Course Syllabus
FCBE 4760-M50 – Website Development
Fall Semester, 2020
3.0 Credit Hours
(Last updated: 8/10/2020)

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Office Hours: As this is a fully online class, the standard means for communicating with the instructor is via course email throughout the semester. However, office hours will be held via Zoom on Thursdays from 3pm to 4pm. Phone or video calls can be scheduled at other times, also.

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/Co-Requisites:
MIS 2845 (Application Program Development I)

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 (opens in new window).
Required Texts (and Related Materials):

- No specific textbook is required for this course because the materials are all online.
- 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](http://www.wikipedia.com) and [www.w3schools.com](http://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 Objectives:

By successfully completing this course:

- You will acquire the ability to apply web development techniques
- You will 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 degree program.

- 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 Methodology

This is an online course and much of the learning will be self-managed and self-paced. This has the benefit of accommodating each student’s unique schedule and learning style. Everything will be done fully online and asynchronously (meaning the class will not meet at specific times).

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

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 online discussions.
• 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 Dropbox folder. No assignments are accepted as email attachments. Please make your best effort to turn in assignments to their correct Dropbox folders.

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.
• Similar to quizzes, Dropbox folders for homework assignments have due dates and shut down dates. Dropbox folders will accept files for up to one week past their due dates. Assignments may not be accepted 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.

Student’s Expectations of the 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 emails within one business day, and feedback on all work submitted within 7-14 calendar days.
Grading and Evaluation Criteria

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.

Points 13 Quizzes (10 points each) ................................................................. 130
13 Dropbox assignments (10 points each) .................................................... 130
TOTAL ........................................................................................................... 260

Final Course 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:

<table>
<thead>
<tr>
<th>Point Range</th>
<th>Assigned Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>90.0-100 Points</td>
<td>A</td>
</tr>
<tr>
<td>80.0-89.99 Points</td>
<td>B</td>
</tr>
<tr>
<td>70.0-79.99 Points</td>
<td>C</td>
</tr>
<tr>
<td>60.0-69.99 Points</td>
<td>D</td>
</tr>
<tr>
<td>Under 60 Points</td>
<td>F</td>
</tr>
</tbody>
</table>

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.

Schedule of Activities

For a complete semester schedule of readings, activities, and due dates for assignments, please refer to the “Semester Calendar” at the end of this syllabus.

Final Exam Schedule

No Final Exam!

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.
Attendance:
Since this is an online class taught asynchronously, there are no scheduled meeting times. Thus, formal attendance will not be taken. However, you are expected to stay active and engaged throughout the academic term and keep up with the schedule of activities. 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 (opens in 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 in the section on Code of Student Rights & Responsibilities for information. If you have any questions about academic integrity or plagiarism, you are strongly encouraged to review the Fogelman College's Website on Academic Integrity (opens in new window).

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 threaded discussion events (both formal and informal). You should plan on logging into the course at least three times each week.

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 (opens in new window).

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.

**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 new window)](opens in new window) page for information about:

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

**Weekly Schedule**
<table>
<thead>
<tr>
<th>Week # Mon --&gt; Sun</th>
<th>Video/PowerPoint to view</th>
<th>Online quiz, due 11:59pm Sunday</th>
<th>Assignment, due 11:59pm Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week #1 8/17-8/23</td>
<td>#1: The jobs of web designer &amp; developer</td>
<td>Q1 - web design and developer tools &amp; tech</td>
<td>HW1 - initial website design decisions</td>
</tr>
<tr>
<td>Week #2 8/24-8/30</td>
<td>#2: Web concepts #3: Creating a webpage</td>
<td>Q2 - web concepts &amp; creating a webpage</td>
<td>HW2 - create a webpage (follow steps in video)</td>
</tr>
<tr>
<td>Week #3 8/31-9/6</td>
<td>#4: HTML elements #5: Page layouts #6: Style rules / CSS</td>
<td>Q3 - style rules &amp; CSS</td>
<td>HW3 - create website and define page layout</td>
</tr>
<tr>
<td>Week #4 9/7-9/13</td>
<td>#7: Specifying fonts, colors &amp; backgrounds</td>
<td>Q4 - marking up text</td>
<td>HW4 - adding content &amp; styles to pages</td>
</tr>
<tr>
<td>Week #5 9/14-9/20</td>
<td>#8: Adding images &amp; hyperlinks</td>
<td>Q5 - images &amp; hyperlinks</td>
<td>HW5 - add images &amp; hyperlinks to pages</td>
</tr>
<tr>
<td>Week #6 9/21-9/27</td>
<td>#9: The box model #10: Tables</td>
<td>Q6 - box model and tables</td>
<td>HW6 - add tables with unique IDs to pages</td>
</tr>
<tr>
<td>Week #7 9/28-10/4</td>
<td>#11: Data entry forms</td>
<td>Q7 - data entry forms</td>
<td>HW7 - add data entry form</td>
</tr>
<tr>
<td>Week #8 10/5-10/11</td>
<td>#12: JavaScript, jQuery &amp; plug-ins</td>
<td>Q8 - JavaScript &amp; jQuery</td>
<td>HW8 - use a jQuery plugin for form</td>
</tr>
<tr>
<td>Week #9 10/12-10/18</td>
<td>#13: Setting up a web server</td>
<td>Q9 - web servers</td>
<td>HW9 - set up web server (follow steps in video)</td>
</tr>
<tr>
<td>Week #10 10/19-10/25</td>
<td>#14: Using PHP to create a dynamic website</td>
<td>Q10 - PHP</td>
<td>HW10 - add PHP to create dynamic content</td>
</tr>
<tr>
<td>Week #11 10/26-11/1</td>
<td>#15: Create and use a MySQL database</td>
<td>Q11 - MySQL</td>
<td>HW11 - create a MySQL DB to store form data</td>
</tr>
<tr>
<td>Week #13 11/9-11/15</td>
<td>#19: Search engine optimization (SEO)</td>
<td>Q13 - SEO</td>
<td>HW13 - add SEO functionality</td>
</tr>
<tr>
<td>Week #14 11/16-11/22</td>
<td>NO FINAL!</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Week #15 11/23-11/29</td>
<td>NO FINAL!</td>
<td>None</td>
<td>None</td>
</tr>
</tbody>
</table>