



South Central College

COMP 1140 Web For Business

Course Outcome Summary

Course Information

Description	This course approaches developing web pages from a business point of view. It covers HTML5 and CSS3 markup languages used to create web pages. The course is intended for people wanting to learn how to create and publish web pages. No previous experience with HTML or programming is required. Prerequisite: None.
Total Credits	3
Total Hours	48

Types of Instruction

Instruction Type	Credits/Hours
Lecture	3

Pre/Corequisites

None

Institutional Core Competencies

Civic Engagement and Social Responsibility - Students will be able to demonstrate the ability to engage in the social responsibilities expected of a community member.

Communication - Students will be able to demonstrate appropriate and effective interactions with others to achieve their personal, academic, and professional objectives.

Critical and Creative Thinking - Students will be able to demonstrate purposeful thinking with the goal of using a creative process for developing and building upon ideas and/or the goal of using a critical process for the analyzing and evaluating of ideas.

Course Competencies

1. Utilize good file management skills to organize files and folders.

Learning Objectives

Create new folders using a consistent file naming scheme.

Move and copy files to different folders and/or to different devices.

Demonstrate how the file path shows the computer where files are located in the file structure.

2. Communicate how a browser works with web pages using text and drawings.

Learning Objectives

Draw a diagram showing how the Web works.

Explain what parsing is and how the browser uses parsing to convert HTML text and image files into a web page.

Demonstrate how image files are handled separately from the HTML text files.

3. Use HTML commands to create a web page.

Learning Objectives

Create a web page using the essential HTML commands common to every web page.

Display the web page using a browser without being connected to the Internet.

Incorporate effective commenting on a web page.

Create a useful skeleton (template) to speed web page development.

Establish a working system for developing and viewing a web page.

4. Determine the correct list element to use on a page.

Learning Objectives

Demonstrate how to display a bulleted list on a web page.

Demonstrate how to display a lettered list on a web page.

Utilize at least three special characters on a web page.

Add a horizontal rule to a web page to increase readability and page organization.

5. Validate the HTML code used on a web page.

Learning Objectives

Describe why standardization of HTML and CSS code is crucial.

Utilize a validation tool to ensure HTML code meets the web standards.

Justify situations when the HTML standards can be ignored.

6. Incorporate various HTML elements to make a page more interesting.

Learning Objectives

Incorporate comments on each web page to assist in future code maintenance.

Utilize at least three different heading elements on a web page.

Point out the difference between an attribute, a tag, and an element.

Use the div and span elements to customize blocks of text.

7. Incorporate images in a web page.

Learning Objectives

Incorporate a thumbnail image that will display a larger image when clicked.

Format images on a page so text wraps around the image.

Discuss the ethics of using other people's images from the Web.

Describe what Creative Commons is and why it is useful for web development.

8. Utilize Cascading Style Sheets (CSS) to make it more unique.

Learning Objectives

Add CSS to format standard HTML elements.

Utilize CSS to create a web page with two or three columns.

Add background images to pages and buttons.

Use CSS and unordered lists to create a menu system.

9. Publish web pages out on the Web using File Transfer Protocol (FTP).

Learning Objectives

Organize web pages on a local computer as the source for a published web site.

Publish a web page by making a copy of local files out on a web server.

Demonstrate workflow including editing local files, displaying them in a browser, and FTPing them out to a server to be published.

10. Select the best Search Engine Optimization (SEO) methods and web advertising to promote a web site.

Learning Objectives

Show three features of Google Analytics that will help you track the effectiveness of a web site.

Decide on three techniques that can be incorporate in a web page to increase the SEO of the page.

Determine two different ways a site can be marketed.

11. Promote a product, service, or idea using social media.

Learning Objectives

Describe three different social media sites highlighting the demographics of each.
Research how a social media site can be used to market a product, service, or an idea.

12. Display tabular data on a web page using HTML tables.

Learning Objectives

Analyze when a table should be used vs using CSS.
Use the HTML table elements to create a table with rows and columns.
Use the th element to add headings as part of a table.
Utilize CSS to style the table for greater readability.

13. Incorporate multimedia to make a page more effective.

Learning Objectives

Embed online videos on a web page.
Add sound files to a web page.
Add a Google map link to a web page to show a specific location.

SCC Accessibility Statement

South Central College strives to make all learning experiences as accessible as possible. If you have a disability and need accommodations for access to this class, contact the Academic Support Center to request and discuss accommodations. North Mankato: Room B-132, (507) 389-7222; Faribault: Room A-116, (507) 332-7222.

Additional information and forms can be found at: www.southcentral.edu/disability

This material can be made available in alternative formats by contacting the Academic Support Center at 507-389-7222.