INFS 7004 CONTENT MANAGEMENT SYSTEMS AND WEB ANALYTICS

Credit Points 10

Legacy Code 300697

Coordinator Simi Kamini Bajaj (https://directory.westernsydney.edu.au/search/name/Simi Kamini Bajaj/)

Description Content management systems (CMS) is a collective name for a wide range of web applications used by organisations/institutions/enterprises and social communities in establishing a continuing web presence. They may connect to backend systems and can provide complete web application services. This unit builds on both the conceptual and practical skills/knowledge to develop and utilise CMS's; in their management; in technical, legal, ethical and security issues; and in utilising web analytics to obtain business intelligence of their operation and impact.

School Computer, Data & Math Sciences

Discipline Information Systems

Student Contribution Band HECS Band 2 10cp

Level Postgraduate Coursework Level 7 subject

Equivalent Subjects LGYA 5891 Web Site Management and Security

Restrictions

Students must be enrolled in a postgraduate program.

Assumed Knowledge

Web development and HTML basics.

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Give details of the architecture, functions, operation and characteristics of contemporary Content Management Systems and deploy and deploy a representative CMS;
2. Demonstrate a working knowledge of relevant legal issues: current web-related legislation, copyright, privacy, and intellectual property;
3. Identify privacy concerns and security issues in design, developing and maintaining CMSs including accessibility issues;
4. Demonstrate an understanding of the fundamentals of server protection and control of access to information;
5. Develop management policies for implementation of Web-based services for commercial applications
6. Demonstrate a working knowledge of the various web analytic tools, their application, relevance, scope and limitations and how they can be applied in the business context
7. Demonstrate a working knowledge of community and social networks and the impact of CMSs in society.

Subject Content

- architecture and functions of CMSs, comparison of CMSs and their functionality
- operation, management, policy development and workflow
- security, IP, ethics, Accessibility, Privacy and legal requirements of enterprise systems
- Internationalisation and The user interface
- Deployment and maintenance Issues
- principles, methods, tools and usage of web Analytics
- community CMSs as compared to enterprise CMSs
- developing web applications with CMSs
- future Trends and Developments of CMSs

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Item	Length	Percent	Threshold	Individual/ Group Task
Quiz		30	N	Individual
Practical		30	N	Individual
Applied Project	1500 words or equivalent	40	N	Individual

Teaching Periods

Autumn

Parramatta - Victoria Rd
Day

Subject Contact Simi Kamini Bajaj (https://directory.westernsydney.edu.au/search/name/Simi Kamini Bajaj/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=INFS7004_22-AUT_PS_D#subjects)