



Faculty:

Program Coordinator:

Associate Dean: Paul Griffin

Course Outline

Academic Year: 2020-2021

Course Name: Web Development / E-Retailing
(BUS 2504/FASH 4500)

Land Acknowledgement

Humber College is located in Adobigok, known as “Place of the Black Alders” in the Ojibwe Anishinaabe language. It is uniquely situated along GabeKanang Ziibi, the Humber River providing an integral connection for Indigenous peoples between the northern shore of Lake Ontario and the Lake Simcoe Georgian Bay region. In Honouring the Land, we are walking in the moccasin tracks of our ancestors and leaving our footprints for the future generations to come.

Faculty	Faculty of Business
Program	Digital Business Management, Bachelor of Commerce Fashion Management, Bachelor of Commerce
Course Name:	Web Development / E-Retailing (BUS 2504/FASH 4500)
Pre-Requisite(s)	None
Co-Requisite(s)	None
Pre-Requisite(s) for	None
Equates	None
Restrictions	None
Credit Value	3.0
Total Course Hours	42

Developed By: The Faculty Team

Approved by:

A handwritten signature in black ink, appearing to be 'Paul Griffin', written over a horizontal line.

Course Description

This hands-on course addresses web development concepts, from the initial phase of planning a website project to the development, testing and publishing phases. Students will be introduced to various web development tools, applications and markup languages; they will research, assess, and use various Web 2.0 technologies and social media tools to enhance the customer experience online. Students will analyze, examine and evaluate websites based on well documented criteria. They will design and develop a prototype website for a business using the concepts and tools learned in class, incorporating Search Engine Optimization techniques and Web 2.0 applications and technologies.

Course Rationale

The course provides an overview of web development concepts, building tools and platforms.

Program Learning Outcomes Emphasized in this Course:

- Describe current technological alternatives to support solving specific business problems in various industries.
- Research the online presence of a business in its key functional areas in the context of the competitive landscape.
- Employ digital tools, data science, business analytics, and research methods to improve digital organizational decision making.
- Propose appropriate strategies and methods to improve the online performance of an organization, utilizing current technologies.
- Communicate effectively and persuasively in oral, written, digital and visual forms, appropriate to external and internal stakeholders with diverse skills, expectations and behaviours.
- Identify current and future opportunities and challenges in the fast- changing digital environment.
- Reflect on personal competence and professional skills to identify gaps and plan for ongoing learning.
- Make business decisions, integrating personal responsibility, diverse global perspectives, and professional standards in collective decision- making.

Course Format(s)

Lecture (20%); Software instruction (20%); Tutorials (20%); Supervised Research (20%); Screening of student work/feedback (20%)

Methods of Presentation:

- Interactive lectures and discussion
- Computer labs
- Design assignments and web projects for individuals and groups
- Multimedia presentations

- Course text book reading assignments and exercises
- Guest speakers

Online Activities:

- Course Website and e-mail access for assignment instructions, submission of materials and other communications with the professor.
- Internet access for research, data gathering and remote team activities.
- Word-processing, spreadsheets, database, web page authoring, and presentation software for assignments.

Course Learning Outcomes

<i>OQF Category</i>	<i>At the successful completion of this course the student will have demonstrated the ability to:</i>
<i>Depth and Breadth of Knowledge</i>	<ol style="list-style-type: none"> 1. Describe markup languages and programming languages for the web, and assess their application in e-business websites. 2. Investigate the strategic implications of using the Internet for marketing products and services of established and emerging retailers and e-retailers.
<i>Knowledge of Methodologies</i>	<ol style="list-style-type: none"> 3. Analyze online websites and determine key elements needed to create a successful online business. 4. Identify business requirements and create the planning documents for a full web development project. 5. Evaluate various web development tools and describe the advantages and disadvantages of each. 6. Describe and apply website optimization for search engines.
<i>Application of Knowledge</i>	<ol style="list-style-type: none"> 7. Assess and use Web 2.0 technologies and social media applications to enhance the customer experience. 8. Apply multimedia design guidelines to website design. 9. Develop website content (text and media) through research, collaboration and sharing of information. 10. Design and develop a prototype business website using the concepts and tools learned in class.

<i>Communication Skills</i>	11. Present the project plan documentation, and discuss project progress and feedback over multiple phases.
<i>Awareness of the Limits of Knowledge</i>	12. Identify the potential benefits and costs associated with website development and maintenance.
<i>Professional Capacity/Autonomy</i>	13. Collaborate effectively and assertively in teams to achieve desired goals and resolve differing and/or opposing ideas and points of view.

