

**Course Schedule****WEB-150  
Introduction to  
Web Business**

<b>Dates</b>	<b>Week #</b>	<b>Topics</b>	<b>Reading Due</b>	<b>Assignment Due</b>	<b>Quiz ?</b>
<b>9/1</b>	1	Introductions, Syllabus, "E-commerce" defined	N/A	N/A	N
<b>9/8</b>	2	B2C - online retail	Chapter 1 , first three sections (pp. 2-26); Chapter 3, first section (pp. 106 - 129)		Y
<b>9/15</b>	3	B2B- products & services	Chapter 5	Abstract on 9/1-8 topics	Y
<b>9/22</b>	4	Content for commerce	Chapter 3, second and third sections (pp. 132 - 139) and Chapter 6, third section (pp. 286-296)		N
<b>9/29</b>	5	The Big Players (e.g., Google, Amazon, eBay) & when to use them	TO BE ASSIGNED	Abstract on 9/15-22 topics	Y
<b>10/6</b>	6	E-commerce for nonprofits and political organizing	TO BE ASSIGNED		<b>N</b>
<b>10/13</b>	7	The role of Web consultants & agencies	Chapter 4, sections 1-3 and 6 (pp. 165-185 & 195-197)	Abstract on 10/6-13 topics	<b>Y</b>
<b>10/20</b>	8	PLANNING - Technology needs assessment & technical specifications	Chapter 3, fifth and 6th sections (pp. 146 - 152); Chapter 9, first four sections (pp. 393-416)		Y

<b>10/27</b>	9	PLANNING - Project requirements and design	Chapter 9, fourth & fifth sections (pp. 418-427)	Abstract on 10/20-27 topics	<b>N</b>
<b>11/3</b>	NO CLASS	NO CLASS			
<b>11/10</b>	10	PLANNING - Marketing strategies	Chapter 4, sections 4,5,7 & 8 (pp. 186-195 & 197-206)		<b>Y</b>
<b>11/17</b>	11	PROJECT MANAGEMENT - Wireframes, information architecture	TO BE ASSIGNED	Abstract on 11/3-10 topics	N
<b>11/17</b>	12	PROJECT MANAGEMENT - Testing and launch plan	N/A		N
<b>11/24</b>	NO CLASS				
<b>12/1</b>	14	PROPOSAL PRESENTATIONS	N/A		N
<b>12/8</b>	15	PROPOSAL PRESENTATIONS	N/A		N
<b>12/16</b>	FINALS				