
WEB SITE DEVELOPMENT

School of Business - Marketing and Management Studies**Course Number:**
MGT 2247**Contribution to Program:**
Core**Educators:**
Heather Farmer
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Small and Medium
Enterprise Management**AAL:**
4**Approval Date:**
January 2008**Course Hours:**
Delivered: 60
Normative: 44**Prerequisites:**
None**Approved By:**
Jim Kyte

Title: Acting Chair

Corequisites:
None**Approved for Academic Year:**
2007 – 2008

Co-ordinator: Phil Jones, Room B444c, Telephone Number 613.727.4723 ext. 5433
School of Business Web Site: <http://www.algonquincollege.com/business/>

COURSE DESCRIPTION

The course will encompass all aspects of website design from the planning of a business site to the designing and publishing of the site. During the course students will implement the following aspects as they build their website: setting up a business web site using an authoring application; designing page layout; using tables to present content; using frames; using hyperlinks to navigate the site; editing HTML; editing page content; and testing and publishing their website.

RELATIONSHIP TO PROGRAM LEARNING OUTCOMES

<p>This is a general education course that supports the following vocational program standards:</p>	<p>This course contributes to your program by helping you to achieve the following provincial essential employability skills:</p>
<ol style="list-style-type: none"> 1. Communicate business-related information persuasively and accurately in written and graphic formats. 2. Work in a manner consistent with law and professional standards, practices, and protocols. 5. Apply knowledge of the marketing function to the operation of an organization. 8. Apply computer skills and knowledge of information technology to support the management of an organization. 11. Apply research skills to gather and interpret available information. 12. Apply creative problem-solving skills to address business problems and opportunities. 13. Develop strategies for personal and professional development to manage job stress, enhance work performance, and maximize career opportunities. 14. Apply time management and organizational skills to facilitate the completion of tasks and to meet deadlines in a business environment. 	<ol style="list-style-type: none"> 1. Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience. 2. Respond to written, spoken, or visual messages in a manner that ensures effective communication. 4. Apply a systematic approach to solve problems. 5. Use a variety of thinking skills to anticipate and solve problems. 6. Locate, select, organize, and document information using appropriate technology and information systems. 7. Analyze, evaluate and apply relevant information from a variety of sources. 8. Show respect for the diverse opinions, values, belief systems, and contributions of others. 10. Manage the use of time and other resources to complete projects. 11. Take responsibility for one’s own actions, decisions, and consequences.

COURSE CURRICULUM

I. Course Learning Requirements/Embedded Knowledge and Skills

Course Learning Requirements	Knowledge and Skills
When you have earned credit for this course you will have demonstrated an ability to:	
1. Utilize search engines and web browsers	<ul style="list-style-type: none"> • Understand how search engines work • Evaluate the different search engines • Create search strategies and advanced searches • Viewing & navigating between web pages
2. Compose and edit web pages using MS FrontPage	<ul style="list-style-type: none"> • Designing, editing, and personalizing a web page • Analyzing web pages • Inserting images in a web page • Publishing web pages • Creating hyperlink's from text • Creating e-mail hyperlink's • Creating URL hyperlink's
3. Send, receive and personalize e-mail	<ul style="list-style-type: none"> • Sending, receiving and filing e-mail • Sending attachments • Setting preferences for e-mail
4. Effectively participate in Blackboard as a commutative course tool	<ul style="list-style-type: none"> • Utilize Blackboard throughout the course • Developing a collaborative learning environment • Weekly postings
5. Use discussion groups	<ul style="list-style-type: none"> • Finding and participating within discussion groups • Setting group server preferences • Opening and browsing a discussion group
6. Effectively participate in bulletin boards and work group tools	<ul style="list-style-type: none"> • Utilizing a bulletin board throughout the course • Developing a collaborative learning environment • Weekly postings
7. Understanding the legal framework of doing business on the web	<ul style="list-style-type: none"> • Evaluate legal issues for electronic publishing (EP) • Compose and edit web pages using FrontPage • Understand the difficulties of protecting privacy • Describe the intellectual property issues EP • Describe some of the ethical issues in EP • Understanding various regulatory approaches; copyrights, patents and trademarks; privacy and security

II. Learning Resources

Required Text:

Course Handouts – Located in Blackboard
FrontPage 2003 Tutorials – Internet

Other Resources:

