

## Faculty of Commerce and Administration

### School of Information Management

# ELCM 251 Introduction to Internet Design and Development

Second Trimester 2005

## COURSE OUTLINE

### Contact Details

		Room	Tel.	E-mail
<b>Course Coordinator</b>	Dr. Sitalakshmi Venkatraman	EA231	463 6885	<a href="mailto:Sita.Venkatraman@vuw.ac.nz">Sita.Venkatraman@vuw.ac.nz</a>
<b>Senior Tutor</b>	Mr. Allan Sylvester	EA110	463 6659	<a href="mailto:Allan.Sylvester@vuw.ac.nz">Allan.Sylvester@vuw.ac.nz</a>

*(See office hours on Blackboard, under the Staff Information folder. Please make an appointment if you wish to see any of the staff involved in this course.)*

### Notes

- Please contact the Senior Tutor (Allan Sylvester) if you have any enquiries regarding administration of the course. Allan is responsible for the day-to-day administration of the course, including:
  - record keeping and administrative queries
  - assignment queries
  - workshop attendance, illness, due dates, etc.
- All questions about software applications and the practical techniques of building pages should be directed to the lab instructors/tutors of the course, during the workshop.
- If you have questions about lecture content or readings, please raise them with the Lecturer after the lecture session on Fridays. The Lecturer will generally be happy to field questions for an extended time after class.
- All queries related to assignment submissions, extensions, assignment/test remarking, and lab and workshop allocations should be directed to Allan in the first instance.

## **Class Times and Room Numbers**

LECTURES (2 hours/week) **MC LT103**

Friday 12-2pm

WORKSHOPS (2 hours/week) **MY201**

Tuesday 9:00 – 11:00am

Thursday 3:10 – 5:00pm

**(Sign-up and attend one workshop only)**

EXAM 10 Oct – 5 Nov

## **Course Objectives**

This course provides an introduction to the principles, theories, technologies and applications of Web application design and development. The course gives students an initial experience in designing and developing practical end-to-end Web-based information systems appropriate for supporting modern e-businesses.

At the conclusion of this course students will:

1. Understand the roles and significance of Internet in e-business.
2. Understand the concepts of Web architecture.
3. Understand the technologies required to design and develop Web-based information systems.
4. Be able to apply the design principles for Web applications.
5. Be able to develop, test and deploy Web applications.
6. Understand the concepts of Internet security in e-business applications.
7. Understand the future trends in modern e-business application development.

The assignment is aimed at testing the students on applying the design principles for Web applications (Part 1) and the ability to develop, test and deploy them (Part 2). The exam evaluates the understanding of the the principles, theories and technologies of Web application design and development

## **Prerequisite**

Students are expected to have passed, and be familiar with the material from INFO101 and INFO102 (or INFO212 prior to 2005).

## **Restrictions**

You may not be enrolled in ELCM251 if you have already passed ELCM202.

## Course Content

### Schedule

Date	Lecture/ Workshop	Topic
<b>WEEK 1</b>		
8 July	Lecture 1	<b>Introduction to Internet and Course Outline</b>
	<i>Reading</i>	Chapter 1 (Knuckles);
	Workshop	No Workshop
<b>WEEK 2</b>		
15 July	Lecture 2	<b>Web Architecture and Web Publishing</b>
	<i>Reading</i>	Chapter 1 (Knuckles); Chapter 1 (Julian): Lesson 1-4
	Workshop 1	Introduction to DreamWeaver MX 2004
<b>WEEK 3</b>		
22 July	Lecture 3	<b>Web Site Design Considerations</b>
	<i>Reading</i>	Chapters 3 and 4 (Knuckles); Chapter 1 (Julian): Lesson 5-8
	Workshop 2	Designing Web Pages + Understanding your Assignment
<b>WEEK 4</b>		
29 July	Lecture 4	<b>Multimedia Design and Usability</b>
	<i>Reading</i>	Chapters 5 and 6 (Knuckles); Chapter 2 (Julian): Lesson 1-2
	Workshop 3	Building your Web Site + Assignment Part 1
<b>WEEK 5</b>		
5 Aug	Lecture 5	<b>Introduction to HTML</b>
	<i>Reading</i>	Chapter 2 (Knuckles); Chapter 2 (Julian): Lesson 3-4
	Workshop 4	Working with Multimedia and Web Publishing
<b>WEEK 6</b>		
12 Aug	Lecture 6	<b>Web Interfaces</b>
	<i>Reading</i>	Chapter 7-8 (Knuckles); Chapter 2 (Julian): Lesson 6-8
	Workshop 5	Working with HTML Tools
<b>12 Aug</b>		<b>Submission of Assignment – Part 1: Due 11:00am</b>
<b>13/08 – 28/08</b>		<b>Mid-trimester break</b>

