Course Syllabus
MIS 4760-M50 –Website Design and Development
[Spring 2015]
Online
3.0 Credit Hours

(Last updated: 12/31/2015)

Instructor:  Shaji Thomas, MS, MBA

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URL:

Office Hours: The standard means for communicating with the instructor is via email throughout the semester. However, phone calls can be scheduled with prior arrangement.

Course Overview:

The course will focus on current technologies and tools that are used to develop and maintain a web site in a business environment. Web mastering techniques include coverage of web site creation, design, programming, planning, enhancement, and maintenance standards

Pre-Requisites/Co-Requisites:

MIS 2845 (Applied Program Development I).

Required Texts (and Related Materials):

- A PC or MAC

Recommended Texts (and Related Materials):

Recommendations for free online journal sources will be provided in the online course material by your instructor.

Location of Course Materials:

This is a fully online course and all course materials (lectures, discussion topics, news, etc.) are located on the eCourseware website.
Course Objectives:

By successfully completing this course, students will be able to:

1. Acquire the ability to apply web development techniques
2. Acquire an understanding of general web design and development concepts

Fogelman College: Learning Outcomes for Your Degree

This course is designed to help you to meet the overall learning objectives for the BBA degree offered by the Fogelman College. You should take the time to become familiar with the overall learning objectives as a student in the BBA Program (New Window)

Course Methodology

Since this is a completely online course, you are not required to attend class meetings. You do, however, need to check the weekly schedule on syllabus and review content on the eLearn site frequently (at least twice a week) to make sure that you are completing the coursework on schedule and that you are turning in your homework assignments on time.

- Video presentations explain and demonstrate web development tools and techniques.
- Weekly hands-on assignments – progressively building a complete web site.
- Weekly quizzes of web development concepts

Professor’s Expectations of Students:

In general, you should assist the instructor in creating a positive, supportive environment for learning by staying engaged in the course and actively participating in all class discussions. All students are required to maintain and access their University of Memphis (@memphis.edu) email account. It is your responsibility to check your inbox frequently and read all email messages from the course instructor.

Student’s Expectations of Professor:

In my role as your instructor, there are certain things you can expect from me including: well-organized and engaging learning experience, response to questions and emails within two (2) business days, and feedback on all work submitted within 4-5 calendar days.

Grading and Evaluation Criteria [EXAMPLE BELOW UPDATE TO YOUR NEEDS]

Over the semester, you will have a variety of opportunities to earn points towards your final (overall) letter grade in this course. This section of the syllabus describes the assessed work you will be doing and how overall (final) letter grades will be computed.

Summary of Graded Activities

Points earned on the assessed activities will be distributed as follows:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>13 Quizzes (10 points each)</td>
<td>130</td>
</tr>
</tbody>
</table>
13 Dropbox assignments (10 points each) | 130
5 posts to discussion forum (2 points each) | 10
TOTAL | 270

**Final Course Grades**

<table>
<thead>
<tr>
<th>Point Range</th>
<th>Assigned Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>90% and above</td>
<td>A</td>
</tr>
<tr>
<td>80% to Below 90%</td>
<td>B</td>
</tr>
<tr>
<td>70% to Below 80%</td>
<td>C</td>
</tr>
<tr>
<td>60% to Below 70%</td>
<td>D</td>
</tr>
<tr>
<td>Below 60%</td>
<td>F</td>
</tr>
</tbody>
</table>

**Homework Assignments:**

- All homework assignments are individual assignments and each person is expected to create their own files and do their own work. Collaboration on homework assignments is cheating. If you turn in another student’s work as your own, you will get a 0 on that assignment.
- Late assignments must be turned in to the late assignment drop box on elearn.
- Points may be deducted for late assignments.
- Quizzes & assignments 1 through 7 will NOT be accepted at all after: Spring Break
- Quizzes & assignments 8 through 13 will NOT be accepted at all after: May 3rd

**Course Topics**

- The jobs of web designer & developer
- General web concepts
- Creating a web page
- Inline vs Block styles
- Page Layout elements, ID & class selectors
- Style rules / CSS
- Specifying fonts, colors & backgrounds
- Adding images & hyperlinks
- The box model Tables
- Data entry forms
- JavaScript, jQuery, & plug-ins
- Setting up a web server
- Use PHP to create a dynamic web page
- Create and use a MySQL database
- Tour of WordPress
- Install WordPress
- Use WordPress
- Search Engine Optimization (SEO)

List of Formal Assessed Activities

For a complete description of the assessed activities for the semester, please refer to the summary of the graded activities session above.

Schedule of Activities

For a complete semester schedule of readings, activities, and due dates for assignments, please refer to the Schedule of Semester Activities that can be found in the online course area under “Getting Started”.

