



UNIVERSITY OF CENTRAL ARKANSAS COLLEGE OF BUSINESS VISION, MISSION, AND CORE VALUES STATEMENT

COB Vision

Our vision is to be recognized as the business college of choice for undergraduate and masters programs among public business colleges in Arkansas and the region, with national recognition in selected fields or areas.

COB Statement of Mission and Core Values

Our mission is to provide high quality business education to our undergraduate and graduate students through the delivery of a current, responsive, and innovative curriculum that promotes intellectual and professional development. We promote excellence through our scholarly endeavors and service to our stakeholders through strong engagement with the local, regional, national, and global business community.

In carrying out this mission, the College of Business is guided by the following core values and expects the following outcomes:

1. Intellectual Excellence.

- 1.1. Educate students: We promote intellectual and professional development of students by emphasizing communication, critical and analytical thinking, collaboration, information management and a broad exposure to key business disciplines.
- 1.2. Scholarship: We believe that faculty and students should engage in professional development and scholarly endeavors that promote and impact the application, creation and dissemination of knowledge through contributions to business practice, learning and pedagogical research, and discipline-based scholarship.
- 1.3. Cultural competence: We maintain and develop current and responsive curriculum that prepares students for the global business environment through broad exposure to key business disciplines.
- 1.4. Physical learning environment: We strive to provide a physical infrastructure with appropriate technology that provides an environment in which our students and faculty can thrive professionally and intellectually.

2. Community.

- 2.1. Collegiality: We encourage transparency in our decision making practice through a process of shared governance based on interactions among faculty, staff, and students.
- 2.2. Service: We pursue collaborative partnerships between our internal and external stakeholders to impact and promote life-long and experiential learning, research, service, and community engagement.

3. Diversity.

- 3.1. We value the opportunity to work, learn, and develop in a community that embraces the diversity of individuals and ideas.

4. Integrity.

- 4.1. Ethics: We are committed to ethical and responsible behavior in our own actions and to developing the same commitment in our students by promoting the awareness of professional ethical responsibilities.
- 4.2. Responsibility: We commit to being responsible and accountable in our operations at all levels, including assessment and continuous improvement of our academic programs and transparency in our fiscal and operational proceedings.

Learning Goals

Our graduates shall possess:

1. Critical Thinking & Analytical Thinking Skills;
2. Awareness of the Global Business Environment;
3. Ethical Reasoning Abilities;
4. Effective Communication Abilities;
5. Effective Collaborative Skills;
6. Effective Information Management Skills;
7. Understanding of a Broad Range of Business Disciplines.

Course Syllabus

Course Information

Course Number:	MIS 3366
Course Name:	Web Site Development
CRN:	11681
Semester:	FALL 2014
Location:	COB 308
Class Hours:	TTH 2:40-3:55

Instructor Information

Name:	Carla J. Barber
Office Location:	COB 301
Work Email:	cjbarber@uca.edu
Phone:	501-450-5817
Office Hours:	As COB Technology Services Director, I am here from 8:00-4:30 daily. Drop-ins are welcome, but appointments are guaranteed!

Prerequisites:

Knowledge of Windows and the Internet.

Textbook and Instructional Materials Required:

HTML and CSS – Comprehensive, 6th Edition, New Perspectives Series, Patrick Carey, Course Technology. ISBN13: 978-1-111-52644-3 or ISBN10: 1-111-52644-3.

Course Description:

This course is required for majors in the Application Development Concentration E-commerce track and an elective option for majors in the other tracks. The course is intended for students interested in learning about web page design concepts, web server support, and posting techniques. The instructor assumes knowledge of Windows and the Internet and introduces students to the development of web pages using HTML 5/CSS3 and other web design enhancing tools (such as JavaScript, DHTML, etc.) through lecture, demonstration, and practice in a networked computer lab. Fall, Spring.

Course Objectives:

To provide students with a basic understanding of how web pages are designed, constructed and maintained using HTML5/CSS3. To improve student communication skills and critical thinking skills, as well as help students to develop attitudes and behaviors appropriate in business.

Required Competencies:

At the end of the course, the students should:

- Understand the basic principles of Web page design and construction.
- Know how to create Web pages using HTML5/CSS3.
- Possess a demonstrated ability to use color and images effectively.
- Know how to create and use frames and tables effectively.

- Know how to create and use forms effectively.
- Work more effectively within a group to accomplish group goals.

