LONDON SOUTH BANK UNIVERSITY

Unit Guide

Global Communication Techniques

CCA-2-GLO

http://myweb.lsbu.ac.uk/~devaifl/globCom

Faculty of Business,
Computing and Information
Management

2006/07

Become what you want to be

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1.0 UNIT DETAILS

Unit Title:	Global Communication Techniques
Unit Level:	2
Unit Reference Number:	CCA-2-GLO
Credit Value:	15 CAT points
Student Study Hours:	150
Contact Hours:	52
Private Study Hours:	98
Pre-requisite Learning (If applicable):	Level 1
Co-requisite Units (If applicable):	none
Course(s):	BSc (Hons), HND BIT Level 2
Year and Semester	2006/07, Semester 2
Unit Coordinator:	Frank Dévai, LSBU; Kams Kamuabo, WKC
UC Contact Details (Tel, Email, Room)	x7475, fl.devai@lsbu.ac.uk, N209
Teaching Team & Contact Details:	as above
Subject Area:	Software Development and Networking
Summary of Assessment Method:	Coursework 100%

2.0 SHORT DESCRIPTION

With the increasingly wider availability of the Internet, it is becoming commonplace for all types of business, large or small, to transmit and receive many kinds of data, information and knowledge world wide. In particular, retail, banking and insurance services are now available using the World Wide Web. This, together with many other applications, means that it is increasingly important that professionals have an understanding of the technology used and its implications for business and society.

3.0 AIMS OF THE UNIT

This unit aims to augment the student's understanding of the technical aspects of both passive and interactive computer-based global communications techniques, particularly the World Wide Web, and explore its social, political and cultural dimensions for the business community.

4.0 LEARNING OUTCOMES

4.1 Knowledge and Understanding

On successful completion of this unit, students will be able to:

- Discuss the past, present and future interrelationship between the emerging global communications technologies and business organisations.
- Discuss individual-to-business and business-to-business applications.
- Augment general management controls or legal requirements by proposing appropriate computer-based network encryption and security methods.

4.2 Intellectual Skills

On successful completion of the unit, students will also be able to:

- critically evaluate alternative technologies
- justify the need for standards in order to support interoperability across different platforms and between propriety application interfaces.

4.3 Practical Skills

- Navigate the Internet, including the use of search engines, and understand how to reference the key information discovered whilst appreciating the problems associated with these sources.

- Design and produce, employing proper engineering and usability principles, accessible HTML web pages and web sites of potential interest to businesses and their stakeholders.
- Design and implement JavaScript and PHP programs to enhance the functionality of web pages and web sites.

4.4 Transferable Skills

- A thorough understanding of contemporary computing infrastructure, and
- software development in distributed environments.

5.0 ASSESSMENT OF THE UNIT

This unit is assessed by 100% coursework. This is split up into five components as follows:

- **Four timed, multiple-choice tests** for 20% of the total mark each. The tests will be administered in weeks 4, 7, 10 and 13 in the last 30 minutes of the laboratory session.
- **The workbook** for 20% of the total mark. The workbook should be submitted at the end of week 13 laboratory session directly to your tutor — with their permission — or to the Faculty Office via the receipt system.

Missed tests cannot be taken at a later date for technical reasons. If students missed a test, a mark may be awarded by their tutor, based on the relevant part of their workbook with the course director's permission (typically on medical grounds).

Students may refer to their workbook during tests. However, only their **own workbook** with the student's **name and student number** printed on the front is allowed. While marking workbooks, tutors are supposed to give the benefit of the doubt only to students with excellent attendance record.

6.0 INTRODUCTION TO STUDYING THE UNIT

6.1 Overview of the Main Content

There has been a dramatic growth of interest in distributed systems which address the business needs of organisations, and which primarily use the technology employed in the Internet. This unit presents the new technologies that have emerged or matured over recent years, such as the client-server model, scripting languages, Internet security and the extensible mark-up language (XML) in formal lectures. The unit also strongly relies on hands-on experience, using a bottom-up approach and giving the students the opportunity of experimenting with the technologies in laboratory sessions.

