DBUS 2080 – Ecommerce Platforms
(previously Digital Platforms and Website Development)
Time and Classroom: Mon 2:00PM - 4:50PM; Chilton 387
Office Hour: Mon 1:00 am - 1:50 am
Instructor: Dr. Bugao Xu
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Course website (Canvas): https://unt.instructure.com/courses/119150

COURSE DESCRIPTION

This course introduces the foundational principles, key concepts, and essential practices of ecommerce platforms for online business. It offers practical, hands-on training with the core digital skills required to succeed in the online marketplace.

COURSE OBJECTIVES

- Understand main concepts of e-commerce platforms.
- Understand website navigation and information architecture.
- Learn Hyper Text Markup Language (HTML) for webpage design.
- Learn Adobe Creative Cloud (Express and Photoshop) for digital content creation.
- Learn a top-ranked ecommerce platform—Wix.com for digital stores (website) development.
- Demonstrate other ecommerce platforms such as Shopify and Magento.

Textbook:
The course materials will be provided on class Canvas.

COURSE REQUIREMENTS AND GENERAL INFORMATION

Attendance:
- Class attendance is **mandatory** and will be checked each class period. Please be punctual and remain until class is dismissed.
- An excused absence will only be granted for personal illness, death in the family, or some other **extraordinary circumstances**, and **must be verified in writing by a physician or appropriate authority**.
- Students are responsible for any announcement and getting materials during their absence of class.
- **Students who have four or more unexcused University absences can be dropped from the course.**

In-class exercise:
They are designed for you to practice using ecommerce platform software and programming HTML codes during the class. This hands-on approach is greatly helpful for better understanding learned concepts and skills. There will be ten (**10**) in-class exercises (IC 1-10) with a total of 100 points in the final grade. An in-class exercise should be finished and submitted by **midnight** (11:59pm) on the same day as the class. After that, a "0" score will be assigned for this exercise. See their due dates in the tentative schedule.

Homework:

There are **10** homework assignments (H1, …, H10) after the lectures, which account for 200 points for the final grade. Some homework is divided into multiple sections, e.g., H3-a & b. The homework of one class should be submitted on Canvas by *the beginning of the next class*. See specific due dates in the tentative schedule below. Canvas will automatically deduct *25% for each* day for the assignment submitted after the class begins.

Makeup Exams:

▪ Makeup exams will only be given if a student contacts the instructor *prior to the exam time.* Students are required to provide sufficient paperwork (e.g., hospital admittance papers, funeral program, and court appearance) to the instructor.

▪ A missed exam without an excused absence will result in a "0" for that exam.

Course Etiquettes:

▪ Students are not allowed to use their cell phones, headphones, PDA's, mp3 player, or other handheld devices. They must be turned off and put away out of sight during class.

▪ Laptops and tablets may be used only for note taking and in-class practice.

Course Activity	Point
• **Class Attendance** (100)	10 x10 = 100
In-class exercise (100)	
• IC exercise 1-4	40
• IC exercise 5-8	40
• IC exercise 9-10	20
Homework (210)	
• H1 – E-commerce Fundamentals	10
• H2 – Information Architecture	20
• H3 – HTML-paragraph, list, link tags (H3-a&b)	20
• H4 – HTML-table, image, style & iframe tags (H4-a&b&c)	30
• H5 – HTML-iframe, form, input, select, label tags (H5-a&b&c)	30
• H6 – Adobe Express Assignment (H6-a&b)	20
• H7 – Adobe Photoshop Assignment (H7)	20
• H8 – Wix Assignment 1	20
• H9 – Wix Assignment 2	20
• H10 – Wix Assignment 3	20
Project (100)	
• Project – IA	10
• Project – Website Content	20
• Project – Website Design	30
• Project – Oral Presentation	20
• Project – PTT	20
Exam (200)	
• Midterm Exam	100
• Final Exam	100
Total	**700**

Grading scale: The final class grade will be determined as follows:

A = 90 – 100% (630 or above)
B = 80 – 89.99% (560 – 629.9)
C = 70 – 79.99% (490 – 559.9)
D = 60 – 69.99% (420 – 489.9)
F = 59.99% or below (under 420)

Tentative Schedule

Week	Date	Topic	Reading	Due
1	8/18	Course introduction & Syllabus, E-commerce & Storefront essential,	Syllabus Mod1	
2	8/25	eCommerce platform	Mod2-a&b	H1
3	9/1	**Labor Day**		
4	9/8	Webpage language – HTML-1	Mod3	H2-a&b, IC1-4
5	9/15	HTML-2	Mod4	H3-a&b, IC5-8
6	9/22	HTML-3	Mod5	H4-a&b&c, IC9-10
7	9/29	Webpage design; Review for Exam 1		H5-a&b&c
8	10/6	**Midterm Exam**		
9	10/13	Digital Content Creation-Adobe Express	Mod6-a&b	
10	10/20	Digital Content Creation-Photoshop	Mod7-a&b	H6-a&b
11	10/27	Wix 1; Project assignment	Mod8	H7-a&b
12	11/3	Wix 2 (Portfolio website)	Mod9	H8
13	11/10	Wix 3 (Online-shopping website)	Mod10	H9, Project-IA
14	11/17	Shopify and Review for Final exam	Mod11	H10, Project-Website content
15	11/24	**Thanksgiving Break**		
16	12/1	Project presentation		Website design; Project PPT
	12/3-12/5	Prefinal days and reading day		
	12/8	**Final Exam**, 1:30 p.m. - 3:30 p.m., Chilton 387		

College of Merchandising, Hospitality & Tourism_Syllabus Statements_Fall 2025 (posted on Canvas in a separate file).