

DRTL 2080 – Digital Platforms & Website Development in in Digital Retailing

Fall 2018

**Tuesday, 3:00 PM – 5:50 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 critic web user interfaces
- Develop Information Architecture for website
- Develop webpages using Hyper Text Markup Language (HTML)
- Develop ecommerce website using Magento, Opencart and LiquiFire Platforms

Instructor: Sampath Pamidimukkala
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Phone: Office: 940.565.4492, Main office: (940) 565-2436
Course Site: canvas.unt.edu
Email: Sampath.Pamidimukkala@unt.edu
Office Hours: Mon – Wed 3:00 PM- 5:00 PM, or by appointment
Please call to let me know you are coming. Unanticipated events can occur

Note: In the event of University closing, go to Canvas course for instructions

Textbook: **None**
The modules in Canvas will serve as an online textbook in lieu 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.
- 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.

Labs:

There will be Ten to Thirteen labs this semester. These labs are intended to show you software/techniques/exercises that can 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 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 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.

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

Course Activity	Pts. Available
Class Attendance	96 (12 classes)
Engagement points	22 (11 topics)
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
Module 3 - HTML Website Assignment	40
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
Liquidpixels Lab	10
Final Project & Presentation	100
Total	730

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

A = 90 - 100% (657pts - 730pts)

B = 80 - 89.99% (584pts – 656.9pts)

C = 70 – 79.99% (511pts – 583.9pts)

D = 60 – 69.99% (438pts – 510.9pts)

F = 59.99% or below (437.9 pts or under)

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**** 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*	Aug	28	Introduction & Syllabus, Module 1 - Introduction to Graphical User Interface	Read Syllabus/ Module 1	
2	Sep	4	Module 2 - Website Planning Lab	Module 2	Module 1 - UCD Web Analysis Assignment Module 2 - Lab Exercise
3	Sep	11	Module 3 - Basic HTML	Module 2	Module 2 - Information Architecture Assignment Module 3 - Lab Assignment 1
4	Sep	18	Module 3 - Basic HTML Lab	Module 3	Module 3 - HTML Tags Assignment Module 3 - Lab HTML IMG, Module 3 HTML Product webpage
5	Sep	25	Module 3 - Basic HTML Lab, Exam 1 Review	Module 3	Module 3 - HTML Website Assignment
6*	Oct	2	Exam #1 (Material to date) 100 points		
7	Oct	9	Exam 1 – Feedback, Module 4 – Developing an ecommerce website		
8	Oct	16	Module 5 – Module 5 - Hosted ecommerce solution Lab - Magento		Module 4 - Ecommerce Website Analysis, Magento Lab Assignment 1
9	Oct	23	Module 5 - Hosted ecommerce solution Lab - Magento		Simple Products Magento Assignment, Magento Lab Assignment 2
10	OCT	30	Module 6 - Hosted ecommerce solution Lab - Opencart		Magento - Configurable Products Assignment OpenCart Lab Assignment
11	Nov	6	Module 6 - Hosted ecommerce solution Lab – Opencart Final Project Instructions.		Opencart – Ecommerce website
12	Nov	13	LiquiFire OS		LiquiFire Lab, Final project initial report,
13	Nov	20	LiquiFire OS		Final project IA, LiquiFire Lab,
14	Nov	27	Final Project		
15*	Dec	4	Final Project		
16*	Dec	11	Final project presentation 3:00 pm to 5:50 pm 100 points		Report