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| **COURSE INFORMATON** | | | | | |
| **Course Title** | *Code* | *Semester* | *L+P Hour* | *Credits* | *ECTS* |
| **Web Content Management** | ACM531 | 1 | 3 | 3 | 8 |

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| **Prerequisites** | - |

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| **Language of Instruction** | English http://www.ebs.sakarya.edu.tr/img/img_flags/tr.png |
| **Course Level** | Master Degree |
| **Course Type** | Elective |
| **Course Coordinator** |  |
| **Instructors** | Yrd.Doç.Dr.Çağla Şeneler |
| **Assistants** |  |
| **Goals** | This course focuses on theoretical foundations of  components of content management systems such as content strategy, information architecture, analytics, teams, features, modelling and aggregation. |
| **Content** | The course covers specific techniques and methods for supporting organisations in their handling of information. Information technologies supporting the content management process such as Joomla, WordPress ,Share Point, Drupal, Alfresco, Wiki, CourseWare and their effect on organizations will be also discussed. |

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| **Learning Outcomes** | **Teaching Methods** | **Assessment Methods** |
| Students should be able to define what an information system is; should be able to list the broad components of such as system; and should be able to discuss the advantages and pitfalls of such systems. | 1,2,3 | A,B,C,D,E |
| Students should know the basic steps involved with analysing and designing an information system, as well as the potential pitfalls in such endeavors. | 1,2,3 | A,B,C,D,E |
| Students should have an in-depth knowledge of how computers work to be able to make informed decisions with regard to their use in information systems, keeping in mind the technological trends | 1,2,3 | A,B,C,D,E |
| Students should know the various electronic commerce levels, their advantages and disadvantages, as well as the need for structured and object-oriented programming. | 1,2,3 | A,B,C,D,E |

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| **Teaching Methods:** | 1: Lecture, 2: Question-Answer, 3: Discussion |
| **Assessment Methods::** | A: Exam, B:Presentation, C: Homework, D: Project, E: Laboratory |

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| **DERS AKIŞI** | | |
| **Hafta** | **Konular** | **Ön Hazırlık** |
| 1) | What content management is (and isn't) | Course notes |
| 2) | Content strategy issues | Course notes |
| 3) | Points of comparison | Course notes |
| 4) | Comparison of system applications | Couse notes |
| 5) | Comparison of sytem platforms | Course notes |
| 6) | Acquiring a CMS | Course notes |
| 7) | The content management team | Course notes |
| 8) | CMS feature analysis | Course notes |
| 9) | Midterm exam |  |
| 10) | Content modelling | Course notes |
| 11) | Content aggregation | Course notes |
| 12) | CMS techniques & methods | Course notes |
| 13) | CMS Productions | Course notes |
| 14) | Presentations |  |
| 15) | Final Examination |  |

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| **SOURCES** | |
| **Textbook** |  |
| **Additional Resources** | Course web-side, course notes, course book, online analysis papers, midterm papers |

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| **MATERIAL SHARING** | |
| **Documents** | Course web-side, course notes |
| **Homeworks** | Homework 1-2 |
| **Exams** | Midterm, final |
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| **ASSESSMENT SYSTEM** | | |
| **IN-TERM STUDIES** | **NUMBER** | **PERCENTAGE** |
| Mid-terms | 1 | 35.71 |
| Interm -papers | 2 | 28.58 |
| Homework | 5 | 35.71 |
| **Total** |  | 100 |
| **CONTRIBUTION OF FINAL EXAMINATION TO OVERALL GRADE** |  | 30 |
| **CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE** |  | 70 |
| **Total** |  | 100 |

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| **COURSE CATEGORY** | Expertise/Field Courses |

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| **COURSE'S CONTRIBUTION TO PROGRAM** | | | | | | | | | | | | | |
| No | Program Learning Outcomes | | Contribution | | | | | | | | | | |
| 1 | 2 | | | 3 | | 4 | | 5 | |  |
| 1 | | E-Commerce and Technology Management Master graduated, Describe contemporary e-Commerce environment |  | |  |  | |  | |  | | X | |
| 2 | | E-Commerce and Technology Management Master graduated, Review concepts and terminology together with processes and management decisions involved |  | |  |  | |  | | X | |  | |
| 3 | | E-Commerce and Technology Management Master graduated, Apply techniques of using of JavaScript, JScript, DHTML, CSS, ASP, XML documents to external resources |  | |  |  | | X | |  | |  | |
| 4 | | E-Commerce and Technology Management Master graduated, Demonstrate an understanding of transforming and presentation languages |  | |  |  | |  | | X | |  | |
| 5 | | E-Commerce and Technology Management Master graduated, Assess major e-Commerce opportunities, limitations, issues and risks |  | |  |  | |  | |  | | X | |
| 6 | | E-Commerce and Technology Management Master graduated, Skills in project and risk management, awareness about importance of entrepreneurship, innovation and long-term development, and recognition of international standards and methodologies. |  | |  |  | |  | |  | | X | |
| 7 | | E-Commerce and Technology Management Master graduated, Recognition of the need for, and the ability to access information, to follow recent developments in science and technology, and to engage in life-long learning. |  | |  |  | |  | |  | | X | |
| 8 | | E-Commerce and Technology Management Master graduated An ability to design, implement and evaluate an information system, component, process or program that meets specified requirements. |  | |  |  | | X | |  | |  | |

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| **ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION** | | | |
| **Activities** | **Quantity** | **Duration (Hour)** | **Total Workload (Hour)** |
| **Course Duration (Including the exam week: 16x Total course hours)** | 16 | 3 | 48 |
| **Hours for off-the-classroom study (Pre-study, practice)** | 16 | 3 | 48 |
| **Mid-terms** | 1 | 20 | 20 |
| **Homework** | 5 | 4 | 20 |
| **In-term papers** | 1 | 44 | 44 |
| **Final examination** | 1 | 10 | 10 |
| **Total Work Load** |  |  | 190 |
| **Total Work Load / 25 (h)** |  |  | 7,6 |
| **ECTS Credit of the Course** |  |  | 8 |