RALPH W. KETNER SCHOOL OF BUSINESS
CATAWBA COLLEGE
IS 3514 WEB TECHNOLOGIES AND ECOMMERCE SPRING 2014
INSTRUCTOR: PAMELA THOMPSON, MBA, PHD

I: General Information

Day, Time, & Location: M/Thursday 6 to 10 pm, Saturday 8 to 12 noon

Instructor: Pamela Thompson
BBA MIS, MBA emphasis, James Madison University
PHD UNC Charlotte (Emphasis KDD, Data Mining)

Contact Information: pthompspo@catawba.edu, 704-637-323 office, 980-234-0042 cell
If you text, please include your first and last name

Office Location and Hours: Ketner Hall 302

11-2 MWF, 9:30-11 TuTh, 5:30-6 MTh and by appointment

Other times by appointment (face-to-face and LIVE online in WebEx)

II: Course Description & Rationale:

A study of web technologies including cloud computing, social media, web site development, and search engine optimization for ecommerce and other applications. Students learn to use development tools and languages for web development.
The course satisfies a required course in the Information Systems Concentration. The course is an appropriate elective for any student interested in learning how to plan, develop implement and maintain an ecommerce site for business.

III. Materials:

- **Required: Access to the internet**
- **Optional: Trial of Adobe Creative Cloud, other software**

IV: Learning Outcomes:

Students will

1. Understand terminology related to the internet.
2. Understand terminology related to business ecommerce.
3. Be able to plan and create a basic business commerce site using:
    a. Dreamweaver
    b. HTML
    c. Javascript, PHP
    d. HTML
    e. MySQL or SQL Server
    f. Photoshop
    g. Content Management Systems (Wordpress, Contao, Joomla, Drupal, BigCommerce, other)
4. Understand the implications of social networking on business commerce.
5. Be able to integrate social networking in order to effectively promote a product or service
6. Understand domain names and domain name registration, web servers
7. Understand search engine optimization
8. Understand how to integrate merchant services into ecommerce

Learning outcomes will be assessed as follows:
Quizzes, Project Assignments

Rubrics will be distributed for all assignment grading.

V: Course Delivery and Assignments:

The course will consist of lectures, homework/project assignments (class preparation, application, and in-class), quizzes, and tutorials.

<u>Homework</u>
Homework consists of three types of assignments: Tutorials (you will be given a completion grade), assignments with a "deliverable", individual projects and a group project.

<u>All assignments</u> will be announced in class and posted in the Blackboard course the day assigned. **If you miss class you must complete the assignment by the due date, generally the beginning of class for the next period.**

<u>Quizzes</u>
We will have two quizzes. Quizzes are designed to test the student's knowledge of the various concepts and software applications covered in class.

Quizzes may include multiple-choice questions (coding and qualitative), "exercise"- and "problem"-type questions, short answer questions, and essay questions.

You may not use a cell phone during quizzes. If a cell phone (or other electronic device) is visible during a quiz, the quiz will be collected and a grade of "0" will be entered.

VI: Grades, Weights & Scale:

Quiz 1 – HTML, Planning a Website, Content Management Systems, CSS
15%

Quiz 2, Domain Name Registration, Hosting, Beginning PHP, Beginning Javascript
15%

Project 1: Photoshop
5%

Project 2: Using Wordpress as a Content Management System Through Blogging
15% (Individual)

Project 3: Codeacademy, W3Schools: HTML and CSS
5%

Project 4: Codeacademy, W3 Schools: PHP, Javascript
5%

Project 5: Personal Web Site Using Dreamweaver and Class Server 20%

Project 6: Design and Development of content for business Website 20%

93% - 100%	A
90% - 92%	A-
88% - 89%	B+
82% - 87%	B
80% - 81%	B-
78% - 79%	C+
72% - 77%	C
70% - 71%	C-
68% - 69%	D+
62% - 67%	D
60% - 61%	D-
Below 60%	F

VII: Academic Integrity and the Catawba College Honor Code:

Every violation of the Catawba College Honor Code will be punishable to the fullest extent possible. Your professor adheres to a zero-tolerance policy on cheating.

Honor Code
"*As a member of the Catawba College community, I will practice academic honesty, communicate truthfully, and show respect for the rights and property of others. I will also encourage others in the community to behave honorably*."

Academic Dishonesty
"Academic dishonesty includes, but is not limited to, cheating, plagiarism, and lying about academic work. A student who submits the work of others, whether in whole or in part, without proper acknowledgement or permission, or who has falsified information within his own work, is in violation of the Honor Code, and is therefore subject to appropriate sanctions resulting from such a violation."

