WILMINGTON UNIVERSITY
COLLEGE OF TECHNOLOGY
MASTERS OF SCIENCE - INFORMATION SYSTEMS TECHNOLOGIES
BASIC COURSE INFORMATION

Course Title: Internet Development/Design for Competitive Advantage

Course Number: DSN6080

I. RATIONALE

Students completing the Internet/Web Design Concentration must complete five the six courses offered in the career track. Each course in this career track offers the student an opportunity to develop their skill sets and business model relationships to successful web design.

II. MAJOR INSTRUCTIONAL GOALS

To gain a broad based understanding of the competitive web based with in business sector

Goal A: Website Evaluation & Business Models

Demonstrate a thorough knowledge of website evaluations and business model comparison. It will focus on eBusiness reengineering through process innovation and the use of information technology for the purpose of gaining competitive advantage.

Learning Outcomes: The student will be able to:
A-1 Describe the shift from eCommerce to eBusiness
A-2 Apply the principles of eBusiness reengineering to a business within a familiar industry.
A-3 Scan the eBusiness environment and identify eBusiness trends.
A-4 Explain how eBusiness models can be used for competitive advantage and sustainability.
A-5 Develop strategies for process innovation and apply new models of management.
A-6 Use change management techniques in the context of eBusiness
A-8 Reengineering business - a strategic structural process involving new ways of thinking.
A-9 Readiness, flexibility, decision making and strategic resource planning.
A-10 Process innovation, entrepreneurship and competitive advantage.
A-11 Object oriented methodology, change management and eBusiness strategy, Flexibility, Decision Making and Strategic Resource Planning.

Goal B: Web Management (Project Management: Corporate Model)

Demonstrate a thorough knowledge of web based project management.
**Learning Outcomes:** The student will be able to:
B-1 Recognize the ten most frequent mistakes of developing and managing a site
B-2 Recognize the ten most frequent mistakes of web design.

**Goal C: Web Marketing**
Demonstrate a thorough knowledge of the key components of web marketing plan

**Learning Outcomes:** The student will be able to:
C-1 Announcing your Web site with Internet search engines and directories
C-2 Issuing a press release
C-3 Announcing in newsgroups
C-4 Participating in e-mail lists
C-5 Obtaining links from other Web sites
C-6 Purchasing ad banners on other Web sites
C-7 Running on-site events
C-8 Issuing an e-newsletter
C-9 Conducting a direct e-marketing campaign
C-10 Integrating your traditional marketing and sales programs
C-11 Measuring your results

**III. CLASS PARTICIPATION:**

Students are expected to attend class and participate actively and in a positive way. Questions and relevant observations are encouraged and enrich the experience of the entire class.

Computers in the classrooms are intended to be used as tools to enhance the students' learning experience. Instant messaging, gaming, emailing, and surfing the web are distractions to the student, the surrounding students, and the instructor and constitute inappropriate behavior. Students are ethically obliged to avoid these and similar practices.

**IV. EVALUATION AND ASSIGNMENTS**

*This course has an obligatory “structured external assignment (SEA)”*. The instructor must select an assignment that complements the course content and will engage the student in a five to ten hour academic commitment. The SEA maybe an individual paper, project, etc...

Note: A cooperative and participative learning strategy will be deployed with every expectation that the student will contribute heavily, in a self-directed action-learning mode, to this educational experience. Students should anticipate that assignments, and this syllabus, will be adjusted to match the pace of the course, the class size, and to meet the needs of individual students.
A Class schedule (outlined) with readings and general activities should be attached or included as part of the syllabus.