MISY 4330
Website Development for Business
SPRING 2013

Section 001 – 3:30 - 4:45pm – MW – OCNR 240

INSTRUCTOR: Robert Cutshall, Ph.D.   OFFICE HOURS: TBA
OFFICE: 347 OCNR   (and by appointment)
OFFICE PHONE: 825-2665
e-mail: robert.cutshall@tamucc.edu

COURSE DESCRIPTION:

This course provides an understanding of the principles and techniques for client-side web development using HTML, XHTML and CSS. Text editors and the software tools such as Dreamweaver and FrontPage will be used. This course includes designing for web standard, accessibility, usability, and workflow for web design.

COURSE PREREQUISITES:

Prerequisite: Junior standing or above

REQUIRED TEXT:

Adobe Dreamweaver CS5: Comprehensive

You will also need two (2) USB Flash Drives for saving student data files and saving your programming assignments. CD-RWs may be used in place of the USB Flash Drives.

DATA RECOVERY:

You are strongly urged to use additional storage media (USB flash drives, or CD-RWs) to back-up your programming work. The question is never if you will lose data. The question is WHEN will you lose data. There are many events that can lead to the loss of data so always have a back-up copy stored in a safe place. Loss of data is NOT an acceptable excuse for not turning-in a programming assignment.

LEARNING OBJECTIVES:

By the end of this course, the students will be able to:
1. Use text editors and Web authoring software to create, manage, and maintain Web sites.
2. Understand the fundamental principles of Web Design and Development.
3. Design and create Web sites that have effective information design and site navigation.
4. Utilize built-in scripting language to create appropriate Web page enhancements.
5. Plan and construct Web sites, working individually and as a member of a team.

EXPECTATIONS OF STUDENTS:

1. You are EXPECTED to have read the material BEFORE it is covered in class.
2. You are responsible for all material presented in lecture and assigned readings.
3. You are responsible for turning in all assignments on time.
4. You are responsible for staying informed of assignments, meeting locations, and any changes to the syllabus announced during class time.
5. You are responsible for doing everything necessary to learn the material.
6. You are responsible for knowing and abiding by the rules and policies outlined in this syllabus.

RELATIONSHIP TO OTHER COURSEWORK:

Where MISY 2305 (Computer Applications in Business) provides for the development of hands-on computer package skills and MISY 3310 (Management Information Systems Concepts) provides the overview of all types of information systems, this course provides a comprehensive understanding of websites and the techniques used to build them. Knowledge about building systems in general acquired in MISY 3340 (Systems Analysis & Design) and databases in MISY 3330 (Database Management) are directly related to this course. The computer skills learned in MISY 2305 or equivalent are required to complete the assignments in this course.

INSTRUCTIONAL METHODOLOGY:

Scheduled class time will be used for group collaboration, lectures, student presentations, discussions and student activities. You are encouraged to ask questions and to participate in class discussions. In addition, you are encouraged to pay attention to local, national, and international media coverage (printed as well as audio-visual media) on information systems topics.

EXAMS:

Your performance will be evaluated, in part, on two (2) examinations. The exam formats will generally be multiple choice, and/or short answer essay. Scanntron forms will be needed for all examinations. Lectures, readings, class activities, and case problems will be the basis of these exams. All course material is fair game for exam question – all assigned readings whether discussed in class or not and all material presented in lectures whether covered in assigned readings or not. You should KEEP all of your graded exam forms until the final grades have been posted.

MAKEUP EXAMS:

Exams are not to be missed for the convenience of the student. You are expected to schedule other activities around the class exam dates. If a major exam is missed due to an excused absence, a make-up exam will be administered at a time and place agreed upon by the student and instructor. In general, make-up exams will be administered within one week of the date of the original exam. Any exam or class activity missed without a pre-approved excuse will be assigned a grade of ZERO.

DREAMWEAVER PROJECTS:

It is your responsibility to determine that your website displays correctly prior to submitting the project for grading. It is also your responsibility to make sure that your disk/program is virus free. Any disk/program received that has a virus on/in it will be returned to you with a grade of zero (0). When naming your projects projects, use the files names provided to you in the assignments.

The disk that you turn-in should be labeled with your name, the date, and the project number. For example the disk label for an assignment should look like the following:

Student Name
January 31, 2011
Project 1

Only the files associated with the assignment should be on the disk that you turn-in for grading purposes. There are several files that may be part of your project so you should be aware of the files that you use and make sure that they are all included on your assignment disk.

If you plan not to attend class on the date an assignment is due, it is your responsibility to turn in all parts of the assignment BEFORE the due date. LATE WORK WILL NOT BE ACCEPTED! NO EXCEPTIONS!

