BIS 380
Business Web Design
Summer 2002

Section 25390
TR 1500 - 1730 hrs.
Room 2250
(Computer Classroom)

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T 1300 – 1430 hrs.
R 1200 – 1330 hrs.

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Asynchronous: By Email
and Discussion List at
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Synchronous
As needed via ICQ

Either WMU or Virtual
Also available by appointment

Course Site: http://homepages.wmich.edu/~rea/380/
Submission E-mail: submit@docrea.net

The Haworth College of Business is dedicated to delivering the best undergraduate business program in Michigan and surrounding states (Wisconsin, Illinois, Indiana, and Ohio) by the year 2006.
Course Description

This course emphasizes the theory and application of Web-based and Internet-related technologies in various business situations. Combining critical thinking with design and development skills, students will explore, create, and implement various hypertextual and multimedia applications, presentations, and interfaces to effectively relate information in diverse business environments.

Course Objectives

After taking this course, students should be able to:

- Understand the importance of effectively designing and developing Web sites.
- Understand the criteria behind evaluating and designing effective Web sites.
- Understand how to effectively create digital presentations and interfaces using current Web technologies.
- Understand and use various multimedia applications.
- Utilize information design theory and Web technologies to develop a Web site in a project format.
- Utilize various human/computer interaction theories and effectively apply them to information presentation and management.

Required Materials

- UNIX Class Account (you must obtain)
- A form of media storage: You can use:
  - 100MB Zip Disk
  - your UNIX account (will need to FTP into a directory)
  - 3.5 Disks (some items may not fit on one disk though)
  - CD-RW
- Access to a computer with Internet access and an FTP program.
- World Wide Web Materials (much will be online in this course)
- ICQ (If you want to use synchronous Virtual Office hours.) (http://www.icq.com)
- Supplemental Materials, such as library reserve and Web sites (provided by Instructor).
Recommended Materials

- There will be many recommended sources (text and Web) suggested throughout the course for your benefit.

Prerequisites

- BIS 102 and BIS 142 (or equivalents). Permission of instructor or advising if not a declared CIS major/minor.

Class Format

About one-third of the class time will be spent in lecture and discussion which will be heavily supplemented and extended via electronic communication (e-mail, discussion list, and Virtual Office hours). All remaining time will be spent in the Special Project Lab and Computer Classroom devoted to the "hands-on" application of current Internet-related technologies in labs and projects.

Course Endeavors

A Little about the Course

The World Wide Web (as most people know it) has only been around since 1994. Since the introduction of the graphical user interface in Web Browsers, the Web has grown at a tremendous rate. This course provides the basic knowledge, skills, and tools to begin using the vast resources and technologies available. We will be covering basic and advanced HTML, JavaScript, Cascading Style Sheets, DHTML, and multimedia, to name a few. . .

However, while I have certain items we need to cover, this course allows us to discuss other Internet technologies through class explorations and discussions. Internet technology changes fast and I'm sure there are items I haven't even thought of that will become the next "hot thing" during the semester. I'm counting on you for input as well. We will get much out of this course if we work together.
Labs (400 points)

Points for labs will vary according to the time allotted and the depth of each lab. For example, a lab on creating a Web resume would be worth fewer points while a lab designing an advanced JavaScript application would count for much more because of the time and difficulty involved. Labs and due dates will be posted on the Course Website.

Mid-term (100 points)

An evaluation of what you have learned up to this point in the semester.

Knowledge Forays and Exercises (100 points)

Throughout the semester, brief unplanned knowledge forays and exercises will be planned to measure your skill and knowledge base. You must be present to partake of them. These cannot be made up, but more than the allotted number will be given so you can make the 100 points. If you are present and do well on all of them, any amount over the 100 points will be considered extra credit.

Major Project (300 points)

You will be working (in teams of 3 to 4) and turning in progress checks throughout the semester for this project. The bulk of it is not due until near the end of the course. Part of the team project grade will be a team member assessment. We will talk about the entire project in great detail as the semester progresses, but for now realize that this project will be a real-world application of what you have learned throughout the entire semester. More details are on the Course Website.

Final Exam (100 points)

An evaluation of what you learned during the semester. You are required to take the final exam to earn credit in the course.

General Information

Assignments

Unless otherwise noted, all work needs to be your own. This is not to say you cannot ask questions, discuss concepts, etc. with one another and over the discussion list (in fact it’s encouraged), but the final product must be your own work. Only the Major Project is a team effort in this course. All other tasks should be completed on an individual basis.
Due Dates

Labs

Due dates are firm. All labs are due on the due date and time. This allows for fair grading and equal treatment for all students in the course.

Because life itself is an uncertain proposition, you might have some difficulty during the semester. Therefore, you will be allowed ONE (1) late lab. This lab can be turned in 7 days after the due date. (Some restrictions apply. For example, the final lab has a shorter extension.)