<b>Date</b>	<b>Lecture &amp; Workshop</b>	<b>Topic</b>
<b>WEEK 7</b>		
2 Sep	Lecture 7	<b>Introduction to Scripting Languages</b>
	<i>Reading</i>	Chapters 8 (Knuckles); Chapter 4 (Julian): Lesson 1-8
	Workshop 6	Linking the Site
<b>WEEK 8</b>		
9 Sep	Lecture 8	<b>Web Project Development</b>
	<i>Reading</i>	Chapters 2 & 4 (Knuckles); Chapter 5(Julian): Lesson 1-8
	Workshop 7	Introduction to JavaScript + More about Graphics
<b>WEEK 9</b>		
16 Sep	Lecture 9	<b>Web Site Evaluation and Testing</b>
	<i>Reading</i>	TBA on Blackboard; Chapter 7 (Julian): Lesson 4-8
	Workshop 8	Advanced Web Features + Assignment Part 2
<b>WEEK 10</b>		
23 Sep	Lecture 10	<b>Internet Security</b>
	<i>Reading</i>	TBA on Blackboard
	Workshop 9	Web Site Testing
<b>WEEK 11</b>		
30 Sep	Lecture 11	<b>Modern E-Business Applications</b>
	<i>Reading</i>	TBA on Blackboard
	Workshop 10	Completing Your Assignment Part 2
<b>30 Sep</b>		<b>Submission of Assignment – Part 2: Due 5:00pm</b>
<b>WEEK 12</b>		
<i>Revision and Exam Readiness</i>		
7 Oct	Lecture 12	<b>Future Trends and Course Review</b>
	Workshop 11	Assignment Part 2 Demo and Evaluation

## Readings

Workshop Reference (Mandatory to buy – REQUIRED for lab exercises): Julian Rickards (2005). Essentials for Design Macromedia® Dreamweaver® MX 2004- Level 1; Prentice Hall. ISBN: 0-13-146842-1 Available in the Victoria University bookshop.

Lecture Reference (Recommended for Reading - Optional to buy): Craig D. Knuckles, David S. Yuen (2004). Web Applications: Concepts & Real World Design; John Wiley. ISBN: 0-471-20458-7.

## Materials and Equipment

Students are expected to have the following for each workshop:

- A computer account by the 1st week of the term
- A floppy disk/ USB drives/ CD to save all work
- Have read the chapter(s) and workshop materials prior to their allocated workshop time so that you are ready to begin work as soon as you arrive
- **Your Workshop Reference book and copies of the exercises posted on Blackboard must be brought to the lab.**

## Assessment Requirements

<u>Assessment Components</u>	<u>%</u>	<u>Due Date</u>
Individual Assignment –Part 1	30	12 August 11 a.m.
Individual Assignment –Part 2	30	30 September 5 p.m.
Final Exam (2 hours)	40	
TOTAL	100	

Final Exam: This will be a 2 hr supervised examination held at Victoria University. The specific date, time and location for the exam will be advised closer to the time. Unless otherwise stated, all material covered during the course will be assessable. Details will be advised closer to the date.