GRADING:
Your grade in this course will be based on your performance on two (2) exams, 9 Dreamweaver projects, and class attendance. PERCENTAGES ARE NOT USED IN GRADING IN THIS COURSE. IF YOU WANT A PARTICULAR LETTER GRADE YOU MUST EARN THE MINIMUM NUMBER OF POINTS FOR THAT LETTER GRADE. For example, for a letter grade of “A” you must earn at least 810 points (in other words 809 points IS NOT an “A”, 809 points IS a letter grade of “B”). The distribution of points per assignment and the tentative grading scale are as follows:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exams (2 at 150 points each)</td>
<td>300</td>
</tr>
<tr>
<td>Dreamweaver Projects</td>
<td>500</td>
</tr>
<tr>
<td>(10 graded at 50 points each)</td>
<td></td>
</tr>
<tr>
<td>Attendance</td>
<td>100</td>
</tr>
<tr>
<td>Total points</td>
<td>900</td>
</tr>
</tbody>
</table>

The tentative grading scale is as follows:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>810-900</td>
</tr>
<tr>
<td>B</td>
<td>720-809</td>
</tr>
<tr>
<td>C</td>
<td>630-719</td>
</tr>
<tr>
<td>D</td>
<td>540-629</td>
</tr>
<tr>
<td>F</td>
<td>below 540</td>
</tr>
</tbody>
</table>

ATTENDANCE POLICY:

Regular and punctual attendance for the full period of each class is expected. Unexcused absences WILL adversely affect your grade. Attendance of all classes is expected and attendance will be checked from time to time. Should you miss a class, you are responsible for all material covered, including announcements and handouts. Any suggestions you have on how to provide the class a better learning experience are always welcome.

COB CODE OF ETHICS:

This course, and all other courses offered by the College of Business (COB), requires all of its students to abide by the COB Student Code of Ethics (available online at www.cob.tamucc.edu) Provisions and stipulations in the code are applicable to all students taking College of Business courses regardless of whether or not they are pursuing a degree awarded by the COB. Any and all violations of the COB Code of Ethics WILL result in an incident report being filed with the COB Dean and the VP of Student Affairs. In addition, a grade of zero (0) for the assignment will be recoded and/or a grade of zero (0) for the ENTIRE MISY 4390 course will be recorded. NO EXCEPTIONS!

AMERICANS WITH DISABILITIES ACT COMPLIANCE:

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall 116. If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

ORAL AND WRITTEN COMMUNICATION CONTENT:

Topics and small case studies will be occasionally brought up in class for discussion. The project, assignments including computer-based ones, and exams will require reporting your analysis and discussions in written form. The expression flow of well-constructed paragraphs and sentences is expected of you.

TECHNOLOGY APPLICATIONS:

You are expected to have a working knowledge of computer hardware and software. You will apply these computer skills extensively in this class. You will learn to design websites in a visual development environment. Knowledge of programming
logic will be helpful but is not required.

**ETHICAL PERSPECTIVES:**

The ethical perspective of website design will be discussed.

**GLOBAL PERSPECTIVE:**

Aspects of website design where end users may be dispersed around the globe will be discussed with respect to ways for designing websites for an international audience.

**DEMOGRAPHIC DIVERSITY PERSPECTIVES:**

Issues about various websites and their development will be discussed with regards to a diverse user base.

**POLITICAL, SOCIAL, LEGAL, REGULATORY, AND ENVIRONMENTAL PERSPECTIVES:**

The social impact of websites will be discussed.
GRADE APPEALS

As stated in University Rule 13.02.99.C2, Student Grade Appeals, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Rule 13.02.99.C2, Student Grade Appeals, and University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at http://www.tamucc.edu/provost/university_rules/index.html. For assistance and/or guidance in the grade appeal process, students may contact the Office of Student Affairs.

INSTRUCTOR STATEMENT:

It is my intention to devote the time, effort, and resources to properly instruct each student, and the class as a whole, in the course subject matter and industrial applications in general. I encourage you to devote the time and effort necessary to succeed in this course. The material in this course IS cumulative. Hence, you should strive to keep up with the material and not fall behind.

I encourage you to attend class and participate in all aspects of the learning process.

Best wishes for your success in the class.

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CLASS SCHEDULE:

The following class schedule has been prepared to serve as a guide for the semester. Adjustments may be made to this schedule as necessary. Examinations will cover all material indicated on the assignments below (regardless of whether or not it was discussed in class) in addition to any material covered in class lectures.

TENTATIVE CLASS SCHEDULE*

*This is our plan and is subject to change given notice by your instructor.
STATEMENT OF UNDERSTANDING OF THE REQUIREMENTS OF
MISY 4330.001

I have read the above syllabus and agree to abide by the class policies and procedures set forth therein.

I understand that I must earn at least the minimum required number of points listed in the syllabus to achieve my desired letter grade.

I understand that I must inform the instructor ahead of time and provide written documentation if I have to miss a scheduled exam for university related business.

I understand that points will be deducted from my course grade for all unexcused/undocumented absences.

I also understand that I must make-up a missed exam within one (1) week of the original exam date.

I understand that academic dishonesty will not be tolerated in this course.

I understand that I am responsible for asking for any necessary clarification to the requirements listed in the course syllabus.

I understand ALL of the other written requirements in this syllabus for this course that have not been reiterated on this page.

I understand that I must sign/date this page and return this page to the instructor within one (1) week of receipt of the syllabus.

Signed this the _________ day of ______________, 2013.

Print your name: _______________________________________

Signature: ___________________________________