

Course Syllabus Part I

WEB 321 Business Environment for Web Professionals

3 Credit Hours

Course Description

This course covers skills required by web developers that support the business side of web development and augment coding skills. Topics include marketing techniques, business/client needs, business skills, business communication, organization and team development, and leveraging communities of interest.

Course Prerequisites

None

Course Skills

- Employ efficient web analytics tools and techniques to collect, analyze, and report web usage data.
 - Critique web application design elements to promote alignment with contemporary style and best practices.
 - Predict the resources required to develop web applications.
 - Create a design plan for a web application development, including software components required, milestones, and resources required.
 - Research stakeholder requirements for web applications, including documentation and coordination of specifications.
 - Assess requirements for feasibility to ensure the development meets both technical and resource constraints.
 - Make and defend recommendations on the viability of web services to meet the stakeholder requirements.
 - Demonstrate effective communication with all stakeholders, including clear and concise written and oral communication to technical and non-technical audiences.
-

Course Objectives

Students who successfully complete this course should be able to:

1. Enhance communication processes with clients and non-technical stakeholders by understanding key business priorities and gaining insight to the client/business perspective.
 2. Understand core agile development practices.
 3. Practice sizing and estimation techniques within agile development environments.
 4. Practice requirement elicitation and refinement techniques.
 5. Create prototypes, wireframes, mock-ups, sketches and concept diagrams using open source design tools.
 6. Leverage usability, accessibility, design standards, and best practices to meet stakeholder requirements for user experience.
 7. Gain hands on experience with compiling a web design and development proposal.
-

Grading Scale

93 – 100% = A	87 – 89% = B+	77 – 79% = C+	67 – 69% = D+
90 – 92% = A-	83 – 86% = B	73 – 76% = C	63 – 66% = D
	80 – 82% = B-	70 – 72% = C-	60 – 62% = D-
			0 – 59% = F

Topic Outline

- I. Business Environment Considerations (Obj 1, 7)
 - a. Marketing techniques
 - b. Business/client needs and priorities
 - c. Communication techniques for technical and non-technical stakeholders
 - d. Team techniques and considerations
 - e. Leveraging communities of interest
- II. Sizing and Estimation (Obj 2, 3, 7)
 - a. SCRUM/Agile Primer
 - b. Sizing and estimation techniques
- III. Requirements Elicitation (Obj 4, 5, 7)
 - a. Elicitation processes
 - b. Elicitation tools
- IV. User Experience (Obj 6, 7)
 - a. Usability
 - b. Accessibility
 - c. Design standards and best practices