VIII: Attendance Policy:

This is a face-to-face class. The class is hands-on and project oriented. Each student is personally responsible for attendance and assignments. The student is responsible for initiating discussions with the instructor about make-up opportunities where make-up opportunities are allowed. The instructor has the right to assign a failing grade to a student who misses an equivalent of more than one quarter of the class meetings.

It is your responsibility to remain in compliance with the Catawba College withdrawal policies and procedures. The instructor cannot withdraw a student from this course.

IX: Missed Work Policy:

No late Assignments are accepted unless you have unusual extenuating circumstances. Approval should be granted ahead of time if possible.

Since Assignments must be submitted in electronically, this policy applies to all students, even those students who must be away from campus due to personal or work related absences.

Makeup quizzes are unusual. A student must submit an email request with the subject, a Request for a Makeup Quiz Due to an Extenuating Circumstance to pthompso@catawba.edu at least 24 hours prior to the makeup quiz time requested.

If you miss an examination due to an extenuating circumstance (as defined in the Catawba College catalog) and the opportunity to take a makeup quiz is granted, your professor will work with you on a time for the makeup quiz.

X: Electronic Device Policy

Students are encouraged to bring electronic devices to class. This includes laptop computers, cell phones with text capabilities, and/or iPads (or other tablets).

You may use your cell phone during class (not during tests) to text questions to your professor. The professor will respond to questions received via text message periodically during class.

Laptop computers and other devices may be used during class at all times other than during tests or when indicated.

Students are asked not to engage in any activity that is not directly related to class.

Students are not allowed to use any electronic devices, other than calculators, during tests.

Students are not allowed to use cell phone calculators during tests.

If a cell phone is visible during a tests or an examination, the student will receive a grade of "0" for the test or examination, no exceptions.

XI: Course Content

Date and Day	Topic/Assignment
CLASS 1 Thursday, April 10	Introduction and review of syllabus Skills that Webmasters and Other Business Professionals Need Introductory Photoshop and Project 1 Content Management Systems: Wordpress, Blogging and Project 2 1. Blogging (Project 2)– create a business related blog using Wordpress – the topic is your choice but should be related to an interest of yours where you have some expertise (sports, cooking, etc.) , a product, a skill you have, technology, traveling, or business. (Use http://www.wordpress.com). Style your blog with your introductory post, a menuing system, and a picture on the opening page. You are responsible for 4 posts (one per week) and you need to comment on each of your classmate's blogs. Blogs will be available at http://www.profthompson.net 2. Photoshop (Project 1)– you need to have basic photoshop skills! For homework, complete the tutorial and use your new skills to create and post an image that you have modified in photoshop (save as both psd and jpg or png, but only post the jpg or png) to the assignment area before the beginning of the next class on Monday. Modifications need to include: image alteration with cropping and color adjustment, adding text, using layers, saving image for web. NOTE: You can Download Dreamweaver through the Adobe Creative Cloud, this will also give you access to Photoshop. All software is available in the lab, however, and we will have lab time during each class and after class.
CLASS 2 Monday, April 14	Planning A Website Web Servers (Apache and IIS), Web Hosting Dreamweaver and Accessing Your LAMP server space Project 3 Assigned Project 5 Assigned HW: To be assigned in class – see blackboard
CLASS 3 Thursday, April 17	Social Media Integration and Ecommerce (Twitter, Facebook, Instagram, Pinterest, Youtube, Other) SEO Project 3 and Project 5 - LAB
CLASS 4 Thursday, April 24	Project 6 Assigned Cyril Prabhu, Founder, Proverbs 226 – website requirements Planning a Business Website LAB
CLASS 5 Saturday, April 26	LAB – Quiz 1 (online) Group Work (We will not meet in the lab today, all work will be available online)
CLASS 6 Monday, April 28	Project 4 Other Content Management Systems:

	Big Commerce, Contao LAB
CLASS 7 Thursday, May 1	Introduction to MySQL and PHP Search Engine Optimization LAB
CLASS 8 Monday, May 5	LAB
CLASS 9 Thursday, May 8	Presentation of Final Project Work (personal website and Proverbs 226) Quiz 2

XII: Course Calendar (Assume Homework is due every class unless otherwise noted.)

Assignments are due by class time on the due date.

Your final quiz will be administered on the last night (ninth meeting) for class.

XIII: Guest Lectures

When possible, guest speakers may join us live via WebEx or face-to-face. Every effort will be made to invite confirmed guest speakers.

