ITM 602
ENTERPRISE APPLICATION DEVELOPMENT

SCHOOL OF BUSINESS
UNIVERSITY AT ALBANY State University of New York

#3301 – ITM602 Enterprise Application Development, Part B
Spring 2013
Instructor: Sanjay Goel
Assistant Instructor: Damira Pon

This course teaches students how to plan and implement an online business. Students will spend this part of the course understanding the architecture of enterprise systems and implementing their online business. This will involve the development of a working website which will have a shopping cart application and use a third party to process payments, e.g. PayPal. Students will also learn how to analyze their online business traffic and market their business using online methods including search engine optimization and social networking. Once the business is fully implemented, students will present and give a demonstration of their projects to a panel. Several other topics may be covered to varying degrees based on student interest, specific tools used, and the projects proposed. The course will also cover considerations of web application security including role-based access control as well as authentication and authorization for mobile-code based applications. The class will require some web, server, and database programming. Students may be provided with a pre-implemented system or template to build their project upon. Students will spend significant time in the class working on their projects and implementing their businesses.
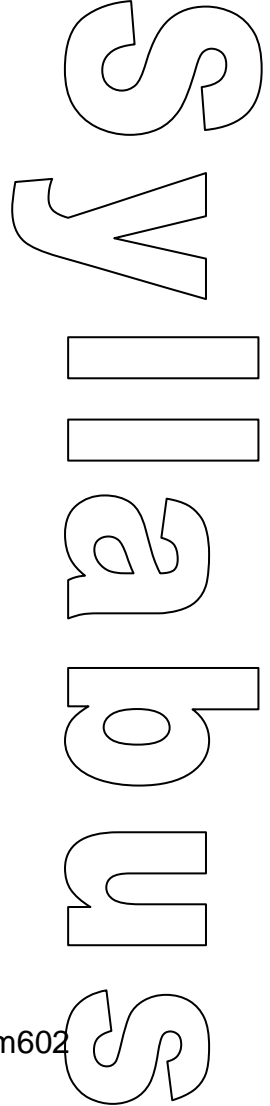
CONTACT: goel@albany.edu | (518) 442-4925 | BA310b

OFFICE HOURS: Immediately after class or by appointment

WEBSITES: http://www.albany.edu/~goel/classes/spring2013/itm602
                      https://blackboard.albany.edu

REFERENCE BOOKS: *The Online Business Guidebook.* Available in Free eBook
                      format at:
                      http://www.scorewilliamsburg.org/pdf/EstOnlineBusiness_Va
                      Tech.pdf (REQUIRED).
                      Mitchell, S. (2009). *Create Your Own Website.*4th ed.
                      Indianapolis, IN: Sams Publishing.
                      ISBN: 978-0-672-33002-5

LOCATION: BA 233

Syllabus

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COURSE DATES & TIMES

Days and Time: Thursdays 8:45 – 11:35am, Jan. 24 & 31, Feb.7, 14 (Part A); Feb. 21, Mar. 7, 14, & 28, Apr. 4, 11, 18 & 25, May 2 (Part B)

COURSE SCHEDULE

Date	Lessons	PART B: Prof. Goel
2/21	**Lesson 1: Setting up an Online Store** ***Guest Lecturer: Bill Brigham, Director, Small Business Development Center*** - Registering your Business - Setting up a Payment Account (Paypal) - Processing Online Transactions - Fundamentals of HTML / CSS *Assignment:* Hosting Service/ Business Registration (by 3/14) *Tutorial Assignment (by 3/7):* HTML @ http://w3schools.com/html/default.asp CSS @ http://w3schools.com/css/default.asp	
3/7	**Lesson 2: Web Development** ***Guest Lecturer: Tom Bessette, Software Application Instructor, UAlbany*** - Best Practices in User Interface (UI) Design - Introduction to Macromedia Dreamweaver - HTML / CSS Quiz *Tutorial Assignment (by 3/14):* HTML5 @ http://w3schools.com/html/html5_form_elements.asp CSS3 @ http://w3schools.com/css3/default.asp	
3/14	**Lesson 3: Web Development** ***Guest Lecturer: Tom Bessette, Software Application Instructor, UAlbany*** - Macromedia Dreamweaver *Assignment :* Planning 3-Tier Architecture & Web Design (by 3/28) *Tutorial Assignment:* PHP Tutorial (by 3/28)	
3/28 - 4/4	**Lesson 4 & 5: Three-Tier Architecture** - PHP Quiz (3/28) - Database/SQL Refresher - Setting up a WebServer (WAMP) - Connecting to the Server Remotely *Assignment :* PHP/ MYSQL/ Apache (by 4/4)	

4/11 - 4/18	**Lesson 6 & 7: Project Work**
	- Add Functionality
	- Design and Debug Code
	- Refine Website
4/25	**Lesson 8: Exam**
5/2	**Lesson 9: Final Presentation, Demos & Project Review**

This schedule is subject to change and students are expected to be aware of any modifications to including, but not limited to: due dates, readings, exam dates, and project guidelines, either announced in-class and through email.

