

Faculty of Commerce and Administration

School of Information Management

ELCM 251 Introduction to Internet Design and Development

Trimester Two 2006

COURSE OUTLINE

Contact Details

		Room	Tel.	E-mail
Course Coordinator	Dr. Sitalakshmi Venkatraman	EA231	463 6885	Sita.Venkatraman@vuw.ac.nz
Senior Tutor	Ms. Chia-Wen Fang, Jennifer	EA111	463 6998	Jennifer.Fang@vuw.ac.nz

(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, Jennifer if you have any enquiries regarding administration of the course. The Senior Tutor 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 in the course.
- If you have questions about lecture content or readings, please raise them with the Lecturer after the lecture session on Wednesdays. The Lecturer will generally be happy to answer questions during lectures (if time permits) or afterwards.
- All queries related to assignment submissions, extensions, assignment remarking, and lab and workshop allocations should be directed to the Senior Tutor in the first instance.

Class Times and Room Numbers

LECTURES (2 hours/week) **MC LT101**
Wednesday 9.00 - 10.50 am

WORKSHOPS (2 hours/week) **MY201**
Tuesday 9:00 – 11:00 am
Tuesday 4:10 – 6:00pm
(Sign-up and attend one workshop only)

EXAM 16 Oct – 10 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
WEEK 1		
12 July	Lecture 1	Introduction to Internet and Course Outline
	<i>Reading</i>	Chapter 1 (Knuckles);
	Workshop	No Workshop
WEEK 2		
19 July	Lecture 2	Web Architecture and Web Publishing
	<i>Reading</i>	Chapter 1 (Knuckles); Chapter 1 (Julian): Lesson 1-4
	Workshop 1	Introduction to DreamWeaver MX 2004
WEEK 3		
26 July	Lecture 3	Web Site Design Considerations
	<i>Reading</i>	Chapters 3 and 4 (Knuckles); Chapter 1 (Julian): Lesson 5-8
	Workshop 2	Designing Web Pages + Understanding your Assignment
WEEK 4		
2 Aug	Lecture 4	Multimedia Design and Usability
	<i>Reading</i>	Chapters 5 and 6 (Knuckles); Chapter 2 (Julian): Lesson 1-2
	Workshop 3	Building your Web Site + Assignment Part 1
WEEK 5		
9 Aug	Lecture 5	Introduction to HTML
	<i>Reading</i>	Chapter 2 (Knuckles); Chapter 2 (Julian): Lesson 3-4
	Workshop 4	Working with Multimedia and Web Publishing
WEEK 6		
16 Aug	Lecture 6	Web Interfaces
	<i>Reading</i>	Chapter 7-8 (Knuckles); Chapter 2 (Julian): Lesson 6-8
	Workshop 5	Working with HTML Tools
18 Aug		Submission of Assignment – Part 1: Due 11:00am
21/08 – 03/09		Mid-trimester break

Date	Lecture & Workshop	Topic
WEEK 7		
6 Sep	Lecture 7	Introduction to Scripting Languages
	<i>Reading</i>	Chapters 3 & 8 (Knuckles); Chapter 4 (Julian): Lesson 1-8
	Workshop 6	Linking the Site
WEEK 8		
13 Sep	Lecture 8	Web Project Development
	<i>Reading</i>	Chapter 4 (Knuckles); Chapter 5(Julian): Lesson 1-8
	Workshop 7	Introduction to JavaScript + More about Graphics
WEEK 9		
20 Sep	Lecture 9	Web Site Evaluation and Testing
	<i>Reading</i>	TBA on Blackboard; Chapter 7 (Julian): Lesson 4-8
	Workshop 8	Advanced Web Features + Assignment Part 2
WEEK 10		
27 Sep	Lecture 10	Internet Security
	<i>Reading</i>	TBA on Blackboard
	Workshop 9	Web Site Testing
WEEK 11		
4 Oct	Lecture 11	Modern E-Business Applications
	<i>Reading</i>	TBA on Blackboard
	Workshop 10	Completing Your Assignment Part 2
6 Oct		Submission of Assignment – Part 2: Due 5:00pm
WEEK 12		
<i>Revision and Exam Readiness</i>		
11 Oct	Lecture 12	Future Trends and Course Review
	Workshop 11	Assignment Part 2 Demo and Evaluation

Expected Workload

You are expected to devote a total of 12 hours per week for 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.

Group Work

There is no group work and all assessments are based on individual work.

