MIS 4760 COURSE SYLLABUS  
Spring 2010

Section 001: M/W/F 10:20 - 11:15 am  Room FCB 373
Instructor: Diane Turner
Phone: 678-4103
Office: FAB 338
Office hours: Monday and Wednesday: 12:30 - 3:30 pm
and by appointment
Always available by e-mail
Email: Diane.Turner@memphis.edu
Class home page: https://elearn.memphis.edu/
Publisher's site: Course Technology Student Link
UofM Weather Related Info: 901-678-0888, an online at www.memphis.edu

Course Description
Design, development, implementation, and evaluation of business Web sites. Global design and
implementation issues are included.

PREREQUISITE: MIS 2845 OR MIS 3745. WARNING: You must meet the following requirements
to be in any 3000-4000 level business course: Students must have junior standing (60 earned credit hours)
and have met specific course prerequisites with a minimum grade of "C" to be eligible for all 3000 and
4000 level business courses. In addition to these requirements, students seeking a degree in the Fogelman
College of Business and Economics must have (1) completed all required lower division business courses
with a minimum grade of "C" in each; (2) minimum of 2.25 GPA (2.5 for accounting majors) in all
required lower division business courses and MATH 1830, and (3) 60 hours of course work including
MATH 1830 and 9 hours of English. The lower division business core courses are ACCT 2010, ACCT
2020, ECON 2110, ECON 2120, ISDS 2710, MIS 2749 and MIS 2755. If you have not met these
requirements, it is your responsibility to correct the situation during the official add period. If you have
not met these requirements and have not corrected this situation, you may be administratively dropped.

Learning Expectations
• The student will examine Web site design issues
• The student will develop a Web site
• The student will implement various techniques for presenting information on a Web site
• The student will develop skills to provide interactive responses to user actions on a Web site
• The student will examine new developments in Web design

Text Required

Other Requirements
Each student must have adequate USB or UMDrive storage for course assignment backups. Assignments
to be graded must be uploaded to our server for this class, mis4760.memphis.edu

Evaluation
(1) Tests: 45% of the final grade. There will be three chapter tests during the term, plus an optional
comprehensive final test. The chapter tests will count 15% each. There will be no make-up tests. The
optional final test will be used to replace one missed test or a lower test grade.

In accordance with University policy, the optional final test will be administered at the final exam time
shown in the University Schedule of Classes. **No exceptions will be made.**

Tests are based on text content, online content, and any additional information provided during the course. Tests will be written, not "hands-on." Students must be very knowledgeable about the information provided, including specific XHTML, CSS, JavaScript, and related Web development code, to expect to do well on these tests. Dates of tests will be provided by the instructor. Even though you are using web design software to create your assignments, it is important that you actually understand the code that produces the site. The tests will focus on your understanding of the actual code behind the site.

**(2) Assigned course activities: 50% of the final grade.** One or more programming assignments will be given for each chapter. Your completed assignments will be posted on our mis4760.memphis.edu server. Web site programming assignments should be tested using both FireFox and Internet Explorer browsers. Assignments which don't display correctly in both browsers will have points deducted. Programming assignments using JavaScript should be tested using Internet Explorer. IE contains a JavaScript debugger which you will find helpful for those assignments. JavaScript isn't covered in our text. These skills will be covered during class. Since assignments are such a large percentage of your course grade, you should ensure that you follow all requirements carefully.

**(3) Participation: 5% of the final grade.** Attendance, attention and contributions to class discussions.

**Special Note 1:** You are expected to use Microsoft Expression Web for completion of your project assignments. Use of other web design software isn't acceptable.

**Special Note 2:** Part of most classes will be devoted to lab time. A normal class will consist of time devoted to discussions on web design techniques, any special instructions needed for the unit being covered, discussion of the assignment, and time for you to work. The text is in the format of a tutorial. It is to your advantage to complete each tutorial to become familiar with the software package. However, this isn't required and no points will be associated with completion of the tutorials. Most likely additional time outside of class will be necessary to complete the assignments.