- World Wide Web (WWW)
- FrontPage 2003 (lab software)
- WS_FTP (lab software)
- Periodicals

III. Teaching/Learning Methods

During this course you are likely to experience:

- Online learning
- Self-directed learning
- Readings
- Assignments
- Quizzes
- Discussion forums

IV. Learning Activities and Assessment

Samples of learning activities include:

- Reading assignments
- Internet research
- Discussion board
- Identify tasks, establish strategies and implement procedures
- Operate computer applications in areas of word processing, browser, FTP, e-mail, publishing and web page design software

V. Evaluation/Earning Credit

The following will provide evidence of your learning achievements:

Quizzes (2 x 10%)	20%
Assignments (2 x 10%)	20%
In Class Activities (6 x 3%, 1 x 2%)	20%
Portfolio Website (website and planning documents)	40%
TOTAL	100%

VI. Prior Learning Assessment

Evidence of learning achievement for PLA candidates will include:

- Portfolio
- Challenge exam

Software Copyright

The *Copyright Act* has been updated to cover computer software. If the police lay charges against someone infringing copyright, the maximum penalties for a summary conviction are “a fine not exceeding twenty five thousand dollars or to imprisonment for a term not exceeding six months or both”. The maximum penalties for an indictable conviction are “a fine not exceeding one million dollars or to imprisonment for a term not exceeding five years or both”.

Making a copy of a software package for your own use other than a backup copy of a package that you have purchased and which is allowed in your licence agreement would make you liable for the above penalties.

Related Information

Evaluation of Faculty

It is School of Business policy that students be given the opportunity to evaluate faculty each semester. Therefore you may be asked to complete an evaluation questionnaire in this or other courses.

Students with Disabilities

If you are a student with a disability please identify your needs to the professor and/or the Centre for Students with Disabilities (CSD) so that support services can be arranged for you. You can do this by making an appointment at the CSD, Room C142, Ext. 7683 or arranging a personal interview with the professor to discuss your needs.

Academic conduct

Plagiarism and academic misconduct are serious offences. For further details concerning academic conduct, please refer to the College policy in the Student Guide Book.

Harassment/Discrimination/Violence Policy

Harassment, discrimination and violence will not be tolerated. Any form of harassment (sexual, racial, gender- or disability-related), discrimination (direct or indirect), or violence, whether towards a professor or amongst students, will not be tolerated on the college premises. Action taken will start with a formal warning and proceed to the full disciplinary actions as outlined in Algonquin College policy. For further information, refer to the Student Instaguide or get a copy of the official policy statements from the Student Association (Directive A8).

<p>Students, it is your responsibility to retain course outlines for possible future use to support applications for transfer of credit to other educational institutions.</p>

Consultation:

If a student is having difficulty with any part of this course, it is their responsibility to seek help. Please do not hesitate to do so.

VII. Course Syllabus

Week	Lesson	Online	Due
1	Introduction Layout/design Usability	The WWW Basics Browse Web terms	Review blackboard course information
2	Picture Manager Crop/Resize/Rotate Sampling colours	Design elements Files file management Web Account Sign up	Sign Up for Web Account In class Activity I
3	Set up site Hyperlinks Insert images Bulleted lists Text format Horizontal rule	Intro to MS FrontPage Web Pages Web Elements Themes	In class Activity II
4	Work Period for Assignment 1	Learning MS FrontPage Email	
5	Html Planning documents for Portfolio	Web Site architecture Information architecture Site Planning Study for Test 1	Assignment 1 In class Activity III
6	Test 1	(Test: theory weeks 1-4)	Test 1
7	Insert navigation ALT descriptions mailto/links	Meta tags HTML Basics TCP/IP http and Url	In class Activity IV
8	STUDY BREAK	STUDY BREAK	BREAK
9	Using FTP Prepare content Portfolio Assignment	Domain Name Registration the Internet Search	In class Activity V Locate portfolio
10	Work Period for Assignment 2	Javascript CSS Web Site Wizard Photo gallery	Start planning documents for portfolio
11	Bookmarks Thumbnails Link to documents	Legal issues Testing Study for Test 2	Assignment 2 In class Activity VI
12	Test 2	(Test: theory weeks 5-10)	Test 2
13	Work Period for Final Assignment	Develop portfolio website	
14	Work Period for Final Assignment	Develop portfolio website	Portfolio Website
15	Review of Course Material (Q&A)		In class Activity VII