

Southeast Missouri State University

Department of Management

Course No. MG440

Title of Course: Web Development Tools

Spring 2000

- I. Catalog Description: This course will focus on developing a World Wide Web presence using Web-centered technologies. Topics include HTML, security, scripting languages, database connectivity. (3)
- II. Prerequisite(s): IS130 Visual Basic Programming I and MG420 Telecommunication Management with a minimum grade of "C"
- III. Purposes or Objectives of the Course: Upon completion of this course, the student should be able to:
 - A. Identify and discuss the key elements of web site design.
 - B. Demonstrate the ability to use Web page code editors to create Web pages and HTML coding to edit the pages.
 - C. Describe and provide examples of methods used to provide dynamic Web pages.
 - D. Plan, design and develop a corporate Web site.
- IV. Expectations of Students:
 - A. Students will complete all assigned readings in textbook, handouts and relevant professional journal articles.
 - B. Students will read and summarize two professional publication articles each week in order to gain insight into industry trends and standards.
 - C. Students will participate in classroom discussions and activities.
 - D. Students will demonstrate achievement of course objectives through exams and projects.
 - E. Students will develop individual projects in which they will create and maintain Web pages, scripts, and tools using languages and techniques discussed in class and reading materials.
- V. Course Content or Outline:
 - A. Introduction to the Elements of Web Site Design (5)
 - 1. Analysis of user interfaces
 - 2. Analysis of flow elements such as content, navigation, visual presentation
 - 3. Discussion of site content and content appropriateness for hypertext systems
 - B. Site Development and Maintenance Considerations (6)
 - 1. Analysis of process to be placed on the web

2. Design of possible web site
 3. Construction of web site pages
 4. Testing and correction of the site's pages
 5. Implementation of the web site
 6. Maintenance of the web site after the development is complete
- C. Code Editors (4)
1. Netscape communicator
 2. FrontPage
- D. HTML, DHTML, CSS with Emphasis on HTML (5)
- E. Multi-sensory Systems and Multimedia on the Web (8)
- F. Password Protection, Security, and Firewalls (6)
- G. Scripting Languages (11)
1. JavaScript
 2. Visual Basic Script & ASP
 3. SQL and database connectivity
- VI. Textbook(s) and/or Other Required Materials or Equipment:
- A. Textbooks
1. Lee, *Internet Programming with VBScript and JavaScript*, Course Technology, 2000.
 2. Morrison and Morrison, *Database Driven Web Sites*, Course Technology, 2000.
 3. Perry and Schneider, *Electronic Commerce*, Course Technology, 2000.
 4. M. Rees, A. White, and B. White, *Multimedia*, 1st ed., Prentice Hall, 2000.
 5. H. M. Deitel, P. J. Deitel, and T. R. Nieto, *Complete Internet and World Wide Web How to Program Training Course*, Student ed., 1st ed., Prentice Hall, 2000.
- B. Professional Journal Publications
- C. Other References as Needed
- D. Access to Windows NT Server with FrontPage Extensions for Creating Database Programs Using Access and FrontPage.
- VII. Basis for Student Evaluation:
- A. Quizzes/Tests
- B. Homework assignments and weekly article summaries
- C. Individual project
- D. Classroom participation