Course Outline - Diploma in E-Business Development Engineering

Academic Period: **2023 - 2024**

Applicable NOC Code: **2175- Web designers and developers, 0124- Advertising, marketing and public relations managers, 4163- Business development officers and marketing researchers and consultants**

Credential Awarded - **Diploma**

Prerequisites - **Ontario Secondary School Diploma or equivalent**

Program Duration - **53 Weeks**

Hourly Income in Toronto Region - **As high as $55.29 per hour**

Course Rationale -

This course is designed to provide students with comprehensive knowledge and skills in e-business development and digital marketing. It equips students with the necessary tools and techniques to succeed in the rapidly evolving digital landscape. Graduates of this program will be able to work in several different industries in a growing employment market. Careers in E-Business Development are in high demand and graduates will have a great opportunity to land a job after completion of this diploma program.

Course Description -

The Diploma in E-Business Development (Digital Marketing) program offers a comprehensive curriculum that covers various aspects of e-business development and digital marketing. Students will gain hands-on experience in web design, programming languages, e-commerce applications, database management, and digital marketing strategies. This course provides 100% hands-on practice with designing, coding, developing and testing websites for e-commerce purposes. You will also get the best industry practices from industry expert instructors.

Modules covered in the course -

1. **Introduction to Operating System**: Gain an understanding of different operating systems and their functionalities in the context of e-business development.
2. **Web Design and E-Business**: Explore the principles of effective web design and its significance in driving online business success.
3. **Designing Web Pages using HTML and CSS**: Learn the fundamentals of HTML and CSS to create visually appealing and structured web pages.
4. **Client-side Scripting using JavaScript**: Acquire the skills to develop dynamic and interactive web content using JavaScript.
5. **Introduction to Responsive Web Design**: Understand the importance of responsive web design and how to create websites that adapt to different devices.
6. **Server-side Programming using Node.js**: Learn to build server-side applications using Node.js and develop REST APIs for e-commerce functionality.
7. **E-commerce Application with REST API**: Explore the integration of REST APIs in developing e-commerce applications.
8. **Web Development using Java**: Gain knowledge of Java programming language for web application development.
9. **Introduction to PHP and MySQL**: Learn the basics of PHP and MySQL for server-side scripting and database management in web development.
10. **E-Business Infrastructure and Relational Database**: Understand the infrastructure requirements for e-business operations and relational database management.
11. **Front-end Development using Angular**: Acquire skills in frontend development using Angular to create dynamic and interactive web interfaces.
12. **Adobe Creative Suite** - Photoshop: Learn to use Adobe Photoshop for designing and editing visual content for digital marketing purposes.
13. **Introduction to SEO**: Understand the principles of search engine optimization and learn techniques to improve website visibility and search rankings.
14. **Introduction to Digital Marketing** - Google Analytics, Google AdWords, and Facebook Campaigns: Explore the fundamentals of digital marketing and its key components, including Google Analytics, Google AdWords, and Facebook campaigns.

Learning Outcomes -

Upon successful completion of the program, students will be able to:

1. Develop end to end digital marketing strategies for any business and be able to implement it with hands-on training.

2. Draft UX/UI strategies for web and mobile applications.
3. Develop and design web pages using HTML, CSS, and JavaScript to create engaging and interactive user experiences.
4. Utilize responsive web design principles to ensure websites are optimized for different devices and screen sizes.
5. Build server-side applications using Node.js and create REST APIs for e-commerce functionality.
6. Develop web applications using Java, PHP, and MySQL, integrating database management and e-business infrastructure.
7. Create dynamic and interactive web interfaces using Angular and enhance user experiences.
8. Utilize Adobe Creative Suite, specifically Photoshop, for designing and editing visual content for digital marketing campaigns.
9. Apply search engine optimization (SEO) techniques to improve website visibility and drive organic traffic.
10. Implement digital marketing strategies using Google Analytics, Google AdWords, and Facebook campaigns to reach target audiences and achieve marketing objectives.
11. Be able to draft comprehensive e-business strategies and implement them individually or as part of a larger team.

Note: The learning outcome may vary based on every individual's learning objectives and focus on the program.

These course outcomes provide students with specific skills and knowledge in e-business development and digital marketing, enabling them to succeed in the industry and contribute to the digital strategies of organizations.