

DRTL 2080 – Digital Platforms & Website Development
Fall 2020
Tuesday, 5:00 PM – 7:50 PM, Remote

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 LiquidPixels Platforms

Instructor: Sampath Pamidimukkala
Office: Chilton 355A
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, Zoom call: unt.zoom.us/j/268838628

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

Textbook: **None**
The Canvas will serve as an online textbook in lieu of a physical book.

COURSE REQUIREMENTS AND GENERAL INFORMATION

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:

- 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*	Aug	25	Introduction & Syllabus, Module 1 - Introduction to Graphical User Interface	Read Syllabus/ Module 1	
2	Sep	1	Module 2 - Website Planning Lab	Module 2	Module 1 - UCD Web Analysis Assignment Module 2 - Lab Exercise
3	Sep	8	Module 3 - Basic HTML	Module 2	Module 2 - Information Architecture Assignment Module 3 - Lab Assignment 1
4	Sep	15	Module 3 - Basic HTML Lab	Module 3	Module 3 - HTML Tags Assignment Module 3 - Lab HTML IMG, Module 3 HTML Product webpage
5	Sep	22	Module 3 - Basic HTML Lab, Exam 1 Review	Module 3	
6*	Sep	29	Exam #1 (Material to date) 100 points		
7	Oct	6	Exam 1 – Feedback, Module 4 – Developing an ecommerce website		
8	Oct	13	Module 5 – Module 5 - Hosted ecommerce solution Lab - Magento		Module 4 - Ecommerce Website Analysis, Magento Lab Assignment 1
9	Oct	20	Module 5 - Hosted ecommerce solution Lab - Magento		Simple Products Magento Assignment, Magento Lab Assignment 2
10	Oct	27	Module 6 - Hosted ecommerce solution Lab - Opencart		Magento - Configurable Products Assignment OpenCart Lab Assignment
11	Nov	3	Module 6 - Hosted ecommerce solution Lab – Opencart Final Project Instructions.		OpenCart Lab Assignment
12	Nov	10	Final Project		Opencart – Ecommerce website
13*	Nov	17	Final Project		Final project initial report,
14	Nov	24	Final Project		Final project IA
15	Dec	1	Final project presentation 5:00 pm to 7:50 pm 100 points		Report