KOGOD SCHOOL of BUSINESS
AMERICAN UNIVERSITY • WASHINGTON, DC

Information Technology Department

ITEC 334 Online Business Application Development

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http://auapps.american.edu/~alberto/itec334/about_itec334.pdf
http://auapps.american.edu/~alberto/itec334/syllabus.html
http://auapps.american.edu/~alberto/itec334/schedule.html

How do I create a business application online?

Have you ever had a great idea for a startup that required online transaction with clients? Have you ever wanted to sell products or services online? Have you ever wanted to create a simple web portal where your visitors can interact with you? Have you ever wanted to create an online storefront to promote products or services? Have you ever wanted to administer a survey or interview through the web? If your answer to any of these questions is yes and if you don't know where to start, or have no idea how to implement these applications on the web, this course may be for you.

This course will take you step by step through the process of implementing a business application on the web while learning the fundamentals of computer programming. You will also learn how to manipulate and access data from a database through the web. The professor will provide you with access to a web hosting service to house your business data and application but, you can optionally obtain your own web site domain and contract your own web hosting services so that you do all your work on your personal web site.

The course is very practical and hands-on oriented, alternating between short lectures and lab work to implement what you have learned in the class. The grading components for this course will include: (1) hands-on lab work; (2) hands-on homework; and (3) a project involving the implementation of an online web application of your choice.
You will demonstrate your final web site to a panel of external guests at the end of the semester. No prior knowledge of computing other than what you learned in ITEC 200 is required.

The course will cover these *topics*:

- *Introduction* to web programming, client-side scripting and server-side scripting.
- Quick *database* review
- Setting up your *IP domain name* (e.g., www.alberto.com)
- Acquiring and setting up your *external web hosting* environment (you will be provided with a web hosting service, but you can get your own too)
- *HTML forms*, which are the primary vehicle to enter data into and query databases through the web.
- *Client-side scripting* using *JavaScript*, which is a simple but most popular scripting language to make your web pages more lively with things like menu pop-ups, animation, mouse-over effects and simple calculations (e.g., mortgage calculators, subtotals).
- *Server-side scripting* using Microsoft *ASP.NET*, which is a popular web development environment in which you can develop and run simple programs and run queries on online databases.
- Introduction to other *web programming languages*, including Java and XML.