BCIT *BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY*

School of Business

COURSE OUTLINE FOR: BUSA 4620	Date: January, 2002
TAUGHT BY: David Meers	
TAUGHT TO:	
Program: Business Administration	
Option: IMS	

Hours/Week		Total Hours:	3	Term/Level:	4
Lecture:	1				
Lab:	2				
Other:		Total Weeks:	10	Credits:	

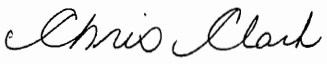| Instructor:	
Office No. SE6-317	Phone: 604 412-7496
E-mail: dmeers@bcit.ca	Fax: 604 439-6700
Office Hours: AS POSTED	

Pre-requisites:

Short Course Description and Goals: Develop basis skills for designing, developing, and maintaining web sites for small businesses.

Evaluation:
Policy:

Final Examination	20	%	
Lab Assignments	20	%	
Projects	60	%	
Total	**100**	%	

Text(s) and Equipment:

Required: all materials provided
Recommended:

Prior Learning Assessment Method: *N/A*

Course Record:

Developed by: David Meers	Date: January 2, 2002
Revised by:	Date:
Approved by: Chris Clark	Date:
Chris Clark	January 2002

Course Learning Outcomes:

At the end of this course, the student will be able to:
- *Design, develop, and maintain an effective web site for a small business*
- *Understand basic html*
- *Use simple WYSIWYG tools to create a web site*

Course Notes (Policies & Procedures)

- *Assignments:* Late assignments or projects will not be accepted for marking. Assignments must be done on an individual basis unless otherwise specified by the instructor.

- *Attendance:* The attendance policy as outlined in the current BCIT Calendar will be enforced.

- *Course Outline Changes:* The material specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.

- *Ethics:* BCIT assumes that all students attending the Institute will follow a high standard of ethics. Incidents of cheating or plagiarism may, therefore, result in a grade of zero for the assignment, quiz, test, exam or project for all parties involved and /or expulsion from the course.

- *Illness:* A doctor's note is required for any illness causing you to miss assignments, quizzes, test, projects or exam. At the discretion of the instructor, you may complete the work missed or have the work prorated (i.e. an average is given according to your performance throughout the course)

- *Makeup Tests, Exams or Quizzes:* There will be no makeup tests, exams or quizzes. If you miss a test, exam or quiz, you will receive zero marks. Exceptions <u>may</u> be made for documented medical reasons or extenuating circumstances.

- *Labs:* Lab attendance is mandatory. Lab exercises are due at the end of the lab period.

- *I.D. Required in Examination Centres:* Effective December 2000, in order to write exams, students will be *required* to produce photo-identification at examination centres. Photo I.D. must be placed on the desk before an exam will be issued to the student. The I.D. must remain in view on the desk while writing the exam, for inspection by invigilators. Students should bring a BCIT OneCard or, alternatively, two pieces of identification, one of which must be government photo I.D. such as a driver's license. Please see BCIT Policy #5300, Formal Invigilation Procedures.

Assignment Details:
*This schedule is subject to change at the discretion of the instructor:

Week of	Lecture Material	Lab
Jan 2-4	No classes	No classes
Jan 7-11	Intro to course Intro to html Web Presentations	Creating an html document. Maria Sanchez Web Site (Assignment 1); Web Presentations (Assignment 2)
Jan 14-18	The Roles of Web Creators and the Reactions of Users	Assignment 1 Due. Downloading Dreamweaver; Role of Web Creators (Assignment 3)
Jan 21-25	Research and Idea Generation; Information Decomposition and Information Structuring	Assignment 2 & 3 due. Web Decomposition (Assignment 4); Project Track decision.
Jan 28-Feb 1	Design Methods	Assignment 4 due. Projects
Feb 4-8	Design Methods	Projects

Feb 11-15	Projects	Projects
Feb 18-22	Projects	Projects
Feb 25-Mar 1	Projects	Final Projects due.
Mar 4-8	Exam week	

Projects: The bulk of the course (60%) is designed to give students hands-on experience working with actual web sites. Students will choose a combination of web sites to work on from simple updating chores to complete design and develop. Working on your own, or in groups of no more than 3, students will choose from one of three project tracks. This decision should be based on past experience with web development, your expectations for developing your web skills in the classroom, and your ability to self direct your learning outside of the classroom.

The following is a list of web sites that need help. Each web site is unique and either in current use or is to be published within the next few months. All projects will be evaluated by the both the instructor and the client. Any project adopted by the client and posted to the internet will receive a mark of 100%. All other projects will be marked on the following criteria: effectiveness, affectiveness, and navigational efficiency.

o   **www.vho.ca** - The web site of an independent consultant. The site was created approximately 4 years ago and looks out of date. The content is complete but the design needs minor updating.

o   **www.bcitfsa.ca** - The BCIT Faculty and Staff Association web site. This site was overhauled last year to its present state. Some minor updating and maintenance (publishing a newsletter) is needed.

o   **www.business.bcit.ca/davidm** - your instructor's web site. This is a skeletal site requiring further development.

o   **www.gkn.ca** - Grant Kovacs Norell web site. This is a web site for a downtown Vancouver law firm. A flash page has already been created as a starting point. The rest of the site needs to be developed.

o   **www.gerardhivon.com** - The future web site for a design consultant to be published within the next few months. Some content has been prepared along with some design suggestions and images.

o   **your own web site** – create your own web site. You should have a minimum of 3 pages. You are free to use an old one, but you should update the information. This will be published to the instructor's web site.

Project Tracks

Track One	Value	Track Two	Value	Track Three	Value
own web site	10	own web site	10	own web site	10
vho.ca	10	vho.ca	10	/davidm	30
bcitfsa.ca	10	gkn.ca **or** gerardhivon.com	60	gkn.ca **or** gerardhivon.com	60
/davidm	30				
Total Marks	**60**		**80**		**100**