TEXAS A&M UNIVERSITY – CORPUS CHRISTI  
COLLEGE OF BUSINESS  
DEPARTMENT OF DECISION SCIENCES AND ECONOMICS

MISY 4330.001  
MW 3:30pm - 4:45pm – OCNR 240  
FALL 2018

Robert Cutshall, Ph.D.  
OFFICE: 347 OCNR  
OFFICE HOURS: 1:00pm – 3:15pm – M & W  
2:30pm – 4:00pm – T  
and by appointment

OFFICE PHONE: 361.825.2665  
E-MAIL: robert.cutshall@tamucc.edu

WEBSITE DEVELOPMENT FOR BUSINESS

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

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

MAJOR COURSE REQUIREMENTS:
In this course, you are required to complete two (2) regular exams, nine (9) Dreamweaver lessons.

REQUIRED TEXT:
Adobe Dreamweaver CC: 2015 Release  

You will also need two (2) USB Flash Drives for saving student data files and saving your website assignments.

OPTIONAL SOFTWARE:
You can purchase a subscription to the Dreamweaver Creative Cloud using the following link:
http://www.adobe.com/products/dreamweaver.html to use on your own computer. The college has a limited number of licenses to the software that will be made available in the General Access COB computer lab so you can definitely use those. Therefore, buying a subscription to the Dreamweaver software is NOT REQUIRED for this course.

DATA RECOVERY:
You are strongly urged to use additional storage media (USB flash drives, or a cloud server) 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 website assignment.

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.
You are responsible for knowing and abiding by the rules and policies outlined in this syllabus.

**COURSE POLICIES:**

**ATTENDANCE/TARDINESS** - 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.

**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. **Scantron forms may 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 preapproved excuse will be assigned a grade of ZERO.

**ELECTRONIC DEVICE USAGE** - Calculators, computers or tablets are required to complete this course.

**EXTRA CREDIT (if any)** - Extra credit may become available from time to time. It can take several forms, including opportunities to participate in research projects and/or campus activities, and then writing brief reports about them. Extra credit opportunities are each worth 5 points.

**GRADING** - Your grade in this course will be based on your performance on two (2) exams, and 8 Dreamweaver lessons. **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 720 points (in other words 719.9 points IS NOT an “A”. 719.9 points IS a letter grade of “B”). The distribution of points per assignment and the tentative grading scale are as follows: *(subject to change before the beginning of the semester)*

| Exams (2 at 200 points each) | 400 points |
| Dreamweaver Lessons (8 graded at 50 points each) | 400 |
| Total points | 800 points |

The tentative grading scale is as follows:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>720-800</td>
</tr>
<tr>
<td>B</td>
<td>640-719.9</td>
</tr>
<tr>
<td>C</td>
<td>560-639.9</td>
</tr>
<tr>
<td>D</td>
<td>480-559.9</td>
</tr>
<tr>
<td>F</td>
<td>below 480</td>
</tr>
</tbody>
</table>

**ACADEMIC INTEGRITY/PLAGIARISM** - University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, falsification, forgery, complicity or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work.) In this class, academic misconduct or complicity in an act of academic misconduct on an assignment or test will result in a zero the first time and failing the course for any additional offense. **NO EXCEPTIONS!**

**DROPPING A CLASS** - I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with me before you decide to drop to be sure it is the best thing to do. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class. **November 09, 2018** is
the last day to drop a class with an automatic grade of “W” this term.

PREFERRED METHODS OF SCHOLARLY CITATIONS – APA style is the only accepted method used for citations and referencing during this class. All work should be paraphrased rather than copied directly. Material used from sources other than the text should use APA style citations and references.

CLASSROOM/PROFESSIONAL BEHAVIOR - Texas A&M University–Corpus Christi, as an academic community requires that each individual respect the needs of others to study and learn in a peaceful atmosphere. Under Article III of the Student Code of Conduct, classroom behavior that interferes with either (a) the instructor’s ability to conduct the class or (b) the ability of other students to profit from the instructional program may be considered a breach of the peace and is subject to disciplinary sanction outlined in article VII of the Student Code of Conduct. Students engaging in unacceptable behavior may be instructed to leave the classroom. This prohibition applies to all instructional forums, including classrooms, electronic classrooms, labs, discussion groups, field trips, etc.

STATEMENT OF ACADEMIC CONTINUITY – Texas A&M University – Corpus Christi has a diverse student population that represents the population of the state. Our goal is provide you with a high-quality educational experience that is free from repression. You are responsible for following the rules of the University, city, state and federal government. We expect that you will behave in a manner that is dignified, respectful and courteous to all people, regardless of sex, ethnic/racial origin, religious background, sexual orientation or disability. Behaviors that infringe on the right of another individual will not be tolerated

GRADE APPEALS - As stated in University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures, 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 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 Dean’s office in the college in which the course is taught or the Office of the Provost.

DISABILITIES ACCOMMODATIONS - The Americans with Disabilities Act (ADA) is a federal antidiscrimination 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.

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STATEMENT OF ACADEMIC CONTINUITY - In the event of an unforeseen adverse event, such as a major hurricane and classes could not be held on the campus of Texas A&M University–Corpus Christi; this course would continue through the use of Blackboard and/or email. In addition, the syllabus and class activities may be modified to allow continuation of the course. Ideally, University facilities (i.e., emails, web sites, and Blackboard) will be operational within two days of the closing of the physical campus. However, students need to make certain that the course instructor has a primary and a secondary means of contacting each student.

