

## Course Syllabus

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| 1. <b>Program of Study</b><br><b>Faculty/Institute/College</b> | Bachelor of Business Administration Program<br>Mahidol University International College  |
| 2. <b>Course Code</b><br><b>Course Title</b>                   | ICIS 481<br>Internet Design and Development  |
| 3. <b>Number of Credits</b>                                    | 4 ( <b>Lecture/Lab</b> ) (4-0-8)   |
| 4. <b>Prerequisite(s)</b>                                      | -  |
| 5. <b>Type of Course</b>                                       | Elective Course  |
| 6. <b>Trimester / Academic Year</b>                            | Third Trimester/2007-2008  |
| 7. <b>Course Conditions</b>                                    | 20-40 students   |
| 8. <b>Course Description</b>                                   | Internetworking applications and development with a focus on the Internet. Topics include the developments of the Internet presence in the business arena, concerns of marketing online and application development technologies and techniques. Special emphasis is placed on planning, implementation, security, privacy, ethics, and management as it relates to developing a web site in a business. |
| 9. <b>Course Objective(s)</b>                                  | After successful completion of this course, students will be able to<br>9.1 Importance of developments of the Internet for use in the business arena.<br>9.2 Concerns of online marketing for a business.<br>9.3 Technologies used in production of a web-site aimed at online marketing.<br>9.4 Strategies of Internet marketing used in website creation and development.                              |

## 10. Course Outline

Week	Course Outline			Instructor	
	Topics	Lecture	Lab		Self-Study
1	Introduction to course and subject. Definitions and discussions on subject matter	4	0	8	ITT
2	Concerns of Web design for Enterprise/Business Strategy; Web, Information and Services provisions for web strategies	4	0	8	ITT
3	Concepts of Marketing – revisit; Concepts of marketing of [online] services	4	0	8	ITT
4	Online marketing plans for Business-to-Consumers	4	0	8	ITT
5	Online marketing plans for Business-to-Business	4	0	8	ITT
6	Web site development – Themes for online marketing	4	0	8	ITT
7	Web site development – Communities and Advertising	4	0	8	ITT
8	Web site development – Information maintenance and Technical support	4	0	8	ITT
9	Web site development – Pricing	4	0	8	ITT
10	ISP selection criteria for enterprise online presence Trademark concerns	4	0	8	ITT
11	Vendor and Domain name acquisitions and concerns	4	0	8	ITT
	<b>Total</b>	<b>44</b>	<b>0</b>	<b>88</b>	

## 11. Teaching Method(s)

Class discussions

Field trips

Guest speakers

## 12. Teaching Media

Chalkboard

White-board

Laptops

Transparencies

## 13. Measurement and Evaluation of Student Achievement

Students achievement is measured and evaluated by

- 13.1 The ability to understand the importance of developments of the Internet for use in the business arena.
- 13.2 The ability to understand the concerns of online marketing for a business.
- 13.3 The ability to understand technologies used in production of a web- site aimed at online marketing.
- 13.4 The ability to understand strategies of Internet marketing used in website creation and development.

Student's achievement will be graded according to the faculty and university standard using the symbols: A, B+, B, C+, C, D+, D, and F.

Student must have attended at least 80% of the total class hours of this course.

Ratio of mark

1. Final	40%
2. Individual project	25%
3. Written assignment	25%
4. Attendance	10%

## 14. Course Evaluation

- 14.1 Students' achievement as indicated in number 13 above.
- 14.2 Students' satisfaction towards teaching and learning of the course using questionnaires.

## 15. Reference(s)

- Turban, E. , Lee K.J. , Warkentin, M. and H.Micheal Chung (2002). **Electronic Commerce: A Managerial Perspective 2002**, Prentice Hall (New Jersey).
- Susan Dann and Stephen Dann, John Wiley & Sons Australia Ltd (2001). **Strategic Internet Marketing**.
- Hanson, W. (2000). **Principles of Internet Marketing** , South-Western College Publishing (Thomson Learning™).
- Irons, K. (1997). **The Marketing of Services, McGraw-Hill Companies**.

Rayport J.F. and Bernard J. Jaworski (2001). **E-Commerce**, International Edition  
(E-Commerce Series), McGraw-Hill.

**16. Instructor(s)**

Ignatius Tan

**17. Course Coordinator**

Program Director of Information Systems Major