Syllabus

Web Project Management

2021/2022

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Management & Soft Skills

Web Project Management

Christophe DUHAMEL

General Information

Course Code:	8004
Academic Year:	2021/2022
Level / semester:	SPRING SEMESTER
Campus:	Paris campus
Language:	English (en)
Course Leader:	Christophe DUHAMEL

Method of Teaching	Face to face
Credits	3 ECTS

Workload

Face to face:	21h
Tutorial/Serious Game:	0h
Distance Learning:	0h
Distance Learning:	0h
Homework:	21h
Learning by doing:	0h
E-Learning:	0h

Description of course

The
objective of this course is to present web project management,
to enable
students to manage (or participate in) a complete web project,
whatever its
type and goals.

Prerequisites

None

Teaching Approach

Class time will be devoted to lectures by the instructor and in-class exercises linked to lectures. Course material will be available to students through school extranet.

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Additional references

Scott Berkun () Making Things Happen ,O'Reilly editions

() Marketing and Sales Applications ,

Frederick Vallaeys () Digital Marketing in an AI World ,

Course sequence

Web projects basics

Types of projects and goals
Tools

Work to do

Setting things up

Defining KPIs & key advantages
AI applications
Pricing and organizing a bid

Work to do

Exercises

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related to session 1

Conception & design

SEO
Key page elements
Design process
User journeys
UX Design

Work to do

Exercises related to session 2

Development, launch and evolution

Technical & user tests
Documentation
Communication
Traffic generation
AI for advertising
Maintenance & evolution

Work to do

Exercises related to session 3

Management & motivation

Team
Involving users
Delay: accepting & preventing
Information and dashboards
Management / Managing a crisis

Work to do

Exercises related to session 4

Revisions & final exam

Revisions (1h30)
Final exam (2h)

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Work to do

Revision of all previous courses.

Educational objectives and assessment methods

Learning objectives

Assessments

Type	Value	Activity 1	Activity 2	Activity 3
Continuous Assessment	**40%**	Exercises		
Final Assessment	**60%**	Written exam		