This offer will be available to you only ONE (1) time during the semester and I encourage you to save it for an emergency situation. System failure, no backup disk, computer virus, being too busy, and other such excuses are not acceptable. As in the real world, you are responsible to make sure you are prepared. Please inform me via e-mail that you have taken your ONE within 24 hours after the due date and time.

Knowledge Forays and Exercises

Knowledge forays and exercises cannot be made up in any situation, but more than the allotted number of points will be offered during the semester. (See above under “Course Endeavors”)

Major Project Deliverables

Working as part of a team can be both an exhilarating and frustrating experience. Good communication and coordination will go far in your team’s overall success. While meeting individual deadlines can be trying at times, meeting team deadlines can be even more challenging.

Please note that late team deliverables without prior approval will not be accepted and therefore not evaluated. Finally, if I do approve a late deliverable, it will not receive full credit. Approved late assignments will have 20% of the possible score deducted for each day late. Deliverables more than (2) days late will not be accepted.

Exams

You are required to take the exams on the assigned day. Please check the course site for these dates.

Missed exams may only be handled with a documented excuse. A documented excuse consists of a letterhead from a medical doctor. This letter must include the statement “I have advised the student to stay home on the following dates: [DATES], for medical reasons. Other documentation will not be considered. Documentation not on letterhead will not be considered. Documentation that does not contain the statement above will not be considered.
If you must miss an exam due to university-sponsored event, documentation to this effect must be presented **IN ADVANCE** of the exam date. Anyone who has not received a **WRITTEN** notice from me concerning missing an exam in advance will not be allowed to receive credit for that exam.

If a make-up exam is approved, it will be different from the original exam.

**Scheduled Work**

This class requires you to work on numerous labs and make progress reports throughout the semester. To be successful, it is important for you to keep up with the schedule and check it frequently. While the instructor reserves the right to make changes as the semester progresses, we will always discuss and agree to major changes in the schedule.

**Amount of Work**

This class will place great demands on your time **OUTSIDE OF CLASS**. You will need to be able to access a computer system and have time in your schedule for labs, team meetings, and completing other assignments (like project deliverables). This is all in addition to completing the readings and making sure that you understand and can apply concepts and theories. For example, depending on the lab and your skill level, some labs might take up to 20-25 hours to complete.

**Turning in Work**

**Electronic nature of our work**: Almost all of our class work is digital in nature. Resisting the temptation to "change one last item" after a deadline has passed will be paramount to your success. It is true that nothing in Web design and creation is ever truly "fixed" in nature, but for our purposes we must "freeze" certain Web pages and applications from time to time. **If you change an item (no matter how small) after the due date and time AND before you receive your evaluation, it’s considered late.**

**Do your own work.** Do not work on an entire assignment step-by-step with other students (unless directed by the instructor). Identical errors or copying in any work will result in a grade of zero for all involved parties. **If it happens a second time, a failing evaluation will be given for the course.**

**Do not copy code.** Anyone found copying code will receive an automatic zero for the work no matter how small the copying instance. Continued copying will result in harsher penalties. (See Academic Integrity below.)

**Finally, all students are treated equally and fairly. There will be no make-up work or extra projects for any individual student.**
Attendance

Sessions are premised on your presence. Sessions include information far beyond that found in the texts. Therefore, I expect you to be here. Since the summer session is condensed, if you miss more than four classes, you will not pass the course.

In addition, if you come to class five (5) or more minutes after the lecture beginning time, you will be considered "late," and if you leave the class ten (10) or more minutes before the class ending time, you will be considered "absent." Two counts of tardy (late attendance) will be treated as one "absence."

Remember, if you miss a class you are still responsible for any material and class work that you miss. I encourage each of you to form class contacts to learn of items missed.

Ultimately, the class needs you here, and you need to be here. There is no way to duplicate class instruction and discussion. Missing classes can result in serious problems that show up in your assignments. Finally, although there are no guarantees, we will have fun every once in awhile (believe it or not).

Participation

Come to each class having read the assigned chapters for the day and be ready to ask questions and participate in class.

To participate, you must be present and pay attention to the class task or discussion. Class comments are assessed on quality, not quantity—to a point. Team work will be part of your work in this class. Those who work well in teams are people who follow directions, contribute to the work of the team, stay with the assigned task, and complete it effectively in the time allotted.

Respect and Intellectual Freedom

Many opportunities for debate and discussion abound in this course. You also will have many opportunities to work with classmates who espouse different views and opinions. While we can always discuss ideas and issues openly, we must also respect one another as human beings.

Creative Freedom

You will have many opportunities to express your design skills and creative impulses throughout this course. However, please be aware that while the most leeway possible will be provided, the instructor reserves the right to restrict some applications and developments if these are counter-productive to the business community at large.
Responsibility

You are, of course, responsible for your individual work in this class. However, when you are working on a team project, you are also responsible to others as well and need to do your share.

