

WORKSPACE WEB DEVELOPMENT & OUTSOURCING TRAINING CENTER

Course Outline (2014)

Basic Web Technology & Freelancing

Workspace Web Development & Outsourcing Training center

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Course Hours	56
Total days	16
Prerequisite	Minimum Programming Basic
Class day	Normally Thursday/ Friday / Saturday/ Sunday (Normally 2 days per week)

COURSE DESCRIPTION

Freelancing, Outsourcing, Blogging, SEO, Affiliate marketing, Google AdSense are very familiar words to all. If you want to become a successful blogger you should learn details about the mentioned topics. You must have to be a little bit tricky and acquire effective strategic knowledge to own a successful blogging career. You may know the hundred of stories about successful bloggers. You will not only get money from Blogging but also huge reputations in the mainstream bloggers. We have designed our course module to make a professional blogger along with various knowledge related to it.

OBJECTIVES

At the end of the course, the students will be able to:

- Have a knowledge regarding the outsourcing world,
- Basic web technology idea,
- SEO, Affiliate marketing good idea,
- Basic static site creation,
- Compare the fundamental types of web technologies and how they can be used to provide real business benefit.
- Explore new technologies and issues affecting the web development.
- Apply a web development approach in analyzing the role of web technology in organizations.
- Describe the process used in developing information systems and the concepts of web engineering and web process reengineering.
- Analyze the skills needed for web development professionals.
- *Ready to apply for outsourcing work.*

TOPICS TO BE COVERED

TOPICS	SPECIFIC OBJECTIVE(S)	TIME FRAME	SUGGESTED ACTIVITIES	TEACHING STRATEGY(S)
Introduction to web development and outsourcing	Informing the students about web technology and how it can help in the Business World. Profile creation in freelancer, portfolio analysis, cover letter writing, work rate, payment method.	Week 1(2 classes)	Homework on HTML. Developing personal website.	Lecture notes, question
Html,CSS	W3schools html and css	Week 2-3(3 classes)	Lecture, Lab Work and Assignments	Lecture notes, question
Php, Mysql	Discussing the use and importance of Database & PHP.	Week 3-4(3 classes)	Homework, Mini-project	Lecture notes, question
Test Project				
Php, Mysql, Java script, jquery and Ajax. Template Integration. Integrate all together to do Project	W3schools javascript, jquery and Ajax. Template download and Integrate. creating one page site	Week 5-6(4 classes)	Homework, Mini-project	Lecture notes, question
Outsourcing, Social Marketing, Data entry, Blog writing,	Way to make money by outsourcing, profile buildup, payment method integration, Post Project, Bid Project, google analytics, traffic analysis, sitemap, Facebook, twitter and email marketing	Week 7(2 classes)	Lecture, Lab, Live Work	Lecture notes, question
Domain parking + cpanel + WHM + overall structure of outsourcing	Domain parking + cpanel + WHM + overall structure of outsourcing	Week 8(2 classes)	Homework, Lecture, Live Work	Lecture notes, question
Final Project Continues				

COURSE REQUIREMENTS

Student Attendance

All students are expected to attend all scheduled classes, and to read all assigned chapters / materials before coming to class.

Class Participation & Peer Evaluation

You Students are expected to participate actively in the class. Your contribution towards your team will be counted too.

TEXTBOOK/ REFERENCES

- W3Schools Online Web Tutorials; URL: <http://www.w3schools.com>
- PHP Documentation; URL: <http://www.php.net/docs.php>
- Sams Teach Yourself Ajax JavaScript and PHP All in One; Phil Ballard and Michael Moncur; Sams Publishing; 2010
- JavaScript Phrasebook; Christian Wenz; Sams Publishing; 2007
- PHP and MySQL Web Development, 4/E; Luke Welling and Laura Thomson; Addison-Wesley Professional; 2009
- Advanced PHP Programming; George Schlossnagle; Sams Publishing; 2004
- Advanced PHP for Web Professionals; Christopher Cosentino; Prentice Hall; 2003
- JavaScript for Programmers Paul J. Deitel and Harvey M. Deitel; Prentice Hall; 2009
- Beginning PHP5, Apache, and MySQL Web Development; Elizabeth Naramore, Jason Gerner, Yann Le Scouarnec, Jeremy Stolz and Michael K. Glass; Wiley Publishing; 2005
- XML in a Nutshell, 3/E; Elliotte Rusty Harold and W. Scott Means; O'Reilly Media; 2004