Course Delivery Method:

Lecture, Hands-On, Discussion

Grading:

The final grade for the course will be determined by the total points earned (determined by the assignments, quizzes, exams, projects/presentation, and attendance). To determine the grade, calculate total points earned and divide it by the total points possible. The following grading scale will be used:

Grading Scale

A - 100 - 89.5% | B - 79.5 - 89.5% | C - 69.5 - 79.5% | D 59.5 - 69.5% | F < 59.5%

I will **NOT** play the "if I just had one more point" game with you...the total points earned will determine the grade. If the percentage is 89.4 it is a B and will remain a B.

DESCRIPTION OF MAJOR DELIVERABLES/COURSE REQUIREMENTS:

Class Schedule: *(This schedule is subject to change!!!)*

Week	Date	Topic
August		
1	21	Introduction, Blackboard & Tutorial 1
2	26, 28	Tutorial 1
September		
3	2, 4	Tutorial 2
4	9, 11	Tutorial 2 & SSH / Tutorial 3
5	16, 18	Tutorial 3
6	23, 25	Tutorial 3 / Tutorial 4 (Discuss Project 1)
7	30, 2	Tutorial 4
October		
8	7, 9	Tutorial 4 / Application Test 1 (Tutorials 1-4)
9	14, 16	Tutorial 5 /
	21, 23	Tutorial 5 / (Project 1 Due - 10/23)
10	28, 30	Tutorial 6 / (Discuss Project 2)
November		
11	4, 6	Tutorial 6
12	11, 13	Tutorial 7
13	18, 20	Tutorial 8
14	25, 27	Work Day / Thanksgiving Break
December		
15	2, 4	Application Test 2 / Presentations (Project 2 - Due 12/4)
Finals Week		
15	12/8 - 12/12	No final exam!

Evaluations (Fall & Spring)

Student evaluations of a course and its professor are a crucial element in helping faculty achieve excellence in the classroom and the institution in demonstrating that students are gaining knowledge. Students may evaluate courses they are taking starting on the Monday of the thirteenth week of instruction through the end of finals week by logging in to myUCA and clicking on the Evals button on the top right.

POLICIES AND PROCEDURES

Attendance and Drop policies:

Attendance is required in this class and roll will be taken at the beginning of the class. If the student is not present when roll is taken, they will be marked absent. If the student is tardy, it is their responsibility to let the instructor know that they were late and the absence will be changed to a tardy. (Please inform the instructor of this *after* class is dismissed.) ***Three tardies equal one absence.*** One point will be given for each class attended during the semester. This class meets a total of 28 days (points). Since points are given for attendance, even if the absence is excused, no point will be awarded. Students who miss more than two weeks (4 classes) ***may be*** dropped for non-attendance and receive a WF, which is equivalent to an F.

Students are expected to pay attention in class and work along with the instructor as chapter material is covered. At the instructor's discretion, students will be marked absent for surfing the web, checking email, working on homework, or working on activities not related to this course.

Assignment Submission:

Use of Blackboard:

The instructor will use the Blackboard 9.1 course site to communicate with the class concerning announcements, assignments, schedule changes, grades, etc. This new version of Blackboard uses external email. If you don't change the settings, all emails will go to your UCA email account. You can change it to be delivered to an email account of your choice. The instructor will post Announcements on the Blackboard site either right after the class or the next day after with information about what material was covered in class and what assignments were given. Check there before calling the instructor to find out what was missed in class!

Method of Evaluation:

The following components will be evaluated to determine the final grade in this class:

Class Assignments: - Assignment(s) will be given at the end of each chapter. The assignment may be either be the Review Assignment, one Case Problem, or both. These assignments are to be uploaded to the class web server. **Assignments are to be uploaded to the server by 11:00 pm on the day the assignment is due, with the understanding that the COB open lab closes at 9:00 pm and you can only upload from on campus!** Points will be awarded based on the functionality of the assignment. Assignments with fully functioning pages, links, images, etc., will be given a total of 10 points for one problem, 20 points for two problems. Assignments that contain any errors (i.e. broken links, missing images, or non-working pages, etc) will be given zero points . Zero points will also be awarded for any assignment posted after the due date and time.

NO EXCEPTIONS!! It is the student's responsibility to check the assignment once it is uploaded to the server to make sure that all pages, images, and links load properly. It is suggested that the student check their pages from different computers and browsers, as well.

Projects/Presentation: There will be two projects and one presentation for this class. For the first project each student will create a personal web page concerning a topic of their choice (within reason!). The second project will assign students to groups of three or four to create a business web site. Group members will also give a presentation on the last day of class regarding their business project. Details for these projects/ presentations to be discussed at a later time. Each project will be worth 100 points. The presentation is worth 50 points.

