able to successfully demonstrate the ability to:

A	B	C	D	F	N	Specific Competencies
						Know the importance of testing
						Know the different types of testing
						Know the importance of copy proofing
						Understand Launch
						Understand Hand over

UNIT 9: Maintenance

Outcomes: Upon completion of the unit, the students will be able to successfully demonstrate the ability to:

A	B	C	D	F	N	Specific Competencies
						Know the role of the project manager
						Know who should form the maintenance team
						Know how the site should be maintained
						Understand service level agreements

UNIT 10: Review and Evaluation

Outcomes: Upon completion of the unit, the students will be able to successfully demonstrate the ability to:

A	B	C	D	F	N	Specific Competencies
						Know how to measure and increase ROI
						Understand decision support
						Understand performance to standards
						Understand quantitative and qualitative metrics and analysis

Projects Required:**Textbook:**

Contact Bookstore for current textbook.

Materials/Equipment Required:

Access to production lab and appropriate software

Attendance Policy:

Students should adhere to the attendance policy outlined by the instructor in the course syllabus.

Grading Policy:

The grading policy will be outlined by the instructor in the course syllabus.

Maximum class size:

Based on classroom occupancy

Course Timeframe:

The U.S. Department of Education, Higher Learning Commission and the Kansas Board of Regents define credit hour and have specific regulations that the college must follow when developing, teaching and assessing the educational aspects of the college. A credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally-established equivalency that reasonably approximates not less than one hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work for approximately fifteen weeks for one semester hour of credit or an equivalent amount of work over a different amount of time. The number of semester hours of credit allowed for each distance education or blended hybrid courses shall be assigned by the college based on the amount of time needed to achieve the same course outcomes in a purely face-to-face format.

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DISCLAIMER: THIS INFORMATION IS SUBJECT TO CHANGE. FOR THE OFFICIAL COURSE PROCEDURE CONTACT ACADEMIC AFFAIRS.

Refer to the following policies:

[402.00 Academic Code of Conduct](#)

[263.00 Student Appeal of Course Grades](#)

[403.00 Student Code of Conduct](#)

Disability Services Program:

Cowley College, in recognition of state and federal laws, will accommodate a student with a documented disability. If a student has a disability, which may impact work in this class which requires accommodations, contact the Disability Services Coordinator.