

**DRTL 2080 – Digital Platforms & Website Development**  
**Spring 2024**  
**Wednesday, 5:30 pm – 8:20 pm, Chilton Hall 388**

## **Course Description**

A study of fundamentals, key concepts and practices of ecommerce platforms in digital retailing.

## **COURSE OBJECTIVES**

- Explore Graphical User Interfaces
- Evaluate and critique web user interfaces
- Develop Information Architecture for website
- Develop webpages using Hyper Text Markup Language (HTML)
- Develop an eCommerce website using Magento, Opencart and LiquidPixels Platforms

Instructor: Sampath Pamidimukkala  
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Phone: Office: 940.369-6652  
Course Site: canvas.unt.edu  
Email: Sampath.Pamidimukkala@unt.edu  
Office Hours: Please email to schedule an appointment, or feel free to stop by my office if the door is open.

Textbook: None.  
The Canvas course will be an online textbook instead of a physical book.

## **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.

### **Labs:**

There will be Ten to Thirteen labs this semester. These labs are intended to show you software/techniques/exercises to help you better understand the concepts.

### Assignments:

- All assignments should be submitted to the instructor by the beginning of the class on the due date. After the beginning of the class, all assignments are considered as late assignments and will be penalized 10% for each class calendar day.
- No excuse will be allowed for a late assignment and will not be accepted after a week of the original due date, resulting in a "0".

### Makeup Exams:

- Makeup exams will only be given if a student contacts the instructor prior to the exam time. Students must 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, tablet PC's, and notebook PC's may be used only for note taking. Any violation of this privilege by any student will result in no longer allowing these devices for all students in the classroom.
- If the instructor determines that a student is distracting class, the student will lose points toward the "class participation" grade.

### Grade Determination: The final semester grade will be determined as follows:

- Class Attendance (96 pts): Students will lose 8 pts for each unexcused absence.
- Class Participation (22 pts): Class participation will be evaluated by an individual student's class attitude and behavior.

Course Activity	Pts. Available
Class Attendance	96 (12 classes)
Class Participation	22
Module 1 - UCD Web Analysis Assignment	40
Module 2 - Lab Assignment	15
Module 2 - Information Architecture Assignment	45
Module 3 - HTML Tags Assignment	30
Module 3 - Lab Assignment 1	10
Module 3 - Lab HTML IMG	2
Module 3 - Lab - HTML Product webpage	10
Exam - 1	100
Module 4 - Ecommerce Website Analysis	40
Magento Lab Assignment 1	10
Simple Products Magento Assignment	30
Magento Lab Assignment 2	20
Magento Configurable Products Assignment	60
OpenCart Lab Assignment	10
Opencart – Ecommerce website	40

Final Project & Presentation	100
Total	680

**Grading scale:** The final semester grade will be determined as follows:

A = 90 - 100% (612pts - 680pts)  
 B = 80 - 89.99% (544pts – 611.9pts)  
 C = 70 – 79.99% (476pts – 543.9pts)  
 D = 60 – 69.99% (408pts – 475.9pts)  
 F = 59.99% or below (407.9 pts or under)

## **DIGITAL RETAILING PROGRAM OBJECTIVES**

- Graduates will be able to understand and apply theories and strategies related to consumer behavior in the omni-channel environment
- Graduates will be able to understand the digital retailing environment
- Graduates will be able to demonstrate the ability to effectively use industry related technological applications
- Graduates will be able to demonstrate understanding of omni-channel business strategies
- Graduates will be able to apply problem solving skills using quantitative and qualitative measures to address complex business situations
- Graduates will be able to demonstrate the ability to work in a team environment through proficiency in written, oral, leadership, and interpersonal communications

## DRTL 2080 – Digital Platforms & Website Development

**\*\*This course schedule is subject to change when the instructor determines it necessary for the benefit of the course. Other assignments may be added as deemed necessary to meet the course objectives.**

Week	Dates		Topic	Reading	Assignment Due Dates
1*	Jan	17	Introduction & Syllabus, Module 1 - Introduction to Graphical User Interface	Read Syllabus/ Module 1	
2	Jan	24	Module 2 - Website Planning Lab	Module 2	Module 1 - UCD Web Analysis Assignment Module 2 - Lab Exercise
3	Jan	31	Module 3 - Basic HTML	Module 2	Module 2 - Information Architecture Assignment Module 3 - Lab Assignment 1
4	Feb	7	Module 3 - Basic HTML Lab	Module 3	Module 3 - HTML Tags Assignment Module 3 - Lab HTML IMG, Module 3 HTML Product webpage
5	Feb	14	Module 3 - Basic HTML Lab, Exam 1 Review	Module 3	
6*	Feb	21	<b>Exam #1 (Material to date) 100 points</b>		
7	Feb	28	Exam 1 – Feedback, Module 4 – Developing an ecommerce website		
8	March	6	Module 5 – Module 5 - Hosted ecommerce solution Lab - Magento		Module 4 - Ecommerce Website Analysis, Magento Lab Assignment 1
9	March	20	Module 5 - Hosted ecommerce solution Lab - Magento		Simple Products Magento Assignment, Magento Lab Assignment 2
10	March	27	Module 5 - Hosted ecommerce solution Lab - Magento		Magento - Configurable Products Assignment OpenCart Lab Assignment
11	April	3	Module 6 - Hosted ecommerce solution Lab – Opencart Final Project Instructions.		Opencart – Ecommerce website
12	April	10	Module 6 - Hosted ecommerce solution Lab – Opencart		Final project initial report,
13*	April	17	Final Project		Final project IA
14	April	24	Final Project		
15	May	1	Final Project		Report
16*	May	8	<b>Final project presentation 5:30 pm to 8:20 pm 100 points</b>		Report