

CEBA

CENTER FOR E-COMMERCE AND BUSINESS ANALYTICS

BRAINSTORM 1.1.1

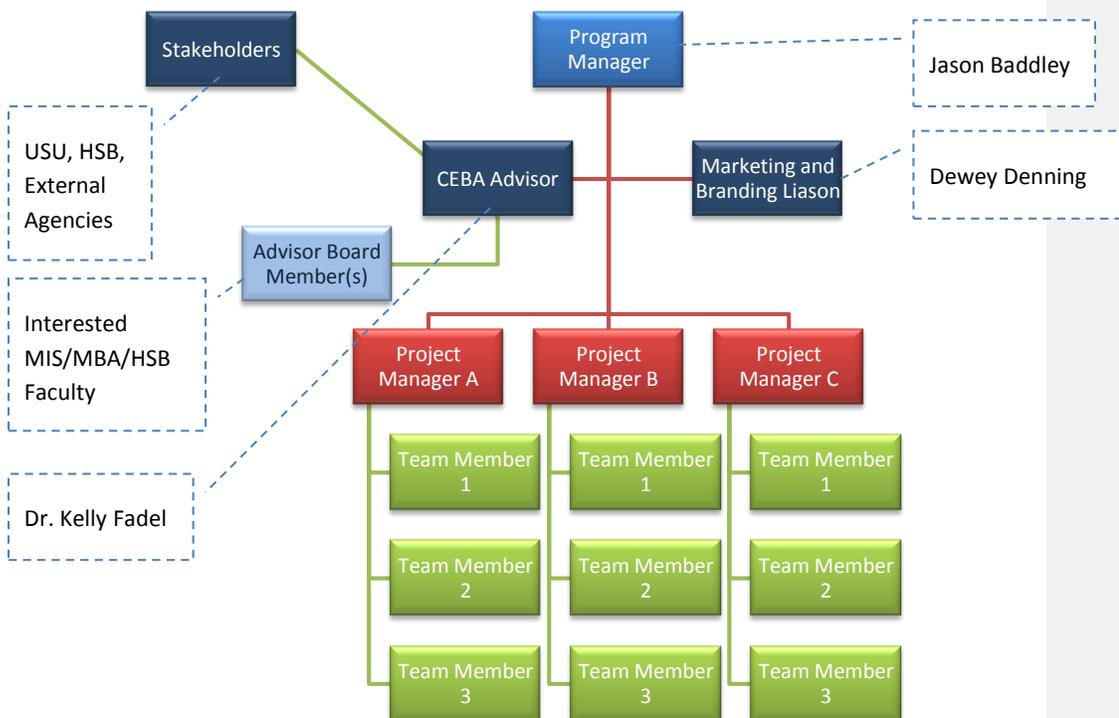
1/11/2011 - BY JASON BADDLEY

MISSION

The Center for E-Commerce and Business Analytics (CEBA) seeks to become a world-class, student run, laboratory for researching and utilizing current information systems tools, techniques, and technologies in order to build professional business applications for Utah State University, the Jon M. Huntsman School of Business, and their stakeholders. CEBA intends to recruit the most promising students in key areas of management information systems and related fields to prepare them to immediately step into highly competitive careers as information systems managers with experience and skills above those of their peers.

Comment [JB1]: Very wordy. Needs work without sacrificing overall idea

ORGANIZATION



ROLES AND RESPONSIBILITIES

PROGRAM MANAGER - GRADUATE STUDENT

- Works with current project stakeholders to define project scope, constraints, milestones, and implementation strategies.
- Regularly communicates with stakeholders in order to report on current project milestones as well as receive feedback on the project, advises Project Manager in charge on project changes
- Works directly with CEBA advisor to ensure projects are feasible and meet academic, industrial, and stakeholders' standards.
- Helps CEBA advisor to examine current MIS curriculum to explore ways to minimize weaknesses and find opportunities to add programs and courses that keep up with current technologies.
- Recruits project managers, enable them to recruit their own team members, assign projects with reasonable milestone expectations based on stakeholder needs.
- Trains and mentors project managers and team members in current technologies to accomplish CEBA mission. Actively seek to add additional projects and stakeholder's to the CEBA repertoire.
- Actively researches and learns upcoming technologies and methodologies that might be useful to current and future stakeholders.
- Implements strategies to teach and use these new technologies.
- Markets CEBA as Utah State University's premier center for developing enterprise business applications as well as preparing students to become leaders in all areas relating to business information systems.
- Develops and implements plan for recruiting and training new Program Manager (selects replacement during final semester of Grad School)
- Teaches the CEBA Project Management Implementations course (MIS 5950/6950 special topics)

