

DBUS 2080 – Ecommerce Platforms

(previously DRTL 2080 - Digital Platforms and Website Development)

Time and Classroom: Monday 2:25PM - 5:15PM; Chilton 388

Office Hour: Monday 1:15PM – 2:15PM

Instructor: Dr. Bugao Xu

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Course website (Canvas): <https://unt.instructure.com/courses/147916>

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 a top-ranked ecommerce platform (**Wix.com**) for website design and management (e.g., **CMS** and **web analytics**).
- Learn Adobe Creative Cloud (**Express and Photoshop**) for digital content creation.
- Explore other ecommerce platforms (**Shopify.com**).

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.

In-class exercises:

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 **12** in-class exercises (IC1-12) with a total of 140 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 to a student who has illness, death in the family, or some other extraordinary circumstances. Students are required to provide sufficient paperwork (e.g., hospital admittance papers, funeral program, court appearance, etc.) to the instructor and inform the instructor *prior to the exam time*.
- A missed exam without an excused absence will result in a “0” for that exam.

Course Etiquettes:

- Cell phones, headphones, PDA's, mp3 player, or other handheld devices 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.

Grading Scale:

Course Activity	Point
• Class Attendance (96)	8 x12 = 96
In-class exercise (120)	
• IC exercise 1-4	40
• IC exercise 5-7	30
• IC exercise 8-10	30
• IC-11 Google Analytics	20
Homework (210)	
• H1 – E-commerce Fundamentals	10
• H2 – Ecommerce Platform & 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 – Wix Assignment 1	20
• H7 – Wix Portfolio Website	20
• H8 – Wix Ecommerce Website	20
• H9 – Wix CMS (Collection & Dynamic Pages)	20
• H10 – Wix Web Analytics	20
Project (74)	
• Project – IA	10
• Project – Website Content (product images)	20
• Project – Website Design	24
• Project – Oral Presentation & PPT	20
Exam (250)	
• Midterm Exam	100
• Final Exam	150
Total	750

The final class grade will be determined as follows:

- A = 90 – 100% (675 or above)
- B = 80 – 89.99% (600 – 674.9)
- C = 70 – 79.99% (525 – 599.9)
- D = 60 – 69.99% (450 – 524.9)
- F = 59.99% or below (under 450)

Tentative Schedule

Week	Date	Topic	Reading	Due
1	8/17	Syllabus; E-commerce fundamental	Syllabus & Mod1	
2	8/24	eCommerce platform; Information architecture	Mod2	H1
3	8/31	Webpage language – HTML-1	Mod3	H2, IC1-4
4	9/7	Labor Day holiday		
5	9/14	HTML-2	Mod4	H3-a&b, IC5-7
6	9/21	HTML-3; Exam 1 Review	Mod5	H4-a&b&c, IC8-10
7	9/28	Midterm Exam	Review & Practice for Exam 1.pdf	H5-a&b&c
8	10/5	Wix 1 (basic); Project assignment	Mod6	
9	10/12	Wix 2 (Portfolio website)	Mod7	H6
10	10/19	Wix 3 (Ecommerce website)	Mod8	H7
11	10/26	Wix 4 (CMS)	Mod9	H8, Project-IA
12	11/2	Wix 5 (Web analytics)	Mod10	H9, Product images (zip file)
13	11/9	Google Analytics	Mod11	IC-11, H10
14	11/16	Project presentation	Final Review & Practice.pdf	Website Design- URL, Project PPT
15	11/23	Thanksgiving break		
16	11/30	Final review		
	12/2-4	Prefinal and Reading days		
	12/5	Final Exam: Saturday, 1 – 3 pm, Chlt 388		

Laptop Checkout:

The Willis Library has Apple and Windows computers for short term checkout. The library no longer offers semester long checkouts. The laptops are offered by the Spark Services desk to the right of the entrance on the first floor. The student will need their UNT Student ID to checkout laptops. The checkout period is 24 hours, and the student needs to be currently enrolled in classes. The Spark Service Desk is 24 hours during the fall semester.

If the student does not return the laptop, the library charges a fee of \$5 per hour that is not returned with a maximum fine of \$100. If the student does not return the charger, the library charges a fee of \$1 per hour with a maximum fine of \$100.

Please make sure that the faculty and staff are aware of the fees and the checkout period going into the semester. I have attached the rules for checking out the laptops from the Willis Library below. Borrowing Laptops & Equipment - University Libraries – UNT: <https://library.unt.edu/policies/borrowing-laptops-equipment/>

SMHM's policy and UNT's GenAI guidelines:

School of Merchandising & Hospitality Management Syllabus Statements_Fall 2026.docx and UNT Gen AI guideline_FA 25.pdf are posted on Canvas separately.