

# Building the E-Business Workforce

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**Electronic Enterprise Institute**  
and the  
**Isenberg School of Management**  
at the  
**University of Massachusetts Amherst**

**October 12, 2000**



# Agenda

- Concentration in e-Commerce
- Electronic Enterprise Institute
- UMASS IT Program

# UMASS: Access to Excellence

- What it means to be a Land Grant institution

“... blending the tradition of providing access to quality education with that of delivering pioneering research applied to everyday problems. At UMass, teaching and learning are integrated with research and public service.”

# Concentration in e-Commerce

- Information Resource Management
- Object Oriented Programming
- Internet Marketing
- Internet Design and Development
- Advanced Topics in e-Commerce
- Independent Study

# Internet Design

- Supported by IBM
- Teach Net.Commerce and then WebSphere
- Project Oriented
- Cross Disciplinary
- Four Semesters:
  - ◆ 130 Students
  - ◆ 26 Projects

# Advanced Topics

- Co-taught by Lee Osterweil, CS, and Les Ball, SOM
- Graduate students from CS and SOM
- Outside speaker focused
- Project-based
- Project teams must have one CS and one SOM member

# Electronic Enterprise Institute (EEI)

- Mission:

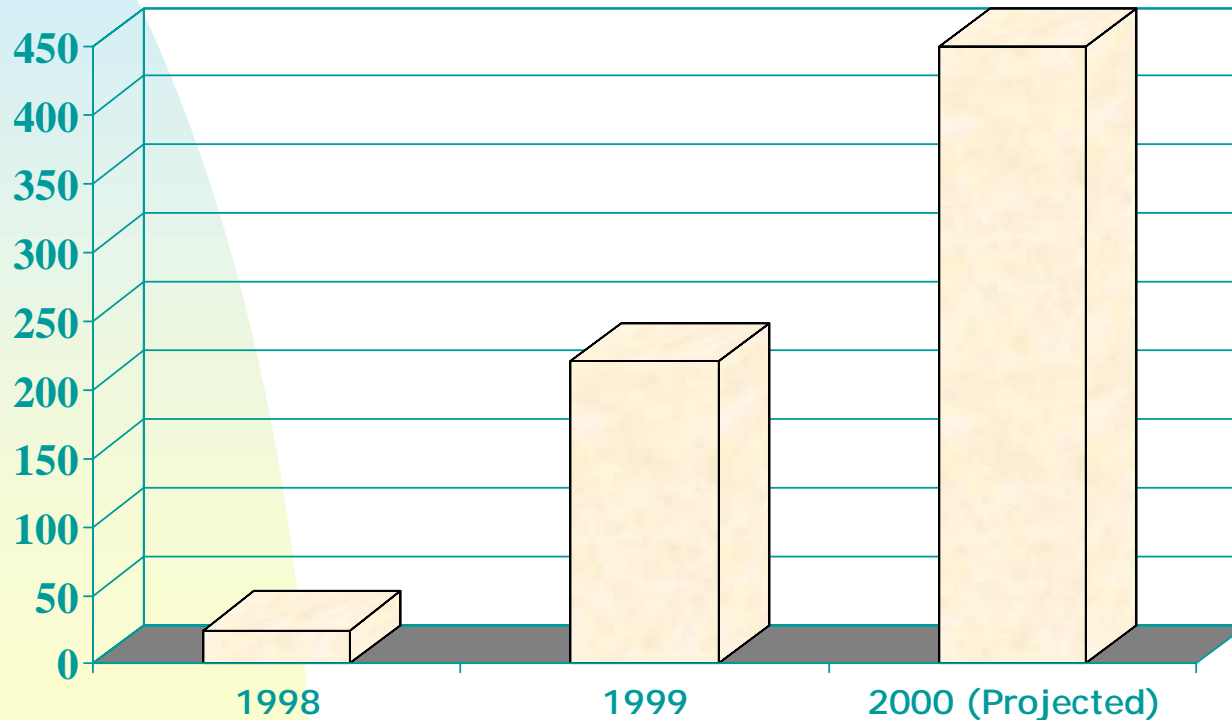
EEI is the northeast regional center  
for electronic enterprise research  
and economic development

# EEL is Helping E-Business Grow

- “Electronic Commerce: *Foundations for the Future*,” June ‘99
- “Working the Web: From Cost Center to Profit Center,” March 28, 2000
- Scudder Executive Seminar Series
- Economic Development Program for Small Business
- University Extension Program
- Student Entrepreneur Club support
- One-Day Seminar Series:
  - ◆ Internet Security
  - ◆ Web Personalization
  - ◆ Supply Chain Management
  - ◆ Internet Marketing
  - ◆ Digital Government
  - ◆ Internet Basics

# EEL is Preparing the E-Workforce

\* Internet Design \* Internet Marketing \*  
\* Advanced Topics in E-Commerce \*



Does not include students taking Java, Visual Basic, Networking, and Database courses.

# UMASS IT Initiative

- \$1.7M funded by Massachusetts Board of Higher Education
- First year of three years (\$8.3M total)
- Provide all students with a minor in IT
- Course development to be spread to all other 28 campuses
- Seeking additional support