RELATIONSHIP TO OTHER COURSE WORK:
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.
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). You will be turning in your projects via the COB network Dropbox. When naming your project files use the files names provided to you in the assignments. All of the files associated with the project you are turning in should be stored in an identifying folder that you create and use BEFORE you start work on the project.

The project folders that you turn-in via the dropbox should be in the following format:

LASTNAME-FIRSTNAME-CH-X

For Example:

Gates-William-CH-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!

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.

__________________________________

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 is was discussed in class) in addition to any material covered in class lectures.

TENTATIVE CLASS SCHEDULE*

<table>
<thead>
<tr>
<th>MW</th>
<th>Date</th>
<th>Week:</th>
<th>Topic</th>
<th>In-Class</th>
<th>Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Course Introduction</td>
<td>Lecture</td>
<td>Read: Getting Started pp. 1-15</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Website Design Introduction</td>
<td></td>
<td></td>
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<tr>
<td>1 (Aug 27, M)</td>
<td></td>
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<td>Labor Day Holiday</td>
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<tr>
<td>2 (Sept 03, M)</td>
<td></td>
<td></td>
<td>Dreamweaver Reference</td>
<td>Lecture</td>
<td>Read: CH. 1 Customizing Your Workspace COMPLETE: CH. 1 Exercise pp. 38-41</td>
</tr>
<tr>
<td>3 (Sept 10, M)</td>
<td></td>
<td></td>
<td>HTML5</td>
<td>Lecture</td>
<td>Read: CH. 2 HTML Basics</td>
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<tr>
<td>4 (Sept 17, M)</td>
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<td>Web Design Principles</td>
<td>Lecture</td>
<td>Read: CH. 3 CSS Basics</td>
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<tr>
<td>Date</td>
<td>Topic</td>
<td>Lecture Info</td>
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<tr>
<td>5 (Sept 24, M)</td>
<td>Site Planning</td>
<td><strong>COMPLETE: CH. 3 Exercise pp. 69-96</strong></td>
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<tr>
<td>6 (Oct 01, M)</td>
<td>CH. 3 Exercise DUE TODAY in DropBox (BEFORE CLASS BEGINS)</td>
<td>Lecture: Read: CH. 4 Web Design Basics pp. 102-112</td>
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<td></td>
<td></td>
<td>Read: CH. 5 Creating a Page Layout <strong>COMPLETE: CH. 5 Exercise pp. 122-141</strong></td>
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<td>7 (Oct 08, M)</td>
<td>CH. 5 Exercise DUE TODAY in DropBox (BEFORE CLASS BEGINS)</td>
<td>Lecture: Read: CH. 6 Working with a Web Framework <strong>COMPLETE: CH. 6 Exercise pp. 146-202</strong></td>
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<td>8 (Oct 15, M)</td>
<td>CH. 6 Exercise DUE TODAY in DropBox (BEFORE CLASS BEGINS)</td>
<td>Lecture: Read: CH. 7 Designing for Mobile Devices <strong>COMPLETE: CH. 7 Exercise pp. 209-231</strong></td>
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<tr>
<td>9 (Oct 22, M)</td>
<td>CH. 7 Exercise DUE TODAY in DropBox (BEFORE CLASS BEGINS)</td>
<td>Lecture: Read: CH. 8 Working with Templates <strong>COMPLETE: CH. 8 Exercise pp. 236-253</strong></td>
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<tr>
<td>10 (Oct 29, M)</td>
<td>CH. 8 Exercise DUE TODAY in DropBox (BEFORE CLASS BEGINS)</td>
<td>Lecture: Read: CH. 9 Working with Text, Lists, and Tables <strong>COMPLETE: CH. 9 Exercise pp. 258-307</strong></td>
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<tr>
<td>11 (Nov 05, M)</td>
<td>CH. 9 Exercise DUE TODAY in DropBox (BEFORE CLASS BEGINS)</td>
<td>Lecture: Read: CH. 10 Working with Images <strong>COMPLETE: CH. 10 Exercise pp. 317-339 SKIP 328-334</strong></td>
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</tr>
</tbody>
</table>
Copy your folder titled:
your-last-name-first-initial-CH-9  
**EXAMPLE:** Cutshall-R-CH-9

To the DropBox at the beginning of class

12 (Nov 12, M)  
**CH. 10 Exercise DUE TODAY in Dropbox (BEFORE CLASS BEGINS)**

Copy your folder titled:
your-last-name-first-initial-CH-10  
**EXAMPLE:** Cutshall-R-CH-10

To the DropBox at the beginning of class

13 (Nov 19, M)  
**CH. 11 Exercise DUE TODAY in Dropbox (BEFORE CLASS BEGINS)**

Copy your folder titled:
your-last-name-first-initial-CH-11  
**EXAMPLE:** Cutshall-R-CH-11

To the DropBox at the beginning of class

14 (Nov 26, M)  
*Catch-up (if necessary)*

15 (Dec 03, M)  
***** EXAM 2 *****

*This is our plan and is subject to change.*