Assessment Weighting

Assessment	Weight
Web Development Assignment	10%
Class Activities/Quizzes	15%
Final Group Project	20%
Mid-term Assessment	25%
Final Comprehensive Assessment	30%
Total	100%

Modules of Study

Module	Course Learning Outcomes	Resources	Assessments
Module 1: Course Intro The Environment and the Tools Introduction to WordPress	1, 3	Chapter 1 Course notes	
Module 2: Web Publishing Fundamentals WordPress	1, 3	Chapter 2 Course notes	
Module 3: Planning a Successful Website Part1 Introduction to HTML	4, 7	Chapter 3 Appendix A, W3Schools	

Module	Course Learning Outcomes	Resources	Assessments
Module 4: Planning a Successful Website Part 2 Managing the Web Development Project HTML	1, 4, 7, 12	Chapter 4 Course notes W3Schools	
Module 5: Search Engine Optimization Introduction to Adobe Dreamweaver	5, 6, 8	Appendix D, Course notes Course notes	
Module 6: Typography and Images Cascading Style Sheets	5, 8	Chapter 5 Appendix B, Course notes	
Module 7: Adobe Dreamweaver Web Hosting Web Development Tools & Technologies	5, 8, 10	Course notes Course notes Course notes	
Module 8: Mid-term Assessment			Mid-term Assessment
Module 9: Multimedia and Interactivity	9, 10, 11	Chapter 6	
Module 10: Promoting and Maintaining a Website	2	Chapter 7	
Module 11: Responsive Web Design	10, 11	Appendix C	

Module	Course Learning Outcomes	Resources	Assessments
Module 12: Group Project work	All	Course notes	
Module 13: Final Group Project Presentations	All		
Module 14: Final Comprehensive Assessment	All		Final Comprehensive Assessment

Required Resources, Tools and/or Equipment:

Campbell, J. T. (2017). *Web Design: Introductory* (6th ed.). Boston, MA: Cengage Learning.

Supplemental Resources:

WordPress <www.wordpress.com>

W3Schools Online Web Tutorials <www.w3schools.com>

Adobe Dreamweaver <www.Adobe.com/Dreamweaver>

Additional resources may be introduced when useful to the course content or student experience.

Additional Tools and Equipment

None.

Prior Learning Assessment and Recognition (PLAR)

Students who have prior learning in the material of this course may be eligible for a course credit in recognition of their prior learning. The following table indicates the method that is used to assess prior learning for this course, or it indicates that such an assessment is not available. Students must apply for consideration for a prior learning assessment through the Office of the Registrar, and there is usually a fee associated with the application.

Portfolio	Challenge Exam	Skills Test	Interview	Other (Specify)	Not Available For PLAR
✓	✓	<input type="checkbox"/>	✓	<input type="checkbox"/>	<input type="checkbox"/>

Policies and Procedures

It is the student's responsibility to be aware of their obligations under [Humber Policies and Procedures](#).

Academic Regulations

It is the student's responsibility to be aware of the [College Academic Regulations](#). The Academic Regulations apply to all applicants to Humber and all current students enrolled in any program or course offered by Humber, in any location. Information about **academic appeals** is found in the Academic Regulations.

Accessible Learning Services

Humber strives to create a welcoming environment for all students where equity, diversity and inclusion are paramount. Accessible Learning Services facilitates equal access for students with disabilities by coordinating academic accommodations and services. Staff in Accessible Learning Services are available by appointment to assess specific needs, provide referrals and arrange appropriate accommodations. If you require academic accommodations, contact:

Accessible Learning Services: <http://www.humber.ca/student-life/swac/accessible-learning>

North Campus: (416) 675-6622 X5090

Lakeshore Campus: (416) 675-6622 X3331

Academic Integrity

Academic integrity is essentially honesty in all academic endeavours. Academic integrity requires that students avoid all forms of academic misconduct or dishonesty, including plagiarism, cheating on tests or exams or any misrepresentation of academic accomplishment.

Disclaimer

While every effort is made by the professor/faculty to cover all material listed in the outline, the order, content, and/or evaluation may change in the event of special circumstances (e.g. time constraints due to inclement weather, sickness, college closure, technology/equipment problems or changes, etc.). In any such case, students will be given appropriate notification.

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