

UNIVERSITY OF ECONOMICS - VARNA
FACULTY OF INFORMATICS
DEPARTMENT OF INFORMATICS

Adopted by the FC (record № 9/24.04.2024)
Adopted by the DC (record № 10/16.04.2024)

ACCEPTED BY:
Dean:
(Prof. Vladimir Sulov, PhD)

SYLLABUS

SUBJECT: INTERNET TECHNOLOGIES

DEGREE PROGRAMME: All programs taught in English; BACHELOR`S DEGREE

YEAR OF STUDY: 3; SEMESTER: 6

TOTAL STUDENT WORKLOAD: 150 hours; incl. curricular 60 hours

CREDITS: 5

DISTRIBUTION OF STUDENT WORKLOAD ACCORDING TO THE CURRICULUM

| <i>TYPE OF STUDY HOURS</i> | WORKLOAD, hours | TEACHING HOURS PER WEEK, hours |
|-----------------------------|----------------------------|---|
| CURRICULAR: incl. | | |
| • LECTURES | 30 | 2 |
| • SEMINARS / LAB. EXERCISES | 30 | 2 |
| EXTRACURRICULAR | 90 | - |

Prepared by:

1.
(Prof. Snezhana Sulova, PhD)

2.
(Chief Assist. Prof. Boris Bankov, PhD)

Head of department
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I. ANNOTATION

In recent years, our society is increasingly establishing itself as informational, global, and networked. There is a persistent trend towards the use of the Internet and communication technologies in business.

The goal of the discipline "Internet Technologies" is to expand students' knowledge in the field of technologies in the global Internet network, to form skills for their application in managing personal and corporate information.

The main knowledge that students will acquire relates to:

- *Network technologies and the Internet;*
- *The possibilities of using communication services in an internet environment;*
- *Websites as an effective marketing tool for popularization and support of business activities.*

The discipline will develop skills in students to use internet communications, email clients, cloud applications to assist the business more effectively. They will be able to design, build, and develop websites, as well as to popularize and position them. The acquired knowledge and skills are applicable in all spheres of social life - economy, public administration, education, etc. Students will be able to skilfully use the Internet as a tool for business communications, for organizing and improving business. The discipline will form the ability for self-education and expanding knowledge and skills in the world of constantly updating internet technologies.

During the training, the following key competencies are applied and developed, according to the recommendation of the Council of the European Union from May 22, 2018, namely:

- *Mathematical competence and competence in the field of sciences, technologies, and engineering - group 3. The ability for mathematical and logical thinking, reasoning, and creating conceptual models for websites.*

- *Digital competence - group 4. The ability to use and create digital content intended for the web environment. The in-depth knowledge obtained about online platforms for developing modern websites allows students to create quality web content skilfully, critically, and freely.*

II. THEMATIC CONTENT

| № | TITLE OF UNIT AND SUBTOPICS | NUMBER OF HOURS | | |
|---|--|-----------------|----------|------|
| | | L | S | L.E. |
| Topic 1. Evolution of Internet Technologies | | 4 | 4 | |
| 1.1. | Internet - basic concepts, addressing, domain name system, services. Main TCP/IP application protocols | 1 | 1 | |
| 1.2. | Web – concept and basic concepts. Browsers. Searching for information on the Internet – approaches and tools | 1 | 1 | |
| 1.3. | The concept of the Internet of Things | 1 | 1 | |
| 1.4. | Internet technologies and artificial intelligence | 1 | 1 | |
| Topic 2. Management of Office Information and Email Communications | | 4 | 4 | |
| 2.1. | Communications via email and RSS feeds. Email clients – essence, advantages over web-based emails | 2 | 2 | |
| 2.2. | Using email clients to manage office information and communications | 2 | 2 | |
| Topic 3. Cloud Applications to Assist Business | | 4 | 4 | |
| 3.1. | Concepts of cloud technologies | 1 | 1 | |
| 3.2. | Google and Microsoft cloud applications | 3 | 3 | |

| | | | | |
|---|--|-----------|-----------|--|
| Topic 4. The Website as a Tool Supporting the Activities of Organizations | | 8 | 8 | |
| 4.1. | Types of websites, characteristics, purpose. | 2 | 2 | |
| 4.2. | Blogs and social networks as communication tools. | 1 | 1 | |
| 4.3. | Planning and designing a website - virtual concepts, design, structure, organization, and navigation | 2 | 2 | |
| 4.4. | Technologies for creating websites | 1 | 1 | |
| 4.5. | Tools for popularizing websites | 1 | 1 | |
| 4.6. | Publishing a website | 1 | 1 | |
| Topic 5. Building and Maintaining a Website with the Help of an Online Software Platform | | 10 | 10 | |
| 5.1. | | 2 | 2 | |
| 5.2. | Overview of the most common online platforms for building and maintaining a website | 2 | 2 | |
| 5.3. | Creating and administering a website through the most widespread online platforms | 6 | 6 | |
| Total: | | 30 | 30 | |

III. FORMS OF CONTROL:

| № | TYPE AND FORM OF CONTROL | Number | extracurricular, hours |
|--|---------------------------------|---------------|-------------------------------|
| 1. | Midterm control | | |
| 1.1. | Test | 1 | 20 |
| 1.2. | Individual project | 2 | 30 |
| Total midterm control: | | 3 | 50 |
| 2. | Final term control | | |
| 2.1. | Examination (test) | 1 | 20 |
| 2.2. | Course project | 1 | 20 |
| Total final term control: | | 2 | 40 |
| Total for all types of control: | | 5 | 90 |

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. DeNardis, L. (2020). The Internet in everything. Yale University Press.
2. Course materials published in the electronic and distance learning platform eLearn.

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Bernstein, J. (2019) Google Apps Made Easy: Learn to work in the cloud (Computers Made Easy Book 7). Independently published.
2. Bartlett, D. (2022) WordPress in easy steps 3rd Edition. In Easy Steps Limited.

3. Holler, J. (2023) Microsoft Outlook: A Crash Course from Novice to Advanced | Unlock All Features to Streamline Your Inbox and Achieve Pro-level Expertise in Just 7 Days or Less. Independently published.
4. Kumar, N. (2023) Design Your Own Website With WordPress: The ultimate, step-by-step, beginner's guide to a full-featured WordPress website for small business, coaches, authors & bloggers, Independently published.
5. Pitch, K. (2023) Google Workspace Guide: Unlock Every Google App – Elevate Efficiency with Exclusive Tips, Time-Savers & Step-by-Step Screenshots for Quick Mastery. Independently published.