



## CPNT 265 - The Business of the Web

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### Course Description:

This course provides the knowledge and skills required to take a website live to the internet. Concepts such as domain registration, internet marketing, content management, search engine optimization and web hosting will be included. E-commerce strategies will also be discussed including setting up payment options and shopping cards, using appropriate levels of security.

1.5 credits

### Time Guidelines:

The standard instructional time for this course is 96 hours.

### Effective Year

2019/2020

### Course Assessment:

Launching a Web Site section broken down as follows (100%): 35%

- Design Document - a group project graded by instructor  
50%
- Web site uploaded to a server with the addition of  
various technologies aimed at promoting the site
  - all features must be included and functional
  - web site to be graded by instructor.
  - Assignment due end of the last lab day. 50%

E-Commerce section broken down as follows (100%): 35%

- Business justification group presentation 15%
- Technical plan 30%
- Shopping cart system design and implementation 40%
- Participation, contribution to discussions 15%

Portfolio site section broken down as follows (100%):

30%

- Develop a portfolio website to host examples of websites and assignments (40%)
- Create a Git to demonstrate code (40%)
- Present the portfolio site and code examples in a professional manner (20%)

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Total:

100%

### **SAIT Policies and Procedures:**

The School of Information and Communications Technologies (ICT) expects students to act professionally during their studies. A guideline outlining expectations is available on the [Information and Communications Technologies Orientation](#) page. Students should review the guideline regularly, as the content may change.

### **Course Learning Outcome(s):**

1. Plan the development of a web site.

#### Objectives:

- 1.1 Outline the steps and strategies involved in planning a web site.
- 1.2 Conduct research for initial plans including a comparison of your competitors' strategies.
- 1.3 Identify the goals of your web site and the intended audience.
- 1.4 Identify the skills, technologies, software and people you need to build a web site.
- 1.5 Create content for a specific purpose, including images and text.
- 1.6 Choose a web hosting company.

1.7 Create a web maintenance web monitoring plan for your site.

1.8 Create a backup plan for your web site and any data stored.

1.9 Determine security needs for e-commerce and a privacy policy.

1.10 Develop a marketing plan to promote your web site.

2. Implement a variety of techniques and technologies to test and optimize a web site.

Objectives:

2.1 Analyze copyright issues with respect to data, images and multimedia content.

2.2 Add a favicon to your web site to enhance branding.

2.3 Create a print style for your web site.

2.4 Create a site map to improve search engine optimization.

2.5 Test and validate your markup code and assess the usability of your web site.

2.6 Research and add keywords to your web pages and metatags.

2.7 Ensure that each web page has a unique title

company

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2.8 Add alt tags to your images using Dreamweaver.

2.9 Test your website on multiple browsers and check for functionality.

2.10 Assess the use and cost of adding Google Adwords and other forms of online marketing.

2.11 Add a search engine to your website if it exceeds 50 pages e.g. AtomZ, Google.

2.12 Setup a PayPal account and add a basic shopping cart.

3. Register a website with a variety of search engines and directories.

Objectives:

3.1 Upload your website using FTP, test hyperlinks, multimedia, email and forms.

3.2 Add Last updated date, site map and Google analytics.

3.3 Contact and register your website with the major search engines, Google, Bing, Yahoo, etc.

3.4 Survey the use of and benefits of using online advertising and link exchanges.

3.5 Explain unethical and high risk search engine practices such as spamming search engines.

3.6 Upload a promotional video to Youtube and embed in your website.

3.7 Install the code for online email subscription service, create a newsletter and mail out.

3.8 Evaluate traditional methods for promoting a website using print, TV and radio.

3.9 Get your business and website in the news - write a news release, begin a publicity campaign, offer a contest.

3.10 Analyze and apply permission based email program.

3.11 Install a Google interactive map on the contact us page and research what else can be done with Google maps.

3.12 Add a social bookmarking widget to a web page such as Share this\ Add this to promote viral marketing.

4. Evaluate the strengths and weaknesses of a variety of websites.

Objectives:

4.1 Assess and determine the usability of a website.

4.2 Learn what Eye tracking studies reveal about the design of a web site.

4.3 Track the number of visitors, bounce rate, length of stay using Google analytics.

4.4 Track feedback from surveys, email and Blogs.

4.5 Evaluate where a site shows up on a search engine and why.

4.6 Evaluate the financial cost and return on investment of your website.

4.7 Methods to reward visitors for coming to your website or promoting it to others.

4.8 Understand how a website might generate revenue.

4.9 Discuss the value or disadvantages of having more than one website.

5. Develop a business justification for using E-Commerce given a business scenario.

Objectives:

5.1 Describe the main concepts comprising E-Business and E-Commerce.

5.2 Contrast e-commerce with conventional commerce.

5.3 Discuss the costs and benefits of putting a conventional business online.

5.4 Explain the issues that must be addressed when justifying an e-commerce site.

5.5 Recommend an e-commerce strategy based on analysis of a business case.

6. Develop a plan for an e-commerce site based on a given business scenario.

Objectives:

6.1 Explain common e-commerce models and identify examples of each.

6.2 Describe the business infrastructure needed to support e-commerce.

6.3 Identify the policies that are needed to protect the business in an online environment.

6.4 List the technology necessary for construction and operation of an e-commerce site.

6.5 Plan the implementation of an e-commerce site for a specific business case.

7. Explain the local and international legal issues that arise when using e-commerce.

Objectives:

7.1 Discuss the business licensing and tax implications of international business operations.

7.2 Describe the import/export restrictions that may affect an online business.

7.3 Summarize the copyright, trademark, patent, and licensing options that affect intellectual property.

7.4 Explain the need for warranties, customer service, dispute resolution, and customer relationship management.

8. Evaluate the payment mechanisms available to enable financial transactions for an e-commerce site.

Objectives:

8.1 Summarize the payment process.

8.2 Evaluate the various payment mechanisms available.

8.3 Discuss the financial requirements for processing payments in a global business environment.

9. Construct an online shopping site using popular server applications.

Objectives:

9.1 Evaluate the popular shopping cart and online catalog applications available.

9.2 Configure an online shopping server.

9.3 Design an e-commerce site for a given business scenario.

9.4 Construct a demonstration e-commerce site to allow customers to select and purchase items and services.

10. Design a security plan for an e-commerce site.

Objectives:

10.1 Explain the security risks of online business.

10.2 Explain the cornerstones of the security model.

10.3 Identify the current encryption, authentication, authenticity, and signature features.

10.4 Explain the operation of certificate and key exchange mechanisms.

10.5 Devise a plan for providing security for an e-commerce site.

11. Compare popular content management applications and consider how they would enhance the customer experience of e-commerce.

Objectives:

11.1 Summarize the features of popular content management systems.

11.2 Discuss the benefits of incorporating blogging software into an e-commerce site.

11.3 Evaluate the content management plugins based on the client scenario.

12. Identify emerging trends in e-commerce that are beginning to affect online businesses.

Objectives:

12.1 Discuss the impact of mobile technologies on e-commerce.

12.2 Identify emerging technologies and trends that may affect future e-commerce development.

13. Develop methods to demonstrate websites and code examples.

Objectives:

13.1 Demonstrate the concepts learned throughout the program in a portfolio site.

13.2 Create a Git site to demonstrate code examples.

13.3 Use the portfolio site as a tool to promote skills learned to potential employers or clients.

13.4 Present the portfolio site and code examples in a professional manner.

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