Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Website Design and Development

Title	Master dynamic webpage design language
Code	107209L4
Description	In the system development process, understand the operation of webpages. Master the language of writing dynamic web design (such as JSP, PHP, Servlet, etc.) and develop function and application for user interaction.
Level	4
Credit	6 （For Reference Only）

Competency	Performance Requirements
	1. Understand dynamic webpage design, applications and related languages
	
	• Recognize the concept and characteristics of dynamic web design, such as through the program language combined with the way the database, and designed to interact with the user function
	• Master the application of dynamic web pages, such as shopping cart, membership mechanism, message board, message release, product release and other content management functions
	• Understand dynamic web design related languages and platforms
	
	2. Implement dynamic webpage design
	
	• Master dynamic web language such as JSP, PHP, Servlet
	    o Understand with the basic environment of dynamic webpages
	    o Apply dynamic web language syntax and function
	• Develop webpage design using dynamic web pages such as Java, Javascript, XML, SQL server
	    o Understanding Dynamic Web Platforms
	    o Familiar with database operations
	• Integrate the use of dynamic web platform and language, and the establishment of related dynamic web applications, such as shopping carts, membership mechanisms, message boards, message releases, product releases and other content management functions
	
	3. Exhibit professionalism
	
	• Ensure the development of dynamic web framework in line with the requirements of convenience and scalability.
	• Ensures that dynamic pages meet user requirements for interaction.

Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: • Understand dynamic web design, development platform and language features • Apply dynamic web design and database to develop different content management functions and applications
Remark	