## Important Notes:

- *No extension is possible based on a student's workload. You are expected to manage your workload to ensure there is sufficient time to complete assessments as required.*
- *You are expected to back up your work – From time to time files are lost, computers crash, etc., so it is critical that you get into the habit of backing up important files (on floppy disk or USB drive, for example). You should upload “work in progress” to your course web-site regularly.*
- *Do not leave submitting your work to the last minute – technology problems do occur (especially on the day an assignment is due). Be smart and submit it in plenty of time. Extensions will not be granted due to problems with submitting work.*
- *Working together – You are encouraged to discuss aspects of your assignments with others. However, when it is time to develop your solution, **the work must be ENTIRELY your own.** In this way, we will have your perspective on the topic - not someone else's!*

## Assessment Submission

Material for assessment must be submitted to the SIM student S: drives. A protected directory will be made available for every student. You will be shown how to access the S: drives in your scheduled lab sessions.

An automatic 10% penalty will be applied to assignments that are not submitted correctly, or that do not open correctly from an index page, regardless of the circumstances. Assignment submission will be covered in scheduled lab sessions.

## Penalties

In fairness to other students, work submitted after the deadline will incur a 10% penalty (of the marks achieved for the project) for each day (within 24 hours) late. In the event of bereavement or prolonged illness affecting your ability to meet the deadline, discuss your situation with the Senior Tutor as soon as you are able to. You must verify your claim, e.g., produce a medical certificate. By doing so, you agree to the Senior Tutor seeking verification of your documentation. Extensions will only be granted under these conditions.

## Plagiarism and Cheating

Plagiarism is not acceptable in any form by any university. Plagiarism takes many forms and includes:

- Submitting for one course, a piece of your own work which has been written or submitted for another course;
- Copying text, diagrams, images, or code directly from textbooks, the Internet, and other sources without using quotation marks or otherwise acknowledging your source.
- Not acknowledging the sources you have used in your work (i.e., you must cite all references);
- Deliberately copying another student's work.

Work, that shows evidence of plagiarism, will be penalised in line with the seriousness of the case. Minor breaches will result in lowered grades. Deliberate cheating will result in University academic disciplinary procedures being invoked with possible expulsion from the course.

## **Responsibilities for Practicum Arrangements**

### Workshop Allocation Procedure

Sign-up sheets for each available time slot will be available on Blackboard. You must sign up for the workshop sessions yourself in the first week, between 4 and 10 July. Please contact **Allan Sylvester** if you have not signed up at that time. Detailed instructions for signing up your workshop sessions will be announced on Blackboard and discussed at the first lecture. You must select a time slot that fits your timetable and enter your name on only one of the lists provided. Once you have been allocated to a workshop, it is be your responsibility to know where and when your workshop is scheduled.

### Warning

- \* Make sure you bring your personal timetable with you, so that your selected workshop time does not clash with other classes. It will not be easy to change your selection once accepted.
- \* If your name appears on more than one workshop list, the Senior Tutor reserves the right to put you in the workshop of his choice.
- \* Each workshop can take up to 50 students. When a list is full, it is removed from circulation. As the names are entered on a first-come-first-served basis, it is strongly recommended that you attend to this early, otherwise you may be allocated to a less desirable time slot.
- \* If you have any serious problems about the allocations, see the Senior Tutor.

## Lab Access

Information Systems and Electronic Commerce students have access to a range of computer lab facilities. This means that you can still undertake this course even if you don't have a computer at home.

Like all university students you are able to use any SCS computer lab throughout the University (this includes labs in the Murphy building, the Library and in the Law School) as long as you have a current SCS account. If you don't have a current SCS account, contact either of the SCS helpdesk in the library or the Murphy building.

