CIS 302
Information Systems

Prerequisite: CIS 301: Information Systems and Problem Solving.

Instructor:  Dr. Kevin R. Parker
Office: BA 534
Phone: 282-4783
e-mail: parkerkr@isu.edu
URL: cob.isu.edu/parkerkr

This course will use current technology, so in order to do assignments at home your operating system must be Windows XP, Windows Vista, or Windows 7

For class times, office hours, and textbooks, please see the online syllabus at http://cobhomepages.cob.isu.edu/parkerkr/ParkerCOB

Course Description

The discipline of information systems focuses on integrating information technology solutions and business processes to meet the information needs of an organization. The purpose of IS is to analyze, design, develop, and implement information technology strategies to solve business problems and to enable the organization to meet its goals and business challenges.

While most courses of this type provide some combination of strategic/managerial overview with specific office/database/web page skills, this course will take a different approach. Readily available open source platforms for the web (like Wordpress, Drupal, and Joomla!) make it possible for any business student to dive in and start delivering technology that has business value. These open source platforms offer the basic functionality of a real, industrial-strength website 'out of the box'.

The course is designed such that students can get started relatively quickly, without having to train as if they were building an entire website or database from a blank sheet of paper. They can gain experience with content organization, administration, analytics, advertising and search issues, and, most importantly, real users more quickly than ever before.
Course Objectives

- The student will be able to prototype business-quality websites with attractive, well-organized content, active online community, analytics, and advertising.
- The student will be able to serve web pages, style sheets, and applications from a hosting service.
- The student will be able to connect to web-based advertising and other web services.
- The student will be able to install, configure, and modify prototype business sites using open-source content management systems.
- The student will be able to build and manage online communities.
- The student will be able to publicize sites, and track user activities with analytics.
- The student will understand the basics of business requirements and development cycles.

Policies & Procedures

Exams
You must score at least 60% on the combined total of all exams in order for the quizzes and the project points to be counted. In other words, you cannot pass this course with less than 60% on the combined total of the exams. Further, you must average at least 70% on all exams in order to be eligible to earn a C grade in the course, unless the professor sees significant improvement throughout the semester.

Make-Up Exams
No make-up exams will be given, regardless of the reason for absence. Instead, a comprehensive exam will be given at the end of the semester to those students who have missed an earlier exam. The grade on the comprehensive exam will replace the zero score received on the missed exam. The exam can be used to replace at most a single zero score. It may be possible to make arrangements to take an exam early if there is a valid reason.

Final Exam
The scheduled date for the final exam is shown on the class schedule. You must be there for the final exam.

Assignments/Projects
Assignments and projects that are not submitted on the due date will be subject to grading penalties of 20% per day. Assignments and projects cannot be graded until all students have submitted their work, so prompt submission is essential.

Practice Exercises
Practice exercises are provided to help students gain additional hands-on experience. They are required because they cover some topics/skills that may not be discussed in the lectures. In addition, if your final letter grade is borderline, your performance on exercises will determine if the professor "bumps up" your grade.

Tardiness
Students are expected to arrive for class and be in their seats by the scheduled beginning of class. Quizzes will be administered at the beginning of class, and anyone arriving late may not be allowed to take the quiz.

Attendance
Attendance in class is integral to the learning process. In addition, any quizzes or exams that are missed cannot be made up, so attendance is essential. More than three absences may also result in the reduction of one letter grade on the final grade for habitual offenders. If a student misses the equivalent of three weeks or more of class, no credit may be received for the course.

Student Notification
All students are responsible for checking the web page and their e-mail on a regular basis, preferably daily, for notification of any class scheduling changes or assignment clarification.

Topic List:

Introduction to Information Systems
Hypertext Markup Language (HTML)
Cascading Style Sheets
Web Design
Graphic Design
Web Widgets
Web Hosting and Domain Names
Wikis and Social Networking
Blogs
Online Communities
Content Management
Online Advertising
Analytics
Promotion
Search Engine Optimization
Instructor Availability
The instructor will be available during posted office hours, but additional efforts are made to increase accessibility to the students. If the instructor is not available at the telephone number above, the student can leave a detailed voice mail message. These messages are checked each day and every effort is made to minimize delay in returning calls. In addition, the instructor's e-mail is also checked several times each day and often the student will get an immediate response to questions submitted by e-mail. E-mail is usually the most reliable means of contact.

Cell Phones
Cell phones, pagers, and any other electronic devices that may disrupt class are to be left outside of class or turned off. Repeated violations of this policy will result in letter grade reductions.

Course Fees
The fees on CIS courses are used to cover those expenses for which the State provides no budget. Specifically, your fee goes towards:

- Paying for our College of Business technical support personnel. These personnel install and maintain the software on instructors’ computers required for the course, conduct administrator activities for the Microsoft Academic Alliance (which provides the software for students), and maintain hardware in the classroom.
- Purchasing and maintaining the projection equipment used to conduct the class.
- Maintaining server software (e.g. Visual Studio) used in various CIS courses.