XIV: Common Professional Component:

Common Professional Component (CPC) Concepts:

Summary of (CPC) Concepts:	Hours
Functional Areas:	
Marketing	4
Business Finance	
Accounting	
Management	8
The Business Environment:	
Legal Environment of Business	2
Economics	
Business Ethics	2
Global Dimensions of Business	2
Technical Skills:	
Information Systems	18
Quantitative Techniques/Statistics	
Integrative Areas:	
Business Policies	
Comprehensive Integration	
	36

XV: Miscellaneous but Important Items

Tobacco Products
Tobacco products may not be used in class.

The designated smoking area is located at the side entrance of Ketner Hall. Smoking is not permitted at or near the two main entrances of Ketner Hall. Please be courteous to other members of the college community and comply.

Evacuation

If you feel the need to evacuate Ketner Hall at any time, please proceed to nearest, safest exit.

In the event of a declared evacuation, please meet your professor and your classmates at our designated safe place, the sand volleyball court adjacent to the Ketner Hall parking lot. Please check in with your professor when you arrive at the safe place. Do not leave the safe place until instructed to do so.

You will be asked to choose two Emergency Evacuation Buddies (EEBs) during the first class meeting. During an announced evacuation, please be sure your EEBs have reached the designated safe place.

Appropriate Behavior
Behavior that is deemed to be disrespectful to your professor or classmates will not be tolerated. You are permitted to remain in the classroom at the discretion of your professor.

CEO Lecture Series
Students enrolled in the School of Evening and Graduate Studies program are encouraged to attend special events relevant to course work such as the Catawba College CEO Lecture Series. Dates and times of such events will be announced in class and in the Blackboard course. Thursday April 17th 11:00 am to 11:50 am: CEO Jenny Fulton of Miss Jenny's Pickles will be our CEO lecture series speaker – Hedrick Hall, Catawba College Campus. Wednesday, April 30th from 5:30 to 7:30: Business Plan "Big Idea" Competition Awards Ceremony, Tom Smith Auditorium, Ketner Hall.

WebEx to Facilitate LIVE Online Interaction
WebEx is a web conferencing tool that allows the professor host LIVE online interactive office hours. Appointments are available every day by request. (See "Office Hours".)

Blackboard
Blackboard can be assessed 24 hours, 7 days per week from any computer, on or off campus, through catawba.edu.

Computer Access on Campus
Computer access is available in several computer labs across campus and in the Catawba College Library. Visit the Catawba College Computer Services website at http://www.catawba.edu/administrative/computerservices/documents/GenericNewUserQuickGuide.pdf for information about on-campus computer labs and operating hours.

Computer services can be reached by telephone at 704-637-4666. Please visit http://www.catawba.edu/administrative/computerservices/ for more information.

"Computer problems" do not negate the students' responsibility to submit writing assignments on time. Please plan accordingly.

The Writing Center

"The Catawba College Writing Center provides free, one-on-one consultations to *all* Catawba students. Writing Center tutors have been intensely trained, and while they won't rewrite students' papers for them, they will give students feedback and encouragement at all stages of the writing process (brainstorming, drafting, revising, polishing). Students who use the Writing Center should be prepared to discuss the assignment they are working on and to begin making revisions, with the tutor's guidance, during the session.

All appointments take place face-to-face. The Writing Center is open afternoons (in ADMN 211) and evenings (in the Library Conference Room on the Mezzanine Level).
Walk-ins are welcome, but the Writing Center honors appointments first. Appointments can be scheduled online at www.catawba.edu/writingcenter.

We also encourage students to "Like" our Facebook page at facebook.com/catawbawriting."

Source: Dr. Stahr, Director, The Catawba College Writing Center

Students with Learning Disabilities
Catawba College complies with all laws related to students with disabilities.

Please visit
http://www.catawba.edu/administrative/support/documents/DisabilitiesHandbook.pdf .

ACBSP
The Ketner School of Business is in the candidacy phase of accreditation by the Accreditation Council for Business Schools & Programs (ACBSP).

"The pursuit of accreditation reinforces a commitment to continuous improvement, innovation, and scholarship." (acbsp.org).

Discussion Threads in Blackboard
Discussion Threads in Blackboard include a Student Coffee House for student interaction.

Young Entrepreneurs Society (YES)
YES is a student-administered organization for all students interested in entrepreneurship.

Please see your professor for information.

Phi Beta Lambda (PBL)
PBL is a professional fraternity. Membership is open to all students.

PBL membership offers each member the opportunity to participate in activities designed to prepare students for professional life. The fraternity is dedicated to service.