

# Information Technology for Business

## Module guide

2010/2011

**Module Title:** Information Technology for Business (ITB)

**Module Code:** BB1753

**Level:** 4

**Module availability:** BUMP level 4 – BSc Business Information Technology / Management students take this module as their first year Information Systems option. Other students on BUMP may take this option in place of the BIS level 4 module if they have appropriate IT experience.

### Lecturer

Name	Room	Email	WWW
Barry Avery	340	B.Avery@kingston.ac.uk	<a href="http://www.barryavery.com/blog/teaching/itb/">www.barryavery.com/blog/teaching/itb/</a>

The module is delivered through weekly two hour lectures and labs during Semester One. Lectures are on Tuesdays 4-6 in room 374, and labs are either Wednesday 12-2 room 250 or Friday 12-2 in room 250 (which is the lab at the top of the stairs in the mid level building).

### Aims And Objectives

The module is designed to explore the relationship between computer users and the management of information technology facilities within a networked situation. There are now many different combinations of hardware, applications software and operating systems in existence and the module introduces students to these different computing environments. Understanding how these components can be standardised, linked and interact is a critical area in modern day business communications and is an integral part of the module.

In the lectures we will explore the World Wide Web and learn how to create and design web pages. We will also investigate hardware and software issues and examine how you as a user can manage the computer system that you use. We will explore how for example, you issue commands, create or edit initialisation files, and manage and transfer files between different environments.

The use of networks and more specifically the Internet, is a necessity for businesses to survive in the competitive environment. We will discuss and develop ideas in order to see the value of networking and the manner in which modern day organisations approach the electronic communications issues in today's business world.

## Learning Outcomes

By the end of the module students should have

- Developed a comprehension of computing terminology and an understanding of how to manage their own computing environment
- Developed a working knowledge of different computer hardware and software
- An awareness of how business organisations use IT in order to function more effectively
- Developed an understanding of how to model data and information using appropriately chosen technology, such as web pages, spreadsheets or databases
- An awareness of current trends in technology, such as Web 2.0 and cloud computing

## Approach to teaching and learning

The course will consist of weekly lectures, tutorials and computer laboratory sessions.

## Assessment

Students will be assessed by means of one piece of coursework (70%), and two tests (15% each).

The in-course tests will run in week 3 and week 10 in the labs (note that these weeks may vary slightly depending on circumstances – the most up to date details will always be on the web site) and will involve students creating web pages and using a database. The individual coursework runs in the second half of the semester, and requires students to analyse and redesign a web site for a small / medium business.

## Required reading and other Resources

Because of the nature of the subject, students will have to study a variety of information sources from the web, the library and lecture notes (available from the module website which is available independently or through a link on Studyspace).

A week by week breakdown of materials and notes will be at

<http://www.barryavery.com/blog/teaching/itb/>

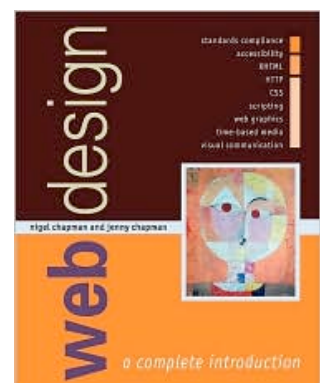
The course uses one of the three Chapman and Chapman books, which are highly recommended.

### Required text

*Chapman N. & Chapman J., Web Design*

An excellent book covering Web Design, Internet standards and information about web application architecture

- Paperback: 692 pages
- Publisher: John Wiley & Sons (27 Oct 2006)
- ISBN-10: 0470060891
- ISBN-13: 978-0470060896

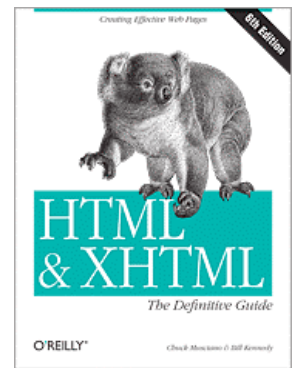


## Additional text

Musciano C. & Kennedy B., *HTML & XHTML: The Definitive Guide*

This book is republished regularly so ensure that you purchase the latest (currently 6<sup>th</sup>) edition. If you are serious about mastering web development skills then this reference book is highly recommended.

- Paperback: 678 pages
- Publisher: O'Reilly Media, Inc.; 6th edition (17 Oct 2006)
- ISBN-10: 0596527322
- ISBN-13: 978-0596527327



## Other texts

There are a wide variety of trade books (books typically aimed at IS professionals, which typically don't have exercises) on the Internet, the web, HTML, spreadsheets and databases. Many of these are in the library and are available for additional reading.

