

**DRTL 2080 – Digital Platforms & Website Development**  
**Fall 2021**  
**Tuesday, 5:00 PM – 7:50 PM, Chilton Hall 387**

**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:** Mr. Sampath Pamidimukkala  
**Office:** Chilton 355A  
**Course Site:** [canvas.unt.edu](https://canvas.unt.edu)  
**Email:** [Sampath.Pamidimukkala@unt.edu](mailto:Sampath.Pamidimukkala@unt.edu)  
**Office Hours:** Mon and Web 3:00pm to 5:00pm or  
Available anytime with appointment or join this Zoom call:  
[unt.zoom.us/j/268838628](https://unt.zoom.us/j/268838628)

**Textbook:** **None**  
The 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. When joining the Zoom call make sure your webcam is turned ON and your name is displayed correct.

**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.

**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
<b>Total</b>	<b>680</b>

**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)

## 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	24	Introduction & Syllabus,	Read Syllabus/	
2	Aug	31	Module 1 - Introduction to Graphical User Interface	Module 1	
3	Sep	7	Module 2 - Website Planning Lab	Module 2	Module 1 - UCD Web Analysis Assignment Module 2 - Lab Exercise
4	Sep	14	Module 3 - Basic HTML	Module 2	Module 2 - Information Architecture Assignment Module 3 - Lab Assignment 1
5	Sep	21	Module 3 - Basic HTML Lab	Module 3	Module 3 - HTML Tags Assignment Module 3 - Lab HTML IMG,
6*	Sep	28	Module 3 - Basic HTML Lab, Exam 1 Review	Module 3	Module 3 HTML Product webpage
7	Oct	5	<b>Exam #1 (Material to date) 100 points</b>		
8	Oct	12	Exam 1 – Feedback, Module 4 – Developing an ecommerce website		
9	Oct	19	Module 5 – Module 5 - Hosted ecommerce solution Lab - Magento		Module 4 - Ecommerce Website Analysis, Magento Lab Assignment 1
10	Oct	26	Module 5 - Hosted ecommerce solution Lab - Magento		Simple Products Magento Assignment, Magento Lab Assignment – Config Products
11	Nov	2	Module 5 - Hosted ecommerce solution Lab - Magento		Magento Group Config Assignment
12	Nov	9	Module 6 - Hosted ecommerce solution Lab – Opencart Final Project Instructions.		Magento - Configurable Products Assignment OpenCart Lab Assignment
13*	Nov	16	Module 6 - Hosted ecommerce solution Lab – Opencart		Opencart – Ecommerce website Final project initial report,
14	Nov	23	Final Project		Final project IA
15	Nov	30	Final Project		Report
16*	Dec	7	<b>Final project presentation 5:00 pm to 7:50 pm 100 points</b>		Report