Final Exam Schedule

The final exam for this class will be in the form of a group project presentation that will take place on the scheduled exam date as noted on the Registrar’s Academic Calendar website (New Window).

Course Policies

E-MAIL:

All students are required to maintain and access their University of Memphis (@memphis.edu) email account. You will receive all official course correspondence at this email account. Any inability to receive incoming mail in a timely fashion (e.g., not regularly checking your email, having a “full mailbox” condition, etc.) is the student’s responsibility. If you prefer getting email from an alternate email address (gmail, yahoo, etc.) and do not check campus email, you should make sure all campus email is forwarded to that alternate email address. This can be done via the campus IAM website (New Window).

Attendance:

Since this is a completely online course, you are not required to attend class meetings. You do, however, need to check the weekly schedule on syllabus and review content on the eLearn site frequently (at least twice a week) to make sure that you are completing the coursework on schedule and that you are turning in your homework assignments on time. Your full engagement in the class begins on the first day of the semester and should be maintained until the last assignment is submitted. For students receiving federal student loans, any lack of engagement in the course may be treated as non-attendance and potentially impact access to student loans in the future.

Adding / Dropping:

If you have questions about adding or dropping classes, please refer to this page on the Registrar’s website (New Window).

Academic Integrity:
The University of Memphis has clear codes regarding cheating and classroom misconduct. If interested, you may refer to the Student Handbook section on academic misconduct for a discussion of these codes. Note that using a “Solutions Manual” is considered cheating. Should your professor have evidence that using a “Solutions Manual” has occurred, he/she may take steps as described on the campus’ Office of Student Conduct website (New Window). If you have any questions about academic integrity or plagiarism, you are strongly encouraged to review the Fogelman College's Website on Academic Integrity (New Window). Note that Turnitin will be used extensively on submitted work, especially research and associated writing. Strong evidence of plagiarism will result in a zero on the submitted assignment with a potential opportunity to resubmit in a corrected form for partial credit.

**Participation:**

To be successful in this course as a student, you must stay active and involved throughout the entire semester. Students are expected participate in all interactive aspects of the course. You should also regularly communicate with the instructor as part of your overall learning experience, check into the course frequently for announcements (usually on the course home page), and actively participate in classrooms discussions (both formal and informal). Note that your overall level of participation will contribute to your final grade in the semester as noted under “Grading” in this syllabus.

**Classroom or Online Behavior:**

All participants in the course should be considerate of the other course participants and treat them (as well as their opinions) with respect. The class will operate under the assumption that any and all feedback offered is positive in nature and that the intentions of the person(s) providing feedback are strictly honorable. Insensitivity in this area will not be tolerated. If you have any questions about online communication, you should review the Fogelman College’s Netiquette website (New Window).

**Late Assignments:**

Assignments and projects may be submitted anytime up to and including the date due. Please review all information in this syllabus and related “Course Activity Summary / Schedule” for all due dates for formally assessed work. If your work is not submitted on time, the instructor reserves the option to deduct up to 20% of the grade value for tardiness depending upon the circumstances and appropriate communication between the student and the instructor.

**Extra Credit:**

There is no extra credit offered in this course. Your final grade will be computed based on your work on the formal/assessed activities previously described in this syllabus.

**Reporting Illness or Absence:**

Due dates and deadlines have been established for each graded assignment. In this course, deadlines are taken very seriously. Please do not wait until the last day to submit assignments or to take quizzes and exams. If an emergency should arise, it is the student’s responsibility to contact the instructor prior to the deadline to discuss the matter. A deadline extension will be considered only if all of the following conditions are met:

1. Extreme emergency and
2. Instructor contacted prior to the due date.

**Inclement Weather:**

In the event that inclement weather requires the cancellation of classes at The University of Memphis, local radio and television media will be immediately notified. Additionally, The
University of Memphis has established an Inclement Weather Hotline at 678-0888 as well as TigerText (New Window), an emergency alert text messaging service to students, faculty and staff. This optional service is used in the event of an on-campus emergency, an unscheduled university closing, or a delay or cancellation of classes due to, for instance, inclement weather. Click Here (New Window) for information on TigerText.

**Syllabus Changes:**

The instructor reserves the right to make changes as necessary to this syllabus. If changes are necessitated during the term of the course, the instructor will immediately notify students of such changes both by individual email communication and posting both notification and nature of change(s) on the course bulletin board.

**Student Services**

Please access the FCBE Student Services (New Window) page for information about:

- Students with Disabilities
- Tutoring and other Academic Assistance
- Advising Services for Fogelman Students
- Technical Assistance