**Special Note 3:** There is a deadline for posting each assigned activity. Assignments posted late will receive point deductions (see below). Late point deductions will be in addition to any points taken off for errors in your code or for not following assignment instructions. No make-up work is provided for assignments missed or turned in after the last day of class. Assignments may include short activities as well as a web site design project. Some activities such as short quizzes or in class programming assignments could occur in class with no advance notice and cannot be made up later. Assignments and due dates will be announced in class and on the eCourseware web site for our class.

<table>
<thead>
<tr>
<th>Late</th>
<th>Points Deducted</th>
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<tbody>
<tr>
<td>Deadline - 48 hours (2 days)</td>
<td>2</td>
</tr>
<tr>
<td>&gt; 48 - 96 hours (4 days)</td>
<td>3</td>
</tr>
<tr>
<td>&gt; 96 - 144 hours (6 days)</td>
<td>4</td>
</tr>
<tr>
<td>&gt; 144 hours</td>
<td>5</td>
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**Special Note 4:** Students are responsible for obtaining information about assignments, which are typically explained in class. Our eCourseware site will be used for announcements of new information as well as any changes in assignments. Students may e-mail their instructor at any time regarding assignments.

**Special Note 5:** All of the assignments are designed for students to practice writing appropriate programming code. All programming assignments are individual student assignments (not group assignments or Web code search assignments). You should not use techniques that aren't available in our text or in the class PowerPoints. If an assignment is submitted for credit by a student as his or her own work but is either group work or acquired from some other source, the student(s) should expect to receive
an F in the course, with possible plagiarism charges that could cause further consequences through Judicial Affairs.

**Overall grading scale for the course:**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>90-100</td>
</tr>
<tr>
<td>B</td>
<td>80-89</td>
</tr>
<tr>
<td>C</td>
<td>70-79</td>
</tr>
<tr>
<td>D</td>
<td>60-69</td>
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<tr>
<td>F</td>
<td>less than 60</td>
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*(No +/- grades will be given)*

The MIS area does not post final grades at the end of the semester.

**Attendance**

Students are expected to attend all class meetings, arrive on time, and stay until the class ends. Missing class will not be an excuse for not turning in assignments when due.

Students may not leave the room during a test and then return to continue the test. Once a student leaves the room the test is considered complete.

**Disability Services**

Any student who may need class or test accommodations based on the impact of a disability is encouraged to speak with me privately to discuss your specific needs. Students with disabilities should also contact Student Disability Services (SDS) at 110 Wilder Tower, 678-2880. SDS coordinates reasonable accommodations for students with documented disabilities.

Reasonable and appropriate accommodations will be provided to students with disabilities who present a memo from Student Disability Services (SDS). Students have the responsibility to contact the instructor one week in advance of all tests to initiate the appropriate actions.

**Conduct**

Expectations for academic integrity and student conduct are described in detail on the website of the Office of Student Judicial and Ethical Affairs [http://saweb.memphis.edu/judicialaffairs](http://saweb.memphis.edu/judicialaffairs). Please take a look, in particular, at the sections about “Academic Dishonesty,” “Student Code of Conduct and Responsibilities,” and “Disruptive Behaviors.” Students are expected to be aware of these guidelines and to conduct themselves accordingly.

Cheating in a course of this type includes taking credit for work done by someone else, e.g., any material taken from someone else's Web site, with or without their permission. University policies clearly define the consequences of cheating and will be followed if necessary.

**Wireless and Digital Devices**

Wireless and digital devices, including computers, digital cameras, PDAs, iPods, cellphones, and pagers, may not be visible, turned on, or in use during the class period unless approved in advance by the instructor. Computers may be used at times designated for lab work but not at any other time. You should NOT be texting or surfing the web during class.