CIS 4430
Web Development for eCommerce

Prerequisite:

CIS 1120

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Textbook:

Build Your Own Database Driven Web Site Using PHP & MySQL, 4th Edition
Yank

This course will use current technology, so in order to do assignments at home your operating system must be Windows 7 or Windows 8.

For class times, office hours, and textbooks, please see the online syllabus at http://parkerISeducation.com/courses/CIS4430/

Course Description

Information Systems professionals should understand both the business and technical aspects of electronic commerce. They should be able to identify business opportunities that can benefit from the implementation of customer-facing systems. They should also be able to make sound choices regarding the architecture of these systems, and then be able to implement those systems. While it is not possible to cover all of this in detail in one course, this course will provide a sound introduction to these topics that will provide a foundation for other learning.

Class time will be spent discussing both technical and business issues. There will also be a significant “hands-on” component to the class in which you will learn to develop a dynamic, interactive website using both client and server-side technologies.

Topic List

eCommerce Overview
Advanced HTML5 and CSS3
Web Hosting and Domain Names
Extensible Markup Language (XML)
Tools for Dynamic Pages
  Advanced JavaScript
  AJAX
  PHP
Multi-User Databases: MySQL
Web Content Management Systems
eCommerce Site Features
Site Creation & Rollout
Promotion and Search Engine Optimization
Analytics
Security
Course Objectives

- The student will understand how businesses are using eCommerce.
- The student will be able to implement a variety of web-based information systems.
- The student will be able to make appropriate technological choices regarding system implementations.
- The student will learn the basics of a server-side programming language.
- The student will be introduced to online databases.
- The student will be able to use a server-side programming language to generate web pages with content extracted from online databases.
- The student will gain experience using a Web Content Management System.
- The student will become familiar with topics like search engine optimization, site promotion, analytics, and site security.

Policies & Procedures

Grade Distribution

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>90.00 - 91.99</td>
</tr>
<tr>
<td>B</td>
<td>80.00 - 81.99</td>
</tr>
<tr>
<td>C</td>
<td>70.00 - 71.99</td>
</tr>
<tr>
<td>D</td>
<td>60.00 - 61.99</td>
</tr>
<tr>
<td>F</td>
<td>00.00 - 59.99</td>
</tr>
</tbody>
</table>

Final Grade Determination

<table>
<thead>
<tr>
<th>Type</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project</td>
<td>40%</td>
</tr>
<tr>
<td>Exams</td>
<td>50%</td>
</tr>
<tr>
<td>Quizzes/Assignments</td>
<td>10%</td>
</tr>
</tbody>
</table>

Extra Credit

No extra credit will be given. Therefore, it is important to begin the semester with the knowledge that exams and assignments will constitute your entire grade.

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. Once assignments have been graded, late submissions will not be accepted.

Exams

You must have a 60% or higher average on class exams in order to be eligible to earn a C- or above grade for the course. In other words, unless you average a 60% or higher on the exams your course score will be at most a D.

Final Exam

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

Make-Up Quizzes or Exams

No make-up exams or quizzes 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 at most one zero score for a missed exam. It may be possible to make arrangements to take an exam early if there is a valid reason.

In order to reduce absences, no make-ups will be given, regardless of the reason for absence.

Graduate Credit

Students taking this course for graduate credit are required to do additional work. That work includes one of the following, as determined by the professor:

- An additional scholarly activity such as:
  - integrative term paper(s)
  - substantive report(s) such as analysis and report or library research and report
- Classroom activities that are beyond those required of undergraduates and are evaluated:
  - special presentation of some subject
  - provision of leadership on discussion of some significant topic in the classroom
  - classroom activity that is evaluated and not required of undergraduates

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. 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.

Some examples of dishonest behavior include, but are not limited to

- Copying material from a source without attributing the source.
- Allowing another student to copy your work and then submit it as his/her own.
- Allowing someone else to complete your assignments for you and then passing off the work as your own.
- Bringing unauthorized material or devices to an exam. Note that you do not have to be caught using them - just having them is an offense.
- Copying from another student’s exam.
- Communicating with someone other than the professor during an exam.
- Removing the exam from the classroom.
- Acquiring exam or assignment answers or questions.
- Taking an exam for someone else or having someone take an exam for you.
- Performing any act designed to give unfair advantage to a student or the attempt to commit such acts.
**Attendance**

Attendance in class is integral to the learning process. Students are expected to attend every class. Some material may only be covered in class and not made available on the course website. Repeatedly coming to class late disrupts the teaching/learning environment in the classroom and adversely affects the other students in the class. Students are expected to notify their instructors by voice-mail or e-mail when they are absent from class. Students are expected to remain for the entire duration of the class. Students are responsible for all material covered and announcements made within classes, even when absent from classes.

Any quizzes or exams that are missed cannot be made up, so attendance is essential. More than three absences may result in the reduction of one letter grade on the final grade. If a student misses the equivalent of three weeks or more of class, no credit may be received for the course.

**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.

**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.

**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.

The grade that you receive in this class 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 signify unreadiness for the workforce. Exceptional students may also be rewarded accordingly.

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

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 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 and is addressed in a separate section. 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.

Every cell phone, beeper, laptop volume control, pager, personal digital assistant, should be set to mute or off before coming to class. If any of these devices rings, beeps, or plays in class, you will be marked absent.

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. 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.
- Restrict laptop use to note taking or class-related websites. Random browsing, social networking, 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, shopping, music playing, game playing, etc.), you will be marked absent.
- If a guest speaker comes into the class, please give the person your full attention and close your laptops.

**Reading Materials**

Students are responsible for thoroughly reading the course syllabus and understanding its content.

Students are expected to read the assigned materials (textbooks or supplemental materials) prior to the class day with which it is associated and to actively participate in class discussions. Unannounced quizzes may be given over reading assignments if students don't appear to be reading the material in advance.

**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. Notice of quizzes or assignment clarifications may be posted late at night.
eMail Etiquette
As noted, eMail is the best way to contact the professor, but please DO NOT use chat or SMS shorthand in your messages. Use full words. While shorthand is fine for casual messages, you are in a professional environment and need to present yourself as such.

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.

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 the Rendezvous Complex, Room 125, 282-3599, as early as possible.

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.

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.