

**City University of Hong Kong  
Course Syllabus**

**offered by Department of Media and Communication  
with effect from Semester A 2017/18**

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**Part I Course Overview**

**Course Title:** Internet Communication

**Course Code:** COM2501

**Course Duration:** One semester

**Credit Units:** 3

**Level:** B2

**Proposed Area:**  Arts and Humanities  
(for GE courses only)  Study of Societies, Social and Business Organisations  
 Science and Technology

**Medium of Instruction:** English

**Medium of Assessment:** English

**Prerequisites:** None  
(Course Code and Title)

**Precursors:** None  
(Course Code and Title)

**Equivalent Courses:** COM1501 Internet Communication or  
(Course Code and Title) EN3515 Internet Communication

**Exclusive Courses:** None  
(Course Code and Title)

## Part II Course Details

### 1. Abstract

(A 150-word description about the course)

The course aims to provide students with a broad range of knowledge and skills regarding Internet communication through the World Wide Web and other forms of electronic communication. It will survey the development of the Internet and the Internet communication process, analyze the impact of Internet communication on the society and the major issues arising from Internet communication, and discover the social values and implications of various Internet applications. It will also allow students to learn the professional skills in the design, deployment, and administration of websites and create functional and innovative websites through applying various approaches of effective communication.

### 2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs <sup>#</sup>	Weighting* (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Analyze the trends and development of the Internet		✓		
2.	Assess the main impact of the Internet on society and communication behaviour		✓	✓	
3.	Analyze the social values and implications of various Internet applications		✓	✓	
4.	Discover effective tools to communicate on the Internet			✓	✓
5.	Develop business plans for commercial and non-profit Internet communication			✓	✓
6.	Apply design principles and techniques and various mark-up/programming languages/software to create functional and innovative Internet communication projects, such as websites, blogs, and social media channels			✓	✓
		100%			

\* If weighting is assigned to CILOs, they should add up to 100%.

<sup>#</sup> Please specify the alignment of CILOs to the Gateway Education Programme Intended Learning outcomes (PILOs) in Section A of Annex.

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

### 3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.						Hours/week (if applicable)
		1	2	3	4	5	6	
Lectures	<ul style="list-style-type: none"> <li>Analyze the development of the Internet in various countries</li> <li>Examine key cases of Internet companies and operations (philosophy, business model and operation)</li> <li>Assess the impact of the Internet at both the macro and micro levels through specific cases</li> </ul>	✓	✓	✓				5 weeks
Lectures & discussion	<ul style="list-style-type: none"> <li>Analyse various forms of Internet communication (websites, email, search, blogs, forums, video conferencing, voice over IP, social media platforms)</li> </ul>			✓	✓			1 weeks
Exercises & tasks	<ul style="list-style-type: none"> <li>Apply the principles of colour coordination, layout, and visual design</li> <li>Apply mark-up/programming languages and software to construct websites and various Internet communication projects</li> </ul>					✓	✓	7 weeks

#### 4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.						Weighting *	Remarks
	1	2	3	4	5	6		
Continuous Assessment: _100_%								
Developing a business plan for a start-up web/Internet communication company/operation <ul style="list-style-type: none"> <li>• Originality/creativity</li> <li>• Analysis of market/trends</li> <li>• Feasibility</li> <li>• Business/operation model</li> <li>• Technical features</li> <li>• Presentation</li> </ul>	✓	✓	✓	✓			25% 15% 15% 20% 15% 10%  30% of final grade	
Midterm test	✓	✓	✓	✓			20% of final grade	
Constructing a full-blown website <ul style="list-style-type: none"> <li>• Creativity in concept, business model, design and content</li> <li>• Look and feel</li> <li>• Usability</li> <li>• Content</li> <li>• Technical performance</li> </ul>	✓	✓	✓	✓	✓	✓	20%  20% 20% 20% 20%  50% of final grade	
Examination: ___% (duration: ____, if applicable)								
* The weightings should add up to 100%.							100%	

## 5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
Developing a business plan for a an Internet startup	Demonstrating knowledge of internet business models, ability to conduct research and creativity	High	Significant	Moderate	Basic	Not even reaching marginal levels
Midterm test	Demonstrating knowledge of history and basics of internet technologies and businesses	High	Significant	Moderate	Basic	Not even reaching marginal levels
Constructing a full-blown website	Demonstrating technical knowledge, creativity and understanding of user requirements	High	Significant	Moderate	Basic	Not even reaching marginal levels

**Part III Other Information** (more details can be provided separately in the teaching plan)

**1. Keyword Syllabus**

*(An indication of the key topics of the course.)*

Internet/Web design; Social impact of the Internet; Internet business models; website/blog development and operation, social media

**2. Reading List**

**2.1 Compulsory Readings**

*(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library)*

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**2.2 Additional Readings**

*(Additional references for students to learn to expand their knowledge about the subject.)*

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