CEBA ADVISOR - MIS FACULTY MEMBER

- Works directly with CEBA Program Manager to ensure CEBA meets department and school priorities and expectations.
- Advises CEBA Program Manager on his/her duties and responsibilities. Helps departing Program Manager train incoming Program Manager
- Determines project priorities, final milestones, as well as ongoing testing and maintenance strategies for completed projects
- Audits projects and advises on how well they meet stakeholder requirements. Assesses each project's proposed purpose, constraints, and milestones in order to make suggestions to improve overall project success.
- Acts as liaison between CEBA and MIS department to help allocate resources and identify additional projects. Initially responsible for finding lab space and starting the process of building the initial infrastructure of the lab.
- Helps CEBA Program Manager with identifying potential students that might be specifically invited to participate in CEBA.
- Works directly with CEBA Advisory Board to collect ideas about potential stakeholders, new projects, potential students, emerging technologies and standards, and securing additional resources.

- Reports to MIS Department head on how well CEBA is accomplishing its mission and meeting department, school and stakeholder expectations.
- Identifies when CEBA employees are not fulfilling responsibilities, acts as disciplinary decision maker (change of personnel, withholding of stipend, or cancellation of internship/assistantship)

CEBA ADVISORY BOARD - MIS/MBA/HSB FACULTY MEMBERS (ADDITIONAL MEMBERS MAY COME FROM BUSINESS PROFESSIONALS OUTSIDE THE SCHOOL)

- Acts as a source of technical/professional information for CEBA Advisor - recommends technologies, methodologies and standards in their fields of study or experience.
- May act as project auditors and professional Beta testers for a limited time (CEBA will not expect many hours outside of faculty duties for any purpose, unless a board member requests to help in additional ways)
- May act as advisors to CEBA teams on specific technologies and standards (should we normalize this table in the database to a greater degree? Should we use stored procedures or LINQ? etc.)
- Helps identify outstanding students for CEBA recruitment
- Helps identify potential projects and stakeholders
- Helps allocate additional resources to help accomplish CEBA mission

STAKEHOLDER - USU, HSB, MIS AND EXTERNAL AGENCIES

- Identifies and proposes a project for CEBA
- Works directly with CEBA Program Manager/Project Manager to develop the project's scope, constraints, technologies, and milestone's
- Provides regular feedback on the project by meeting with CEBA Program Manager and the Project Manager in charge
- Provides all content required for project, including text, media and business logic
- Identifies branding and presentation requirements for application

MARKETING AND BRANDING LIASON - GRADUATE STUDENT (WORKING WITH DR. HAYDEN)

- Works with CEBA Program Manager to identify ways in which CEBA might be used to recruit students to HSB and MIS
- Identifies projects that CEBA might accomplish that help accomplish recruitment goals (custom web pages, Facebook apps, iPhone/Windows 7 Phone/Droid apps)
- Helps market CEBA to students as the premier information systems lab
- Understands CEBA mission well enough to market CEBA on MIS recruiting trips

PROJECT MANAGER - GRADUATE STUDENT/ADVANCED UNDERGRAD

- Helps recruit and build reliable team of MIS students that will work at ground level to complete a project from start to finish
- Works with Program Manager to understand stakeholder requirements
- Communicates to team project details, receives feedback from team about best technologies and approaches, makes decisions about implementation strategy

- Sets milestones reportable to Program Manager
- Assigns team members to accomplish distinct parts of the project, complete with expectations of deliverables and completion dates
- Works with other project managers in order to accomplish larger scope projects
- Identifies potential students to become project managers

DEVELOPERS - GRADUATE/UNDERGRADUATE STUDENTS

- Works with project manager to understand project details, gives feedback about project implementation
- Accepts assignments from project manager
- Works with other team members to plan out how to best accomplish the project
- Designs database structure, page layout, using industry standard design techniques i.e. Entity-Relational Diagram for databases, page flow chart for web pages, etc.
- Tests deliverables and reports to project manager when milestone has been achieved
- Accepts feedback from project manager as well as team members to make corrections
- Researches and learns newest technologies and methodologies to keep CEBA at the forefront of modern information systems design
- Identifies potential students for CEBA