Without these fees, students would have to purchase their own software, there would be no projectors in classrooms, and instructors would not be able to run the software required for the course.

Academic Integrity
Academic integrity is expected at Idaho State University and the College of Business. All forms of academic dishonesty, including cheating and plagiarism, are strictly prohibited, the penalties for which range up to permanent expulsion from the university with "Expulsion for Academic Dishonesty" noted on the student's transcript. If you are unclear as to what constitutes academic dishonesty, read the College of Business Policy on Academic Integrity and the ISU Student Code of Conduct.

Students with Special Needs
Our program is committed to all students achieving their potential. If you have a disability or think you have a disability (physical, hearing, vision, psychiatric, or learning disability) that may need a reasonable accommodation, please contact the ADA & Disabilities Resource Center located in Gravelley Hall on the ISU Pocatello campus, Room 123, 282-3599, as early as possible.

Closed Week Policy
Information about the ISU Closed Week Policy can be found online. Note that the policy does not prevent the presentation of new material during closed week.

Grade Distribution
This class utilizes my Standard Grading System. Please note that final grades are assigned based on student performance on assignments and exams and are not negotiable.

<table>
<thead>
<tr>
<th>Grade</th>
<th>Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>92.00 - 100.00</td>
</tr>
<tr>
<td>A-</td>
<td>90.00 - 91.99</td>
</tr>
<tr>
<td>B+</td>
<td>88.00 - 89.99</td>
</tr>
<tr>
<td>B</td>
<td>82.00 - 87.99</td>
</tr>
<tr>
<td>B-</td>
<td>80.00 - 81.99</td>
</tr>
<tr>
<td>C+</td>
<td>78.00 - 79.99</td>
</tr>
<tr>
<td>C</td>
<td>72.00 - 77.99</td>
</tr>
<tr>
<td>C-</td>
<td>70.00 - 71.99</td>
</tr>
<tr>
<td>D</td>
<td>60.00 - 69.99</td>
</tr>
<tr>
<td>F</td>
<td>00.00 - 59.99</td>
</tr>
</tbody>
</table>

Professional Demeanor
Part of receiving an education from a professional college is learning about your chosen field. Another part is learning to act like a member of that field. Professional Demeanor is in many ways the most important part of the learning process. How you act affects not only how others perceive you, but can also result in rewards or, alternatively, negative consequences. It will also affect your class grade.

Your class grade will consist of two parts: the objective portion that is a calculated average of all assignments, quizzes, exams, etc., and a subjective portion that is based on your professional demeanor. The professional demeanor multiplier (PDM) can range from 0.85 to 1.05, and will be multiplied by your calculated average. Students will be assigned a PDM of 1.0 unless behaviors are exhibited that signifyunreadiness for the workforce.

\[
\text{Final Grade} = \text{Calculated Grade} \times \text{PDM}
\]

Students will demonstrate professional demeanor and commitment in a variety of ways: energetic and respectful participation in class, willing acceptance and completion of obligations; punctuality; and not whining. Professional demeanor includes several subjective items such as punctuality, attendance, positive attitude, preparation, appropriate language and respectfulness to other students and the professor. Students are expected to come to class prepared, participate in activities and discussions, and treat others with respect in the classroom, which includes listening interactively to classmates and the professor, and respecting others’ viewpoints.

Students are expected to arrive for class and be in their seats by the scheduled beginning of class.

Attendance is very important. Students are expected to attend class. It is your responsibility to contact the professor when you are unable to attend, and to obtain information about missed assignments, etc., from classmates.
Do not leave class early unless prior arrangements have been made with the professor.

Do not read the newspaper during class.

Do not bring meals or snacks to class.
Every cell phone, beeper, pager, or personal digital assistant should be set to mute or off before coming to class. Multiple violations of this policy will result in letter grade reductions.

Some students enroll in a course already having experience in the subject area, and while contributions to discussions are welcomed, arrogance and unwillingness to learn or comply with professor directions will not be tolerated.

Laptop Policy
Increasing numbers of students are using personal computers to take notes in class. Some classmates sitting nearby have occasionally been distracted by the sound of the keys. To maintain an atmosphere conducive to learning in the classroom and to avoid distracting others, students using laptops in classrooms should follow these principles of good practice:

• Set your computer so that no audible signal is heard (e.g., when the battery is low). Similarly, install software so that there is no sound when the software is “booted up” or used.
• Students using portable or notebook computers in the classroom should make every attempt to sit in an area of the classroom where noise from the computer will not bother other students. In general, it is best if all students using portable computers sit near the back of the classroom.
• Restrict laptop use to note taking or class-related web sites. Random browsing, playing computer games, exchanging e-mail and Internet messaging are discouraged. If you engage in unauthorized communication or entertainment (surfing, instant messaging, chat room chatting, DVD viewing, music playing, game playing, etc.), you will be marked absent.
• If you engage in unauthorized communication or entertainment during lecture, you will be marked absent.
• If a guest speaker comes into the class, please give the person your full attention and close your laptops.