

UNIVERSITY OF ECONOMICS – VARNA
FACULTY OF INFORMATICS
DEPARTMENT OF INFORMATICS

Adopted by the FC (record №8 / 05.03.2020)

Adopted by the DC (record №6 / 17.02.2020)

ACCEPTED BY:

Dean:

(Prof. Vladimir Sulov, PhD)

SYLLABUS

SUBJECT: “INTERNET TECHNOLOGIES”;

**DEGREE PROGRAMME: “International Business”, “Business and Management” and
“Accounting”; BACHELOR’S DEGREE**

YEAR OF STUDY: 2; SEMESTER: 4;

TOTAL STUDENT WORKLOAD: 180 hours; incl. curricular 60 hours

CREDITS: 6

DISTRIBUTION OF STUDENT WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURS</i>	WORKLOAD, hours	TEACHING HOURS PER WEEK, hours
CURRICULAR: incl. <ul style="list-style-type: none">• LECTURES• SEMINARS (lab. exercises)	30 30	2 2
EXTRACURRICULAR	120	-

Prepared by:

1.
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2.
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I. ANNOTATION

In recent years, our society has established itself on the basis of information exchange on a global level. There is a lasting trend in the use of the Internet and communication technologies in business.

The goal of the course “Internet Technologies” is to broaden students' knowledge of technology used on the Internet, to form skills for its application in the management of personal and corporate information.

The basic knowledge that students will gain is in relation to:

- network technologies and the Internet;*
- opportunities to use communication services in the Internet environment;*
- blogs and web sites as an effective marketing tool and to promote and support business activities.*

The course will develop students' skills to use Internet communications, software email clients, MS Office tools, Google cloud applications and blogging platforms more effectively. They will be able to design, build and develop web sites and promote and position them in search engines.

The acquired knowledge and skills can be applied in all spheres of public life - economy, public administration, education and more. Students will be able to use the Internet efficiently as a means of business communication, organization and improvement of business. The course will form the capacity for self-study and the growth of knowledge and skills in the world of constantly evolving Internet technologies.

II. THEMATIC CONTENT

№	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
Theme 1. Network and Internet technologies. Internet communications and email clients		6	6	
1.1.	Computer networks – basic terminology, network architecture and topologies.	1	1	
1.2.	Internet – basic terminology, addressing, domain name system, Internet services. TCP/IP protocols.	1	1	
1.3.	Web – fundamentals and concepts. Browsers. Searching for information on the Internet – methods and tools.	1	1	
1.4.	The effect of Internet technologies on business. E-commerce.	1	1	
1.5.	Communication through email and RSS feed. Email clients – characteristics and advantages.	1	1	
1.6.	Using email clients to manage information exchange.	1	1	
Theme 2. Google cloud technologies as a business tool		4	4	
2.1.	Fundamentals of cloud technologies.	1	1	
2.2.	Classification of Google applications.	1	1	
2.3.	Using Google applications.	2	2	
Theme 3. Web sites – tools for planning, designing and development		6	6	
3.1.	Planning and designing a web site – virtual concepts, interface, layout, navigation components.	1	1	
3.2.	Web site classification, characteristics and purpose.	1	1	
3.3.	Technologies for creating web sites.	2	2	
3.4.	Tools for web site marketing.	1	1	
3.5.	Publishing a web site online.	1	1	

Theme 4. Platforms for developing and managing blogs		6	6	
4.1.	Blog fundamentals and characteristics. Blogs and social media as tools for online communication.	2	2	
4.2.	Creating and maintaining a blog using popular platforms.	4	4	
Theme 5. Developing and managing a web site using an online software platform		8	8	
5.1.	Specifics when using online platforms to build web sites.	1	1	
5.2.	Overview of popular online platforms for developing and managing web sites.	1	1	
5.3.	Creating web sites using popular online platforms.	6	6	
Total:		30	30	

III. FORMS OF CONTROL:

№	TYPE AND FORM OF CONTROL	Number	extracurricular, hours
1.	Midterm control		
1.1.	Practical test	1	30
1.2.	Individual project	1	30
Total midterm control:		2	60
2.	Final term control		
2.1.	Test and course project	1	60
Total final term control:		1	60
Total for all types of control:		3	120

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. Internet Technologies and Information Services, 2nd Edition, Libraries Unlimited, 2014.
2. Lectures provided as pdf files

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Bernstein, J. Google Apps Made Easy: Learn to work in the cloud (Computers Made Easy Book 7). Independently published, 2019.
2. Karol, K. WordPress 5 Complete. Birmingham: Packt Publ., 2019.
3. Lambert, J. Microsoft Outlook 2016 Step by Step. Microsoft Press, 2016.
4. Moore, A. Create Your Own Website The Easy Way: The complete guide to getting you or your business online. Ilex Press, 2016.
5. Moore, A. Create Your Own Website The Easy Way: The complete guide to getting you or your business online, Ilex Press, 2016.
6. My Google Apps, Pearson Education, 2014.