Course Syllabus
MIS 4760-M50 – Web Site Development
Fall Semester, 2018
3.0 Credit Hours
CRN 80933

Instructor: Margaret R. Schultz, Ph.D.
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Office: FEC 377 (computer lab)
Office Hours: Mon/Wed/Fri 11:20am to 12:30pm

Class Meeting Times:
• Start & End dates: October 17th to December 5th
• Meeting times: none (online)

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. (3 semester hours)

Pre-Requisites:
• MIS 2845 (Application Program Development I)

Fogelman College: Learning Outcomes for Your Degree
The Fogelman College has established the following learning goals for all students successfully completing the BBA degree:
• Graduates will be effective communicators.
• Graduates will demonstrate critical thinking skills.
• Graduates will be knowledgeable about ethical factors in the business environment.
• Graduates will be knowledgeable about the global business environment.
• Graduates will be proficient users of business presentation and analysis technology.

Course Learning Objectives:
• You will acquire the ability to apply web development techniques
• You will acquire an understanding of general web design and development concepts
Instructional and Assessment Methods:
- 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

Grading methodology used to determine course grade:

<table>
<thead>
<tr>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>13 Quizzes (10 points each) .................................................. 130</td>
</tr>
<tr>
<td>13 Dropbox assignments (10 points each) .................................. 130</td>
</tr>
<tr>
<td>TOTAL .................................................................................. 260</td>
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</tbody>
</table>

Final Letter Grades:
Your final letter grade is based on your overall average. Your overall average is calculated as the sum of all the points you earned on graded assignments divided by the total number of points possible. The letter grade is based on the following schedule:

- Above 90% ................................................................................. A
- Above 80% but below 90% ......................................................... B
- Above 70% but below 80% .......................................................... C
- Above 60% but below 70% ........................................................... D
- Below 60% ................................................................................ F

Note: To receive a passing grade in the course, you must have at least 60% of the total possible points and you must complete homework assignments DB #1 through #8 correctly.

Required Materials:
- No specific textbook is required for this course.
- The following text is recommended:
- I encourage you to use Google or any other search engine of your choosing to supplement the learning material that is provided in the slideshow presentations. There are many websites that provide great reference material for the topics in this course. Two sites that I recommend are: www.wikipedia.com and www.w3schools.com. In addition, when you need to install additional programs on your computer (such as WAMP), you may get error messages. For example, you might get a message such as “Apache cannot start because its port number is already in use”. It will be most helpful to you if you Google the error message to see what others have done to fix the problem. Learning how to find answers using a search engine is great practice for “real life” IT issues!
- A PC or a MAC is required

Course Policies:

E-mail:
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.
**Academic Conduct:**
The University of Memphis has published rules and responsibilities regarding academic conduct. In addition, the Fogelman College of Business and Economics has its own published guidelines on academic integrity. You are expected to follow these rules and guidelines. Incidents of violations will be reported to the Office of Student Conduct.

**Professor’s Expectations of Students:**
- 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 receive a 0 on that assignment. If this occurs more than once, you will receive a failing grade for this course. Students who shared their work with others will receive a 0 on those assignments as well.

**Due Dates on assignments**
- Unless otherwise noted, in-class activities, quizzes, and homework assignments are due on Sundays at 11:59pm. Homeworks must be turned in to their dropboxes. No assignments are accepted as email attachments. Please make your best effort to turn in assignments to their correct dropboxes.

**Late Assignments:**
- You are expected to turn in your assignments on time. The due dates for assignments are provided on the weekly schedule (above) and are posted on eLearn. One point may be deducted for each day that an assignment is late.
- Quizzes have due dates and shut down dates. The shut-down date is one week after the due date. That means that quizzes should be completed by their due dates. But quizzes cannot be taken after their shut-down dates. The last two quizzes however, quizzes #9 and #10, shut down ON their due dates because it is the last day of the semester.
- Similar to quizzes, dropboxes for in-class activities and homework assignments have due dates and shut down dates. Dropboxes will accept files for up to one week past their due dates. Assignments may not be accepted for grading if they are turned in more than one week late.
  - Do not turn in assignments as email attachments, please! No assignments turned in as an email attachment will be graded.

**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 (opens in browser window) page for information about:
- Students with Disabilities
- Tutoring and other Academic Assistance
- Advising Services for Fogelman Students
- Technical Assistance
<table>
<thead>
<tr>
<th>Weekly Schedule:</th>
<th>Video/PowerPoint (PPT) to view</th>
<th>Quiz to take Due 11:59pm Sunday</th>
<th>Assignment to do Due 11:59pm Sunday</th>
</tr>
</thead>
</table>
| **WEEK 1:**  
*Oct 17th to Oct 21st* | Go over the syllabus  
#1: The jobs of web designer & developer  
#2: General web concepts  
#3: Creating a web page | Quiz #1 - web designer & developer tools & technologies  
Quiz #2 - general web concepts & creating a web page | DB #1 - initial web site design decisions  
DB #2 – create web page (follow along steps in video/PPT) |
| **WEEK 2:**  
*Oct 22nd to Oct 28th* | #4: HTML elements  
#5: Page Layout, ID & class selectors  
#6: Style rules / CSS  
#7: Specifying fonts, colors & backgrounds | Quiz #3 – style rules & CSS  
Quiz #4 – marking up text | DB #3 – create web site and define page layout  
DB #4 – adding content and styles to pages |
| **WEEK 3:**  
*Oct 29th to Nov 4th* | #8: Adding images & hyperlinks  
#9: The box model  
#10: Tables | Quiz #5 - images & hyperlinks  
Quiz #6 - box model & tables | DB #5 – add images & hyperlinks to pages  
DB #6 – add tables with unique IDs to pages |
| **WEEK 4:**  
*Nov 5th to Nov 11th* | #11: Data entry forms  
#12: JavaScript, jQuery, & plug-ins | Quiz #7 - data entry forms  
Quiz #8 - JavaScript & jQuery | DB #7 – add data entry form  
DB #8 – use a jQuery plugin for form validation |
| **WEEK 5:**  
*Nov 12th to Nov 18th* | #13: Setting up a web server  
#14: Use PHP to create a dynamic web page | Quiz #9 - web servers  
Quiz #10 – PHP | DB #9 – set up web server (follow steps in video/PPT)  
DB #10 – add PHP to create dynamic content |
| ½ **WEEK 6:**  
*Nov 19th to Nov 20th* | #15: Create and use a MySQL database | Quiz #11 – MySQL | DB #11 – create a MySQL database to store form data |
| **WEEK 7:**  
*Nov 26th to Dec 2nd* | #16: Tour of WordPress  
#17: Install WordPress  
| ½ **WEEK 8:**  
*Dec 3rd to Dec 5th* | #19: Search Engine Optimization (SEO) | Quiz #13 – SEO | DB #13 -add SEO functionality |
| **½ WEEK 9:**  
*Nov 19th to Nov 20th* | | | |
| **No final exam!** | | | |