

7. e-Business Website Design for Managers

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| Module Number: TBA | Module Title: e-Business Website Design for Managers | |
| Module Status: Core | | |
| Semester: 2 | Level: M (7) | Credits: 15 |
| Module Leader: Áine McManus & John Sheppard | | |
| Direct/Assisted Learning Hours: 48 | Lectures: 36 Seminars/Workshops 12 | Independent Student Learning: 104 |
| Assessment Mode & Weighting: Class Participation 10%; Coursework 90%; | | |
| Prerequisites: None Concurrent Module: None Post Requisites: None Advisory Constraints: None | | |

1. Rationale for Module

The last decade has seen a lot of research and growth in the development of the internet and its possible applications. Two of these applications are advertising and online trading. Many companies advertise on search engines such as Google on a pay per click basis. Online shops such as Amazon have the ability to reach customers worldwide. This module is designed to enhance students understanding and appreciation of the possibilities that the internet can provide in business.

2. Principal Modules Aim

The aim of this module is to provide the student with the skills and practical experience to be able to create effective Web Sites. This involves the planning, prototyping, coding, verifying and launching of the web site. It will also offer the e-business manager the skills and experience to properly manage much larger web-site developments and/or e-commerce/e-business implementations from both the management and technical perspectives. Students will also study copyright, patent protection for software and business methods, domain name disputes and other intellectual property issues on the Internet, contractual issues of on-line trading, public key infrastructure and electronic transactions, privacy and data protection.

3. Learning outcomes

On successful completion of this module the student will be able to;

- Plan, design and evaluate commercially oriented websites in a range of subject areas. **(EBWDL1)**
- Confidently use web design tools and software. **(EBWDL2)**
- Create interactive web pages, forms and reports in accordance with W3C standards. **EBWD (L3)**
- Integrate a backend database with a website. **(EBWDL4)**
- Adhere to current data protection and security legislation. **(EBWDL5)**
- Cyberlaw: Legal aspects of IT and e-commerce includes areas such as copyright, intellectual property, e-contracts, jurisdiction, defamation, privacy, software piracy, domain names vs trade-marks, and other issues. **(EBWDL6)**

4. Teaching and Learning Strategies

This module will be delivered through a combination of lectures, tutorials and lab work. Lectures will address the key course topics, especially in terms of covering the entire relevant academic and conceptual issues of developing a profitable effective and efficient website.

The tutorials will be interactive and provide a forum in which to develop the student's ability to articulate and present ideas in a group environment. Lab work will take a practical approach enabling students to develop interactive websites.

5. Indicative Content

- Introduction to the World Wide Web (WWW) structure, Website Design and the requirements of setting up and running a website.
- Introduction to the basics of Hyper Text Markup Language (HTML 4.01) coding and the structure of a web page in accordance with W3C standards.
- Introduction to the W3C standard XHTML.
- Reviewing websites for good and bad practice and effective planning and collation of information for an efficient website.
- Practical overview of web design software and graphics software.
- Introduction to Dreamweaver, understanding the working environment and how to create a website using Dreamweaver.

- Introduction to Graphics and the web, understanding issues relating directly to web graphics, creating graphics and optimizing them for the web.
- Introduction to animation techniques.
- Introduction to more advanced web design, Cascading Style Sheets (CSS), JavaScript etc.
- Interactive website design - how to add interactivity effectively to enhance a website (JavaScript, Flash, GIF Animation, Video, Sound and other multimedia features)
- Advanced forms of interactivity to include Database interactivity (server-side connectivity including PHP, putty, CGI scripting MySQL).
- Introduction to setting up an online catalogue, bespoke and using industry standard software packages.
- Understanding the legal and security issues associated with setting up and running an online store.
- Data Protection - issues relating to content management, Online Privacy Protection Acts, Privacy Laws, Data Sharing, Liability of Hyperlinkers, Content Aggregators, Intellectual Property, Public Procurement Regulations and IT accessibility, Copyright.
- Payment Gateways – overview of options available to businesses wishing to take online payments (PayPal, BPay, e-Payment, e4sure, CyberCash, PlanetPayment, Webpay and many more)

6. Assessment Strategy

Student assessment is divided into three sections.

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| (1) Project Work - 3000 words (min.) – 5000 words (max.) | 30 % |
| (2) Final Examination – 3 Hours | 60 % |
| (3) Class Participation | 10% |

7. Indicative Reading/Research

Essential Texts

Zeldman, J., (2006) *Designing with Web Standards*, New Riders, ISBN: 0321385551

Freeman, Eric, Freeman., Elisabeth and Bates, Bert, (2006) *Head First HTML with CSS & XHTML*, O'Reilly, ISBN: 059610197X

Supplementary Texts:

Shea, D. and Holzschlag, M. E., (2005) *The ZEN of CSS Design: Visual Enlightenment for the Web*, Peachpit Press, ISBN: 0321303474

Musciano, C. and Kennedy, B., (2002) *HTML & XHTML: The Definitive Guide, Fifth Edition*, O'Reilly Media, Inc.; 5 Edition, ISBN: 059600382X

Niederst, J., (1998) *Web Design in a Nutshell: A Desktop Quick Reference* O'Reilly; 1st Edition, ISBN: 1565925157

Spainhour, S. and Eckstein, R., (2002) *Webmaster in a Nutshell*, O'Reilly Media, Inc.; 3rd Edition, ISBN: 0596003579

Meyer, E. A., (2004) *Cascading Style Sheets: The Definitive Guide*, 2nd Edition, O'Reilly Media, Inc.; 2 Edition, ISBN: 0596005253

Nielsen, J., (1999) *Designing Web Usability: The Practice of Simplicity*, New Riders Press; 1st Edition, ISBN: 156205810X