



INSS 701 - INTERNET DEVELOPMENT FOR BUSINESS

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[\(assignments\)](#)[\(take-home exam\)](#)[\(project\)](#)[\(outline\)](#)

COURSE OBJECTIVES

The objective of this course is the study of the Internet and its importance for business, through hands-on experience of the main Internet services and applications, emphasizing the World Wide Web (Web). Hypertext Markup Language (HTML) concepts and tools, including graphical and text-oriented editors. Business graphics and audio content in Web pages. Introduction to Web pages dynamic content using JavaScript and CGI. Analysis, design, implementation and maintenance of simple business sites using hypermedia and the Web. Uses of the Internet for business. Electronic Commerce strategic areas. Marketing, Customer Service, Cost Control and Information uses.

When you complete this course you will have:

1. your resume on-line (home page), using graphics and your picture.
2. the experience of modifying or creating a simple business site on the Web (previous students got jobs, and even opened a business to develop pages for business).
3. learned how companies are using the Web to market their products and the strategic areas of successful electronic commerce businesses.
4. learned how companies are providing on-line customer support in a world-wide basis using this new media.

Each class meeting will be comprised of two parts:

1. technical aspects of Web site development using text-like commands in HTML. You will do six hands-on exercises on Web site development.
 2. business aspects of Web site development: detailed study of how to develop and run an online business. You will work in a group create a simple business Web site.
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ASSIGNMENTS AND GRADING

Assignments (6)	60%
Take-home exam	15%
Project (business site)	25%

Assignments

All assignments are to be done individually and placed in your UB Web space. The URL (address) of your assignments should be posted in the corresponding ASSIGNMENT area (Assignment 1, Assignment 2, etc).

1. Post two files in your UB Web space.
2. Draft of individual home page.
3. Home page with picture, background color and links.
4. Page with favorite sites using tables and/or style sheets.
5. Page with frames and form as the default page.
6. Page with frames with imagemap in the left side.

Take-home exam

This is a take-home, modified multiple choice, exam to be done individually and will include the technical and business aspects covered in the first six week of classes. The exam will be distributed June 29 in the CONFERENCE area under Take-Home Exam. Your answers are to be posted in the ASSIGNMENT area under Take-Home Exam by **July 13**.

Project

The maintenance or development of a home page (presentation) for an organization, in groups of four students. Select a group to join in the Conference area of WebTycho by **June 8**.

Each group will have three options for doing the project:

1. develop a Web site for a small-size or public/not-for-profit organization client of your choice.
2. re-design an existing Web site for a small-size or public/not-for-profit organization with the participation of a client (you re-design the site to be used by the client), or without the participation of a client (you re-design the site just for the course).
3. develop a Web site for a fictitious organization using your group imagination and creativity.

Of course, you can also develop a Web site for your own organization, or another group member organization. I would suggest to keep it small, as public/not-for-profit organizations generally are. The Web sites should be comprised of about five Web pages. See the [criteria](#) I will use to evaluate projects. This is the Summer and the pace is hectic.

Project milestones:

1. Group selection -- 06/8
 2. Project Web site selection -- 06/22
 3. Project [proposal](#) due -- 06/29
 4. Project Web site due -- 07/20
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TEXTBOOKS

Sybex. [HTML Complete](#), Sybex, 3rd edition. ISBN: 0-7821-4209-5, April 2003.

Belew, S. and Elad J. [Starting an Online Business](#), Wiley, 0-7645-9929-1, October 2006

OUTLINE

Week of	Technical aspects	Business aspects	Assignments
05/27	Web Browsing, Internet Explorer and Firefox, your Web home space at UB.	Uses of Internet for Business	1. Post files in the UB home server Introduce yourself
06/03	Essential HTML, NVU: a free development tool, Using Word in development: pros and cons. (2-5)	The design of business Web sites {III:1-3}	2. draft of individual home page posted in home Select a group for project
06/10	Background colors, Graphics, Sounds and Lists (7,10,15).	E-Commerce strategic areas {IV:1-3}.	3. Home page with picture, background color and links.
06/17	Tables and style sheets for page formatting (11,12,16.)	Marketing uses {VI:1-3}	4. new page with favorite sites using tables and/or style sheets. Project selection due
06/24	Frames and Forms. CGIs and using FormMail (8,9,17).	Customer Service uses {VI:5-7}	5. Page with frames and form as the default page. Project proposal due
07/01	Client-side imagemaps. (10)	Cost Control, Publishing and Not-for-profit uses. {IX:1-5}	6. Page with frames with imagemap in the left side. Project group work
07/8	JavaScript introduction and applets.	Storefront Selling {VIII:1-5}	Take-home exam due July 13 Project group work
07/15	Tools for site development: FrontPage and Dreamweaver.	Internet Security {V:1-5}	Project due July 20.

Note: The numbers in parenthesis indicate the chapters in the HTML Complete Textbook, e.g. (2) means chapter 2. Curly brackets { } indicate chapters in the books in the Starting an online Business textbook, e.g. {V:1-5} means chapters 1 to 5 of book five.

This page is maintained by [Al Bento](#) who can be reached at abento@ubalt.edu. This page was last updated on May 11, 2008. Although we will attempt to keep this information accurate, we can not guarantee the accuracy of the information provided.