## On-line resources

There are a number of web sites and blogs that you should look at regularly, to keep up with the fast paced development of technologies. The following list is a starting point. Quotes come from each sites *About Us* or *FAQ*:

<http://www.techdirt.com>

“Started in 1997 by Floor64 founder Mike Masnick and then growing into a group blogging effort, the Techdirt blog uses a proven economic framework to analyze and offer insight into news stories about changes in government policy, technology and legal issues that affect companies ability to innovate and grow.

The dynamic and interactive community of Techdirt readers often comment on the addictive quality of the content on the site, a feeling supported by the blog's 850,000+ RSS subscribers, 35,000+ posts, 250,000+ comments and a consistent Technorati 100 rating. Both Business Week and Forbes have awarded Techdirt with Best of the Web thought leader awards.”

<http://www.techcrunch.com>

“TechCrunch was founded on June 11, 2005, as a weblog dedicated to obsessively profiling and reviewing new Internet products and companies. In addition to covering new companies, we profile existing companies that are making an impact (commercial and/or cultural) on the new web space. TechCrunch has now grown into a network of technology focused sites offering a wide range of content and new media”

<http://slashdot.org>

“news for nerds, stuff that matters”

<http://digg.com>

“Digg is a place for people to discover and share content from anywhere on the web. From the biggest online destinations to the most obscure blog, Digg surfaces the best stuff as voted on by our users. You won't find editors at Digg — we're here to provide a place where people can collectively determine the value of content and we're changing the way people consume information online. How do we do this? Everything on Digg — from news to videos to images — is submitted by our community (that would be you). Once something is submitted, other people see it and Digg what they like best. If your submission rocks and receives enough Diggings, it is promoted to the front page for the millions of our visitors to see”

<http://arstechnica.com>

“At Ars Technica—the name is Latin-derived for the "art of technology"—we specialize in original news and reviews, analysis of technology trends, and expert advice on topics ranging from the most fundamental aspects of technology to the many ways technology is helping us enjoy our world. We work for the reader who not only needs to keep up on technology, but is passionate about it. We at Ars take great pride in our unique combination of technical savvy and wide-ranging interest in the human arts and sciences. Our editorial team is at home on Linux, Mac, and Windows; they know both the home and the enterprise; they understand law and politics; and they specialize in bringing readers the right answer, the first time. It's no wonder that Ars has become a "go-to" destination for those who need to sift the wheat from the chaff.”

<http://www.wired.com>

“A division of Condé Nast, Wired Digital is a group of websites that includes Wired.com, Reddit and Webmonkey.”

<http://www.neowin.net>

“Neowin.net, launched in October 2000 by [Steven Parker](#) & [Marcel Klum](#), is a technology news website that actively focuses on Windows, PCs, Mac and Linux. Neowin runs under the slogan, "Where unprofessional journalism looks better.”

While Neowin does not employ full time professional journalists, we offer both community and staff members to try their hand at submitting articles to our news system. Staff are paid on merit for their original stories up to \$10 per article, based on amount of views, amount of comments and how far the article was picked up by other websites. Registered members are only ever approached by Neowin staff after significant (original and correctly formatted) contributions to the news system, for possible addition to the news team.”

## Magazines/Journals

There are a number of periodicals/magazines that you could look at (the learning resource centre has subscriptions to many) – computer magazines such as PC Pro or Computer or newspapers - Guardian Online (Thursdays), FT IT Supplement (1<sup>st</sup> Wednesday of every month). Much of the Guardian Online material is available through the Guardian web site.

## E-books

The Learning Resource Centre website has a number of ebooks available - the most relevant are available through the Safari service, which allows access to a number of O'Reilly texts electronically (the HTML and XHTML book can be found there).



## Teaching Programme

A complete breakdown of the taught subject areas is on the module web site under ITB, from

<http://www.barryavery.com/blog/teaching/itb/>

It can be difficult to exactly predict the taught material timings, so there may be some changes to the structure. The version on the web site will always reflect the current schedule.

DATE	SUBJECTS		LAB WORK		ASSESSMENT
27-Sep	Introduction to the course, the web and HTML	Basic elements, head, body, title, headings, paragraph, tables	HTML introduction		
4-Oct	Links, images, attributes and lists	TCP/IP	Attributes and publishing		
11-Oct	Semantic HTML, flavours of HTML and an introduction to CSS	DNS	CSS	HTML Test (15%)	
18-Oct	More advanced CSS and doing web design properly	HTTP and browsers	CSS 2		
25-Oct	Modelling data		Spreadsheet		
1-Nov	ADDED VALUE WEEK				
8-Nov	Modelling data (cont.)	Open Source	Spreadsheet		Coursework
15-Nov	Relational model and an introduction to SQL		DB		Coursework
22-Nov	Selection		DB		Coursework
29-Nov	Projection	Hardware	DB		Coursework
6-Dec	Grouping and functions	Operating Systems	DB		Coursework
13-Dec	Web application architecture	Introduction to systems design		Database Test (15%)	Coursework

The coursework hand-in date is Monday 20<sup>th</sup> December 2010.