In addition, INFO and ELCM students have access to the purpose built school lab MY201. This lab is located on the second floor of the Murphy building. **Please note that specialist software found in the SIM labs is not available in all the SCS labs.**

There are two kinds of lab access provided for this course:

- 1) Scheduled lab sessions: Lab supervisors will be in attendance, and formal instruction that is a part of the course requirements will be offered during these scheduled sessions. At other times during the scheduled sessions, you will have the opportunity to work independently, and a lab supervisor will be available to assist you and to answer questions. This is your main opportunity to obtain technical help. Your lab supervisors are not obliged to assist you if you have not attended your scheduled sessions. Lab attendance is not compulsory but will be regularly monitored.
- 2) Ad-hoc access: The lab offers 24-hour access via student ID cards unless booked for another class. Students should check the booking schedules on the lab doors before entering a laboratory to ensure
  - (a) they are not interrupting a class and
  - (b) they can finish their work before the next scheduled class. You may be asked to leave by the lab supervisor if the machine you are using is required for a scheduled class.

## **Mandatory Course Requirements**

To pass this course, students must have:

1. correctly enrolled in the course
2. attended at least 8 out of 10 workshops
3. attained at least 40% of the possible marks for the final exam.
4. attained a weighted average over all assessments of at least 50%

## Workload

You are expected to devote a total of 12 hours per week to this course. This is an average workload, and the workload will vary from week to week during the trimester.

## Attendance

Students are expected to attend all lectures and workshops and to complete the recommended readings, weekly.

## **Communication of Additional Information**

All formal notices relating to this course will be posted on the Blackboard system, <http://blackboard.vuw.ac.nz> . You are expected to check for announcements on Blackboard on a regular basis. Please contact the Senior Tutor in order to have a user ID and a password to log in.

## **Faculty of Commerce and Administration Offices**

### Railway West Wing (RWW) - FCA Student Administration Office

The Student Administration Office is located on the ground and first floors of the Railway West Wing. The ground floor counter is the first point of contact for general enquiries and FCA forms. Student Administration Advisers are available to discuss course status and give further advice about FCA qualifications.

### Easterfield (EA) - FCA/Law Kelburn Office

The Kelburn Campus Office for the Faculties of Commerce & Administration and Law is situated in the Easterfield Building - it includes the ground floor reception desk (EA005) and offices 125a to 131 (Level 1). The office, will be open from 9:00 am to 5:00 pm during Trimester 2, offers the following:

- Duty tutors for student contact and advice.
- Information concerning administrative and academic matters.
- FCA Student Administration forms (e.g. application for academic transcripts, requests for degree audit, COP requests).
- Examinations-related information during the examination period.

Please note:

There will be a Student Administration Adviser, from the RWW office, based in EA005 from Monday 27 June to Friday 1 July (9:00 am to 5:00 pm) and from Monday 4 July to Friday 22 July (11:00 am to 1:00 pm).

## **General University Policies and Statutes**

Students should familiarise themselves with the University's policies and statutes, particularly those regarding assessment and course of study requirements, and formal academic grievance procedures.

## **Student Conduct and Staff Conduct**

The Statute on Student Conduct together with the Policy on Staff Conduct ensure that members of the University community are able to work, learn, study and participate in the academic and social aspects of the University's life in an atmosphere of safety and respect. The Statute on Student Conduct contains information on what conduct is prohibited and what steps can be taken if there is a complaint. For queries about complaint procedures under the Statute on Student Conduct, contact the Facilitator and Disputes Adviser. This Statute is available in the Faculty Student Administration Office or on the website at: [www.vuw.ac.nz/policy/StudentConduct](http://www.vuw.ac.nz/policy/StudentConduct).

The policy on Staff Conduct can be found on the VUW website at: [www.vuw.ac.nz/policy/StaffConduct](http://www.vuw.ac.nz/policy/StaffConduct).

## **Academic Grievances**

If you have any academic problems with your course you should talk to the tutor or lecturer concerned or, if you are not satisfied with the result of that meeting, see the Head of School or the Associate Dean (Students) of your Faculty. Class representatives are available to assist you with this process. If, after trying the above channels, you are still unsatisfied, formal grievance procedures can be invoked. These are set out in the Academic Grievance Policy which is published on the VUW website:

[www.vuw.ac.nz/policy/AcademicGrievances](http://www.vuw.ac.nz/policy/AcademicGrievances).