Quizzes/Examinations: Quizzes will be given at the end of each chapter. They will be available online in Blackboard and will be available from 8:30 am – 11:59 pm for two days after finishing the chapter. Use of Respondus LockDown Browser will be required to access the quizzes. These quizzes will be 20 points each. Two (2) exams will be given with the following chapter breakdown: Tutorials 1-4, Tutorials 5-8. Each exam will be worth 100 points.

Makeup Exams:

Due to the nature of taking quizzes, there will be no make-up quizzes given. Normally, make-up exams will be given in the event of excused absences. Every effort should be made to be present when exams are given. Makeup exams must be taken within one week of the original exam date. A time must be made with the instructor that is at a time convenient to her. The student must inform the instructor in advance that he/she will not be present for the exam.

Classroom Policies:

- Students should keep all papers/emails received in case a question arises about the course grade.
- Students should familiarize themselves with all policies listed in the 2014-2015 Student Handbook including those on sexual harassment, general academic and Academic Dishonesty policies.
- Students are responsible for getting to class on time and completing any missed work.
- Students should call or e-mail when they are going to be late or absent. Arrangements to make up work should be made with the instructor before returning to class. Classroom time will not be spent on missed assignment instructions.
- Students are expected to devote out-of-class hours to the completion of the assigned projects. As the class progresses, more time may be required to complete the assignments.
- Students leaving class without permission before class is dismissed will be counted absent for that class.
- The use of cell phones, pagers, other electronics, etc., is not permitted. If there is a medical reason for using one of these devices, please see the instructor. Turn these devices off before coming into the classroom so as to not disrupt the class.
- Dishonesty in any form – including plagiarism, turning in assignments prepared by others as one's own, unauthorized possession of exams, using other student's files or test files, taking pictures of the exam with your cell phone, texting questions/answers on the test/quiz to others – may result in the student being dropped from the class with an F. **No tests are to**

be kept by the student. Failure to return a test will result in an F for that test and may result in an F for the course.

- **Students are responsible for doing their own work. Working in groups and "sharing" files is considered by the instructor as cheating and assignments will be scored as zero for the grade.**
- **NO FOOD, DRINK OR SMOKELESS TOBACCO IS ALLOWED IN THE LABS!**

Academic Integrity Statement:

The University of Central Arkansas affirms its commitment to academic integrity and expects all members of the university community to accept shared responsibility for maintaining academic integrity. Students in this course are subject to the provisions of the university's Academic Integrity Policy, approved by the Board of Trustees as Board Policy No. 709 on February 10, 2010, and published in the Student Handbook. Penalties for academic misconduct in this course may include a failing grade on an assignment, a failing grade in the course, or any other course-related sanction the instructor determines to be appropriate. Continued enrollment in this course affirms a student's acceptance of this university policy.

Disabilities Act Statement:

The University of Central Arkansas adheres to the requirements of the Americans with Disabilities Act. If you need an accommodation under this Act due to a disability, please contact the UCA Office of Disability Services, 450-3613.

Sexual Harassment and Academic Policies:

All students are required to familiarize themselves with the University of Central Arkansas policy on sexual harassment and on academic policies. These policies are printed in the Student Handbook.

Title IX

If a student discloses an act of sexual harassment, discrimination, assault, or other sexual misconduct to a faculty member, the faculty member cannot maintain complete confidentiality and is required to report the act and may be required to reveal the names of the parties involved. Any allegations made by a student may or may not trigger an investigation. Each situation differs and the obligation to conduct an investigation will depend on those specific set of circumstances. The determination to conduct an investigation will be made by the Title IX Coordinator. For further information, please visit: <http://uca.edu/titleix>.

Emergency Procedures Summary (EPS):

An Emergency Procedures Summary (EPS) for the building in which this class is held will be discussed during the first week of this course. EPS documents for most buildings on campus are available at <http://uca.edu/mysafety/bep/>. Every student should be familiar with emergency procedures for any campus building in which he/she spends time for classes or other purposes.

Other Required Materials/Competencies/Resources:

NA |

ACCREDITATION & ASSURANCE OF LEARNING

Learning Goal(s) Assessed in this Class

There is no formal assessment activity scheduled in this class.

There is formal assessment activity scheduled in this class.

Learning Goals

NA |

Learning Objective:

NA |

Measure:

NA |

Benchmark:

NA |