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 USB drive / 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	18 August 11 a.m.
Individual Assignment –Part 2	30	06 October 5 p.m.
Final Exam (2 hours)	40	
TOTAL	100	

Final Exam: This will be a 2 hr supervised closed-book 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 flash 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 / Course Coordinator 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.

Responsibilities for Practicum Arrangements

Workshop Allocation Procedure

The workshop sign up will be conducted by using a workshop sign-up system. The detailed instruction will be announced on the blackboard and discussed during the first lecture. You must sign up for the workshop sessions yourself in the first week, from 12th to 19th July. Please contact the **Senior Tutor, Jennifer** if you have not signed up within that time. You must select a time slot that fits your timetable and choose only one of the two slots provided. Once you have been allocated to a workshop, it is 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 and signed off at least 8 out of 10 workshops You will complete a quiz exercise during certain workshops (Workshops 2, 5 6 and 7) and it is your responsibility to show your answers to the tutors to get the workshop signed off. This is part of your attendance requirements and no marks are awarded for the quiz.
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%

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 and Academic Services Office

The Faculty's Student and Academic Services 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. To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

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

The Kelburn Campus Office for the Faculties of Commerce and Administration, Education 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 is available for the following:

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

To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

General University Policies and Statutes

Students should familiarise themselves with the University's policies and statutes, particularly the Assessment Statute, the Personal Courses of Study Statute, the Statute on Student Conduct and any statutes relating to the particular qualifications being studied; see the Victoria University Calendar available in hard copy or under 'About Victoria' on the VUW home page at www.vuw.ac.nz.

Student 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 are to be taken if there is a complaint. For information about complaint procedures under the Statute on Student Conduct, contact the Facilitator and Disputes Advisor or refer to the statute on the VUW policy website at 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.

Academic Grievances

If you have any academic problems with your course you should talk to the tutor or lecturer concerned; class representatives may be able to help you in this. If you are not satisfied with the result of that meeting, see the Head of School or the relevant Associate Dean; VUWSA Education Coordinators are available to assist in 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 Grievances Policy which is published on the VUW website at 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. The University defines plagiarism as follows:

The presentation of the work of another person or other persons as if it were one's own, whether intended or not. This includes published or unpublished work, material on the Internet and the work of other student or staff.

It is still plagiarism even if you re-structure the material or present it in your own style or words.

Note: It is however, perfectly acceptable to include the work of others as long as that is acknowledged by appropriate referencing.

Plagiarism is prohibited at Victoria and is not worth the risk. Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct and may be penalised severely. Consequences of being found guilty of plagiarism can include:

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

Find out more about plagiarism, and how to avoid it, on the University's website at www.vuw.ac.nz/home/studying/plagiarism.html.

Students with Impairments

The University has a policy of reasonable accommodation of the needs of students with disabilities. The policy aims to give students with disabilities the same opportunity as 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, 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 (DSS) to discuss your individual needs and the available options and support on a confidential basis. DSS are located on Level 1, Robert Stout Building, telephone (04) 463 6070, email disability@vuw.ac.nz. The name of your School's Disability Liaison Person is in the relevant prospectus or can be obtained from the School Office or DSS.

Student Support

Staff at Victoria want students to have positive learning experiences at the University. Each Faculty has a designated staff member who can either help you directly if your academic progress is causing you concern, or quickly put you in contact with someone who can. Assistance for specific groups is also available from the Kaiwawao Māori, Manaaki Pihipihinga or Victoria International.

In addition, the Student Services Group (email student-services@vuw.ac.nz) is available to provide a variety of support and services. Find out more at www.vuw.ac.nz/st_services/.

VUWSA employs 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 (tel. 04 463 6983 or 04 463 6984, email education@vuwsa.org.nz) is located on the ground floor, Student Union Building.

Manaaki Pihipihinga - Maori and Pacific Mentoring Programme (Faculty of Commerce and Administration)

This is a mentoring service for Maori and Pacific students studying at all levels. Weekly one hour sessions are held at the Kelburn and Pipitea Campuses in the Mentoring Rooms, 14 Kelburn Parade, and Room 210 and 211, Level 2, Railway West Wing. Sessions cover drafting and discussing assignments, essay writing, and any questions that may arise from tutorials and/or lectures. A computer suite networked to Cyber Commons is available for student use.

To register with Manaaki Pihipihinga, please contact one of the following:

Puawai Wereta
Room 210, Level 2
Railway West Wing
Tel. (04) 463 8997
Email: Puawai.Wereta@vuw.ac.nz

Fa'afai Seiuli
Room 109 B
14 Kelburn Parade
Tel. (04) 463 5842
Email: Faafoi.Seiuli@vuw.ac.nz