## **Academic Integrity and Plagiarism**

Academic integrity is about honesty – put simply it means **no cheating**. All members of the University community are responsible for upholding academic integrity, which means staff and students are expected to behave honestly, fairly and with respect for others at all times.

Plagiarism is a form of cheating which undermines academic integrity. Plagiarism is **prohibited** at Victoria.

The University defines plagiarism as follows:

Plagiarism is presenting someone else's work as if it were your own, whether you mean to or not.

*'Someone else's work' means anything that is not your own idea, even if it is presented in your own style. It includes material from books, journals or any other printed source, the work of other students or staff, information from the Internet, software programmes and other electronic material, designs and ideas. It also includes the organization or structuring of any such material.*

### ***Plagiarism is not worth the risk.***

Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct ([www.vuw.ac.nz/policy/studentconduct](http://www.vuw.ac.nz/policy/studentconduct)) and may be penalized severely. Consequences of being found guilty of plagiarism can include:

- an oral or written warning
- suspension from class or university
- cancellation of your mark for an assessment or a fail grade for the course.

*Find out more about plagiarism and how to avoid it, on the University's website at: [www.vuw.ac.nz/home/studying/plagiarism.html](http://www.vuw.ac.nz/home/studying/plagiarism.html).*

## **Students with Disabilities**

The University has a policy of reasonable accommodation of the needs of students with disabilities. The policy aims to give students with disabilities an equal opportunity with all other students to demonstrate their abilities. If you have a disability, impairment or chronic medical condition (temporary, permanent or recurring) that may impact on your ability to participate, learn and/or achieve in lectures and tutorials or in meeting the course requirements, then please contact the Course Coordinator as early in the course as possible. Alternatively you may wish to approach a Student Adviser from Disability Support Services to confidentially discuss your individual needs and the options and support that are available. Disability Support Services are located on Level 1, Robert Stout Building, or phoning 463-6070, email: [disability@vuw.ac.nz](mailto:disability@vuw.ac.nz). The name of your School's Disability Liaison Person can be obtained from the Administrative Assistant or the School Prospectus.

## **Student Support**

Staff at Victoria want students' learning experiences at the University to be positive. If your academic progress is causing you concern, please contact the relevant Course Co-ordinator, or Associate Dean who will either help you directly or put you in contact with someone who can.

The Student Services Group is also available to provide a variety of support and services. Find out more at [www.vuw.ac.nz/st\\_services/](http://www.vuw.ac.nz/st_services/) or email [student-services@vuw.ac.nz](mailto:student-services@vuw.ac.nz).

VUWSA employs two Education Coordinators who deal with academic problems and provide support, advice and advocacy services, as well as organising class representatives and faculty delegates. The Education Office is located on the ground floor, Student Union Building, phone 463 6983 or 463 6984, email [education@vuwsa.org.nz](mailto:education@vuwsa.org.nz).

### **Maori and Pacific Mentoring programme (Manaaki Pihipihinga)**

This is a free programme of mentoring for Maori and Pacific students doing first year courses within the Faculty of Commerce and Administration. Weekly one hour mentoring sessions: drafting and editing assignments/discussing any questions that you might have from tutorials or lectures and going over every aspect of essay writing, either in small group sessions or on a one-to-one basis.

This includes:

- A computer suite hooked up to cyber commons for students to use to produce their assignments.
- Regular skill-based workshops with a learning adviser from Student Learning Support Services.
- Networking with other Maori and Pacific support groups throughout the university.

For more information please contact:

Melissa Dunlop, Programme Coordinator

Ph: 463 6015 or Email: [Maori-Pacific-Mentoring@vuw.ac.nz](mailto:Maori-Pacific-Mentoring@vuw.ac.nz)