LEARNING OBJECTIVES

Students will learn:

1. How to develop a business plan and apply for start-up funding
2. How to use online advertising and marketing tools
3. How to implement an online e-commerce business
    a) How to create a web Interface for a business
    b) How to create a database to support a business
    c) How to set up a webserver
    d) How to create a 3-tier system by linking the the web interface and database through the webserver

ACADEMIC INTEGRITY & HONESTY Students MUST comply with all University standards of academic integrity. As stated on the undergraduate and graduate bulletin, **"Claims of ignorance, of unintentional error, or of academic or personal pressures are not sufficient reasons for violations of academic integrity."** Non-compliance with academic integrity standards, will result in the student being reported to the Office of Graduate Admissions or the Dean of Undergraduate Studies Office (whichever applies) AND receive a lowering of a paper or project grade of at least one full grade, receive a failing grade for a project containing plagiarized material or examination in which cheating occurred, receive a lowering of course grade by one full grade or more, a failing grade for the course, or any combination of these depending on the infraction.

Violations include: Giving or receiving unauthorized help on an examination; Collaborating on projects, papers, or other academic exercises which is regarded as inappropriate by the instructor(s), submitting substantial portions of the same work for credit more than once, without the prior explicit consent of the instructor(s) to whom the material is being submitted; misrepresenting material or fabricating information in an academic exercise or assignment; Destroying, damaging, or stealing of another's work or working materials; and presenting as one's own work, the work of another person (e.g., words, ideas, information, code, data, evidence, organizing principles, or presentation style of someone else). This includes paraphrasing or summarizing without acknowledgment, submission of another student's work as one's own, purchase of prepared research, papers, or assignments, and the unacknowledged use of research sources gathered by

someone else. Failure to indicate accurately the extent and precise nature of one's reliance on other sources is also a form of plagiarism. The student is responsible for understanding the legitimate use of sources, the appropriate ways of acknowledging academic, scholarly, or creative indebtedness, and the consequences for violating University regulations. **If you have questions about academic integrity - ASK!**

GRADING AND ASSESSMENT We try to grade assignments fairly and return them within a reasonable time period with relevant comments and to be available to discuss questions. Students are expected to set up an appointment to meet with the grader within a week of receiving a grade. Please let us know if there is a mistake in calculation – mistakes happen!

Late assignments, projects, or papers will receive 15% off per day late from the final possible grade for the exercise unless there is a legitimate excuse.

Students should contact the Disabled Student Services Center and the relevant professor at least a week before each exam/quiz if requiring additional assistance. Missing any assessment without a verifiable legitimate excuse will result in a grade of zero. Exams/quizzes are expected to be closed-book unless otherwise specified and all personal electronic devices (laptops, cell phones, PDA's, etc.) should be stowed.

GRADING RUBRIC

Type	% of Grade	Description
Business Plan	33%	Business plan developed at the end of the first part of the course.
Implementation	32%	Based on final presentation, demo, and project review.
Exam	25%	Short essay-based exam which can include short answer, multiple-choice, true-false, and matching questions. *May or may not be offered. If not offered, Implementation will be worth 50% and Participation 17% of the grade.*
Participation	10%	Based on participation in-class based on project work and quizzes. Lateness will be considered.

The instructor is expected to get approval of the entire class prior to making any changes regarding the grading rubric.

"GREAT" EXPECTATIONS

- Students can expect the instructor to be open to questions and concerns, but remain impartial and fair to all students.
- Students are expected to respectfully participate in class and communicate with the instructor if there is confusion or lack of understanding of the material. In turn, the instructor will attempt to clarify any material either in-class or outside of class.
- If the instructor is unable to attend class or office hours due to a personal emergency, students can expect for arrangements to be made for an alternate instructor or to be informed in as a timely a manner as possible via email/phone.
- Students are expected to provide reliable contact information and inform the instructor of any updates.
- Students are expected to contact the instructor via email, phone, or in person for reliable response. Blackboard will NOT be considered a reliable communication method.
- Students are expected to complete all assignments and readings as well as attend office hours as necessary. It is important for students to inform the instructor if all available office hours interfere with other classes during the first week of class.

Syllabus