



Course Outline

A POLYTECHNIC INSTITUTION

School of Business

Program: BMGT

Option:

BUSA4620
Internet Applications

Start Date: January 2011

End Date: March 2011

Total Hours: 30 **Total Weeks:** 10

Term/Level: 4 **Course Credits:** 2

Hours/Week: 3 **Lecture:** 1 **Lab:** 2

Shop: **Seminar:** **Other:**

Prerequisites

Course No. **Course Name**

N/A N/A

Course Description

Strengthens the understanding of the role of the Internet in a business setting. Continues the development of web building skills and looks at the benefits and limitations of the Internet and its supporting software. A major component of the course is the planning and development of a small business web site.

Evaluation

Lab Exercises* (5 @ 5% each)	25	%	Comments: Policy: 1. Students must achieve a minimum average 50% on their exam and lab exercises before any account of group assignment marks is made. If you do not achieve a minimum average of 50% on your combined quizzes and lab exercises, you will have failed this course – in this event, your group assignments mark will not be considered as a part of your final mark. 2. Compliance with the "Course Notes (Policies and Procedures)" sections (see page 3).
Exam	35	%	
Project	40	%	
TOTAL	100	%	

* Please note: All graded lab exercises must be completed individually by students while in their lab. Missed lab assignments cannot be re-submitted.

Course Learning Outcomes/Competencies

Upon successful completion of the 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*

Verification

I verify that the content of this course outline is current.

David Meers
Authoring Instructor

2010-12-19
Date

I verify that this course outline has been reviewed.

Program Head/Chief Instructor

Date

I verify that this course outline complies with BCIT policy.

David Horspool
Dean/Associate Dean

Date

Note: Should changes be required to the content of this course outline, students will be given reasonable notice.

Instructor(s)

David Meers

Office Location: SE6-317

Office Phone: (604) 412-7496

Office Hrs.: Posted outside
instructor office or
see course web site

E-mail Address: David_Meers@bcit.ca

Learning Resources

Required:

1. N/A

Recommended:

2. USB memory stick, to store your web files.

Information for Students

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

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 may be made for **documented** medical reasons or extenuating circumstances. In such a case, it is the responsibility of the student to inform the instructor **immediately**.

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.

Attendance: The attendance policy as outlined in the current BCIT Policy 5101 will be enforced. Students are required to attend all classes. Attendance will be taken in labs and occasionally in lectures. Students who miss more than 10% of classes may be required to withdraw from the course thereby receiving a failing grade. If students are sick, a medical note is required to avoid these absences from counting towards 10% limit.

Illness: A doctor's note is required for any illness causing you to miss assignments, quizzes, tests, projects, or exam. At the discretion of the instructor, you may complete the work missed or have the work prorated.

Attempts: Students must successfully complete a course within a maximum of three attempts at the course. Students with two attempts in a single course will be allowed to repeat the course only upon special written

permission from the Associate Dean. Students who have not successfully completed a course within three attempts will not be eligible to graduate from the appropriate program.

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

Assignment Details

Project (group): Small Business Web Site (40% of course evaluation)

You will complete a small business web site in groups of up to four from your set only. There are two parts to the project: the web site, and the web site documentation. Both the web site and the documentation are due on **Friday, March 24th before 4:30PM**.

Lab Assignments (individual): (25% of course evaluation)

All lab assignments (5 in total) are due at the end of your lab unless otherwise stated. All assignments should be saved to your personal files and a copy submitted to the appropriate file folder on the Share_In drive. Late assignments will be penalized 20% per day.

The assignment naming convention for assignments submitted to the Share-In shall be as follows (the example is for a Word assignment submitted by three students with the Santarossa, Edwards, and Gonzales surnames):

Santarossa Edwards Gonzales Assign 2.docx

If someone in your set has the same surname, then place your first name initial(s) after your surname to distinguish yourself from a fellow student with the same surname (in this example, there was another student in the set with the "Edwards" surname, so the letter "C" for "Carol" was placed after the surname):

Santarossa Edwards C Gonzales Assign 2.docx

Failure to observe the above naming convention will result in an automatic 10% deduction from your assignment mark. Files without a file extension (the file icon will appear as a Windows logo instead of a PowerPoint, Word or Access icon) or that have not been uploaded to the appropriate folder will receive an automatic 0%.

Schedule

	Lecture (Wednesdays)	Lab (Thursdays)	Notes / Due Dates
Week 1	<u>Jan 5</u> Course Introduction Project Introduction Basic html	<u>Jan 6</u> Lab Assignment 1	
Week 2	<u>Jan 12</u> CSS Project Storyboard	<u>Jan 13</u> Lab Assignment 2	
Week 3	<u>Jan 19</u> Navigation Forms Design Basics	<u>Jan 20</u> Lab Assignment 3	
Week 4	<u>Jan 26</u> Adding Media	<u>Jan 27</u> Lab Assignment 4	
Week 5	<u>Feb 2</u> Adobe Contribute	<u>Feb 3</u> Lab Assignment 5	
Week 6	<u>Feb 9</u> Marketing your Web Site	<u>Feb 10</u> Exam – In Lab	
Week 7	<u>Feb 16</u> Project Development	<u>Feb 17</u> Project	
Week 8	<u>Feb 23</u> Project Development	<u>Feb 24</u> Project	
Week 9	<u>Mar 2</u> Project Development	<u>Mar 3</u> Project	Project: Business Web Site due Friday, Mar 4th, before 4:30 PM
Week 10	Exam Week		