6.2 Overview of Types of Classes

The unit will be taught using traditional lectures and tutorials. Two hours of formal lectures will be followed by two hours of tutorials per week in laboratory sessions. The lectures will follow a core text, supported by lecture and tutorial notes provided by the unit coordinator at LSBU.

6.3 Importance of Student Self-Managed Learning Time

Students are expected to spend their private study period carrying out tutorial exercises, revising for tests and conducting further reading. During both the laboratory sessions and private study students must keep a log of their work. This should include brief descriptions of what they have done and the results obtained in the form of entries in an A4 exercise book, called the **workbook**. Workbook entries may include sample printouts of the students' own work, however, ***printed copies of lecture and tutorial material or photocopied parts of textbooks are not allowed to be pasted in the workbook*.** Answers to exercises are to be written up in the workbook, which must be kept up to date. The workbook should be brought to each tutorial session and made available for checking as indicated on the weekly plan.

6.4 Employability

There is a skill shortage in information and communication technologies (ICT) in general and web technologies in particular. The successful completion of the unit will help students to take up positions as Web Designer and Web Developer or positions with responsibilities for managing workers with ICT skills.

7.0 THE PROGRAMME OF TEACHING, LEARNING AND ASSESSMENT

Week	Reference	Lecture Topic	Tutorial	Assessment
1	Deitel, Ch 1	History and background	Brief Unix tutorial, the pico editor, first HTML document	
2	Deitel, Ch 4–5	Basic HTML and XHTML	Using search engines	
3	Lecture/tutorial notes, Deitel, Ch 38 (on CD)	Electronic Commerce: An overview	Links and images	**Checking workbooks**
4	Lecture/tutorial notes, Deitel, Ch 38 (on CD)	Individual to Business Applications	HTML editors, transferring files	**MC Test 1**
5	Lecture/tutorial notes, Deitel, Ch 38 (on CD)	Business to Business Applications	Simple forms	
6	Deitel, Ch 7	Introduction to JavaScript	First JavaScript program	**Checking workbooks**
7	Deitel, Ch 8–9	Core JavaScript	JavaScript continued	**MC Test 2**
8	Deitel, Ch 10	JavaScript in web pages	Algorithms	
9	Deitel, Ch 11–12	Programming in JavaScript	Calculations in JavaScript	**Checking workbooks**
	Easter Vacation			
10	Lecture/tutorial notes, Deitel, Ch 38 (on CD)	Fraud and security	Browser properties	**MC Test 3**
11	Deitel, Ch 25–26	Server-side processing	Introduction to PHP	
12	Deitel, Ch 20	Extensible Mark-up Language (XML)	PHP continued	**Checking workbooks**
13	Deitel, Ch 28	Audio, video, SVG; Revision	Revision	**MC Test 4, workbook hand-in**
14	N/A	N/A	N/A	N/A
15	N/A	N/A	N/A	N/A

8.0 LEARNING RESOURCES

8.1 Core Material

Deitel, H. M., Deitel, P. J. and Goldberg, A. B. *Internet & World Wide Web: How to Program*. (3e) Prentice Hall, 2004. (2e is still acceptable; 12 copies are available in LSBU's Perry Library.)

8.2 Optional Materials

Flanagan, D. *JavaScript: The Definitive Guide*. (4e) O'Reilly, 2001.
Griffin, J. et al *Web Design & Development Using XHTML*. Franklin, Beedle & Assoc. 2003.
Ince, D. *Developing Distributed and E-Commerce Applications*. (2e) Addison-Wesley, 2004.
Lehnert, W. *The Web Wizard's Guide to HTML*. Addison Wesley, 2002.
Lerdorf, R. and Tatroe, K. *Programming PHP*. O'Reilly, 2002.
Loshin, P. et al *Electronic Commerce*. (4e) Charles River Media, 2003.
Moore, A. *Multimedia Web Programming*. Palgrave Macmillan, 2005.
Musciano, C. and Kennedy, B. *HTML & XHTML*: The Definitive Guide. (5e) O'Reilly, 2002.
Sebesta, R. W. *Programming The World Wide Web*. (3e) Addison-Wesley, 2005.

NOTES

Students should understand that the guide, as shown above, is an indication of how the course ideally fits into the structure of the semester. Although every attempt will be made to try and follow this structure, there may be times when it is impossible to do so.