



**#3441 - ITM602 Enterprise-Wide Application Development**  
**2<sup>nd</sup> Part of the Course - Spring 2011 MBA Program**  
**Instructor: Sanjay Goel**

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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.

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- LOCATION:** Business Administration 233
- CONTACT:** goel@albany.edu | (518) 442-4925 | BA310b
- OFFICE HOURS:** Mondays 11:30am – 1:00pm
- WEBSITES:** <http://www.albany.edu/~goel/classes/spring2011/itm602>  
<http://bls.its.albany.edu/>
- REFERENCE BOOKS:** *The Online Business Guidebook*. Available in Free eBook format at: <http://businessguidebook.org/ebook.html>  
(REQUIRED).

Mitchell, S. (2009). *Create Your Own Website. 4<sup>th</sup> ed.*  
Indianapolis, IN: Sams Publishing.  
ISBN: 978-0-672-33002-5

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### COURSE DATES & TIMES

March 3,10, 17, 24 & 31 and April 7, 14 & 28, Thursdays 8:45 – 11:45am

### COURSE SCHEDULE

Date	Lessons
3/3	<b>Lesson 1: Getting Started</b> <ul style="list-style-type: none"> <li>- Syllabus</li> <li>- Elements of an Online Store</li> <li>- Intro to Web Development</li> <li>- Review of Student Businesses</li> </ul>
3/10	<b>Lesson 2: Advanced Web Development</b> <ul style="list-style-type: none"> <li>- Macromedia Dreamweaver</li> </ul>
3/17	<b>Lesson 3: Setting up an Online Store</b> <ul style="list-style-type: none"> <li>- Registering your Business</li> <li>- Setting up a Payment Account</li> <li>- Processing Online Transactions</li> <li>- Certification of Trust</li> </ul>
3/24	<b>Lesson 4: Three-Tier Architecture</b> <ul style="list-style-type: none"> <li>- Setting up a Database</li> <li>- Remotely connecting to a Database</li> <li>- Setting up a WebServer</li> <li>- Connecting the Three Tiers</li> </ul>
3/31	<b>Lesson 5: Web Application Security</b>
4/7	<b>Lesson 6: Online Business Promotion and Analysis</b> <ul style="list-style-type: none"> <li>- Search Engine Optimization</li> <li>- Web Analytics</li> <li>- Pay-Per-Click Advertising</li> <li>- Social Networking</li> </ul>
4/14	<b>Lesson 7: Final Presentation, Demos &amp; Project Review</b>
4/28	<b>Lesson 8: Exam</b>

*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 implement an online e-commerce business
2. How to use online advertising and marketing tools
3. Web application security considerations

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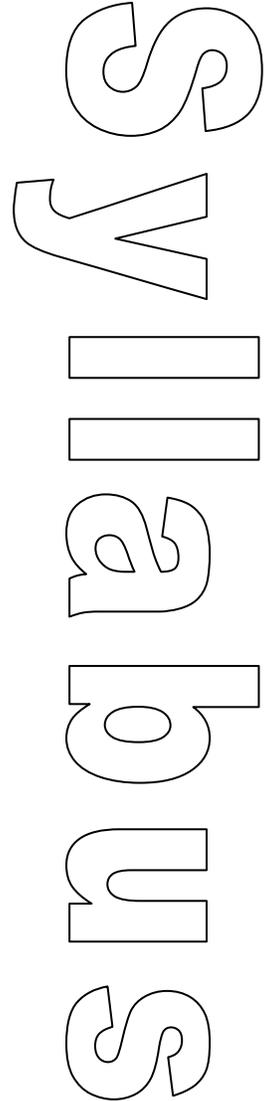
**ACADEMIC INTEGRITY & HONESTY** Students MUST comply with all University standards of academic integrity. As stated on the undergraduate and graduate bulletin, "**Claims of ignorance, of unintentional error, or of academic or personal pressures are not sufficient reasons for violations of academic integrity.**" 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
<b>Business Plan</b>	33%	Business plan developed at the end of the first part of the course.
<b>Implementation</b>	35%	Based on final presentation, demo, and project review.
<b>Exam</b>	25%	Short essay based exam which can include short answer, multiple-choice, true-false, and matching questions. <i>May or may not be offered. If not offered, Implementation will be worth 50% and Participation 17% of the grade.</i>
<b>Participation</b>	7%	Based on participation in-class

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.