Academic Integrity

You are responsible for making yourself aware of and understanding the policies and procedures in the Undergraduate (pp. 268-270) [Graduate (pp. 24-26)] Catalog that pertain to Academic Integrity. These policies include cheating, fabrication, falsification and forgery, multiple submission, plagiarism, complicity and computer misuse. If there is reason to believe you have been involved in academic dishonesty, you will be referred to the Office of Student Judicial Affairs. You will be given the opportunity to review the charge(s). If you believe you are not responsible, you will have the opportunity for a hearing. You should consult with me if you are uncertain about an issue of academic honesty prior to the submission of an assignment or test.

Also please note the University's policy on computer misuse: "Computer misuse is disruptive or illegal use of computer resources." Any evidence of academic dishonesty may be pursued by the instructor. This code can be found at http://www.wmich.edu/docs/docs/services/rules_comp_resources.html

Communication

Course Website and Class E-mail Account

You are responsible for reading the postings and announcements on the Course Website, the discussion list, and on your class e-mail account. You should also check the Course Website for resources, schedule updates, special instructions on assignments, etc. Keeping up to date with that material is almost as important as attending class.

Course Discussion List

The preferred means of electronic communication for this course. Use the discussion list to ask questions concerning the course work, pose ideas about technology, share useful Websites, etc. I will also post all announcements via the list.

To join the list, go to http://docrea.net/mailman/listinfo/

and join the appropriate list. You will only be able to post to the discussion list from your subscribed account(s).
E-Mail

If you leave e-mail, in most cases you will have a response within 24 hours after I receive the e-mail.

Use your UNIX e-mail for course correspondence other than the discussion list. If unable to use your UNIX account for some reason, please sign e-mail with your name and UNIX ID.

Use the subject line to help me identify an e-mail is coming from this course. Putting BIS 380 at the beginning will help me sort my numerous daily e-mails and address yours. For example, you might use the following Subject line:

Subject: BIS 380 – What’s a Widget?

ICQ

I am on ICQ at various points throughout the day. Please feel free to contact me if I am available for chat. If I have marked that I’m not available, want privacy, or away, please respect that status.

Voice Mail

If you leave a voice mail message, begin by stating the day and time you are placing the call, and enunciate clearly. Provide enough information so that it is easy to understand the purpose of your call. If you wish your call returned, leave your number and the times you can be reached. Voice mail “turn-around” time is not guaranteed.

Problems

If you find yourself having trouble in this class, you are responsible for talking about the nature of your difficulty while there is still time left to do something about it.

Questions

If you have any questions about this syllabus or other class matters, please feel free to discuss these issues during office hours or at some mutually agreeable time, or e-mail or call.
Additional Information

You are responsible for keeping track of your assignments and progress in this course. **Save all your graded assignments (including e-mail) so that you will have a complete record of your scores.** Most assignments will be sent to your UNIX account. Keep a record of points awarded to the groups to which you are assigned, and make sure that someone in your team saves the document awarding the group points.

Your grades will be periodically posted. You are responsible for checking your grades and reporting (and proving) any errors in your record **within one week of the posting.**

You are responsible for knowing what happened in class, including changes in assignments or due dates, regardless of whether you attend. You are responsible for reading the textbook and for asking questions about material that you don't understand.

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Grading

You will be evaluated based on various assignments and projects created throughout the semester to demonstrate not only your understanding of various design theories but also your proficiency in selected Internet technologies and applications. There will also be a final exam that tests your comprehension of information design theory and Internet technologies.

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<thead>
<tr>
<th>Component</th>
<th>Points</th>
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<tbody>
<tr>
<td>Labs</td>
<td>400 Points</td>
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<tr>
<td>Forays</td>
<td>100 Points</td>
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<tr>
<td>Mid-term</td>
<td>100 Points</td>
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<tr>
<td>Major Project</td>
<td>300 Points</td>
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<tr>
<td>Final Exam</td>
<td>100 Points</td>
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Final Grade

Final grades will be based on accumulated points:

<table>
<thead>
<tr>
<th>Final Point Scale</th>
<th>Grades</th>
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<tbody>
<tr>
<td>A = 940-1000</td>
<td>A</td>
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<tr>
<td>BA = 880-939</td>
<td>BA</td>
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<td>B = 820-879</td>
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<td>CB = 760-819</td>
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<td>C = 700-759</td>
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<td>DC = 650-699</td>
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<td>D = 600-649</td>
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<td>E = Below 600</td>
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Incomplete Policy

This is a temporary grade which the instructor may give to a student when illness, necessary absence, or other reasons beyond the control of the student prevent completion of course requirements by the end of the semester or session.

This grade may not be given as a substitute for a failing grade.

A grade of "I" must be removed by the instructor who gave it or, in exceptional circumstances, by the department chairperson. If the unfinished work is not completed and the "I" grade removed within one calendar year of the assignment of the "I," the grade shall be converted to an "E" (failure). Students who receive an incomplete grade in a course must not reregister for the course in order to remove the "I."

http://homepages.wmich.edu/~rea/380/