



VISION, MISSION, AND CORE VALUES STATEMENT

COB Vision

Our vision is to be a recognized leader in developing business talent and ideas that create growth and opportunity in Arkansas and globally.

COB Statement of Mission and Core Values

We educate a diverse population of current and future business professionals to successfully and ethically meet the challenges of the global business environment. Through active engagement with the local, regional, national, and global communities, our faculty strive to deliver a high-quality business education via experiential education, a relevant curriculum, and scholarly contributions. We pursue continuous improvement opportunities to add value for our College and its stakeholders.

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. Understanding of a Broad Range of Business Discipline

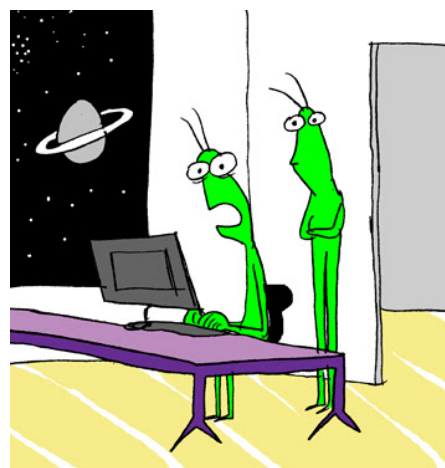
Course Syllabus

Course Information

Course Number:	MIS 3366
Course Name:	Web Site Development
CRN:	CRN 22319
Semester:	Spring 2019
Location:	COB 308
Class Hours:	MW 1:30-2:45 pm

Instructor Information

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



"I've navigated this whole galaxy, but I can't navigate this website."

PREREQUISITES

Knowledge of Windows and the Internet.

REQUIRED E-book and Instructional Materials:

LMS Integrated MindTap® Web Design & Development, 1 term (6 months) Printed Access Card for Patrick Carey's *New Perspectives on HTML5 and CSS3: Comprehensive*, 7th edition, ISBN13: 978-1-305-94622-4. This purchase is **required** for this course. It contains the E-book and access to assignments.

The materials required for this course are included in [Cengage Unlimited](http://www.cengage.com/unlimited), a subscription that gives you access to all your Cengage access codes and online textbooks for \$119.99 per term, \$179.99 per year, or \$239.99 for 2 years. No matter how many Cengage products you use, they are included in Cengage Unlimited and the price stays the same. You can purchase access to Cengage Unlimited in the UCA bookstore, or at www.cengage.com/.

For additional support, please visit:

- Getting started materials: www.cengage.com/start-strong
- Training site for Cengage platforms: www.cengage.com/training
- FAQs: <https://www.cengage.com/faq>
- Cengage Customer Support: cengage.com/support or 1-800-354-9706

For those interested in a printed version of the book:

HTML5 and CSS3 – Comprehensive, 7th Edition, New Perspectives Series, Patrick Carey, Cengage Learning. ISBN13: 978-1-305-50393-9 or ISBN10: 1-305-50393-7. If you purchased the Cengage Unlimited access code, when you create your account, you should see a Print Options button on your dashboard. It'll look something like this:

Click this button and follow the instructions to rent a printed copy of the book. The price should be around \$7 or \$8. Which is basically paying for the shipping.



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 HTML5/CSS3 and other web design enhancing tools (such as responsive web design, mobile-first design strategies, JavaScript, 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.

Expected Outcomes:

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.
- Explain the principles of responsive design.
- Explain the design principles of a mobile website.
- Know how to create and use tables effectively.
- Know how to create and use forms effectively.
- Work more effectively with a group to accomplish group goals.

Course Delivery Method:

Lecture, Hands-On, Discussion

Grading:

The final grade for the course will be determined by total points earned (determined by the assignments, quizzes, exams, projects/presentation, and attendance) / total points possible. The student can determine their grade by checking the Blackboard Gradebook and performing the calculation. The following grading scale will be used:

A ≥ 89.5 | **B** ≥ 79.5 and ≤ 89.49 | **C** ≥ 69.5 and ≤ 79.49 | **D** ≥ 59.5 and ≤ 69.49 | **F** < 59.49

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 89.49 it is a B and will remain a B.

DESCRIPTION OF MAJOR DELIVERABLES/COURSE REQUIREMENTS**Class Schedule:** *(This schedule is subject to change!!!)*

Assignments as given – due dates to vary!

1st Exam – 3/6

Project 1 – 3/9

Project 2 – 4/24

2nd Exam (FINAL) – 4/29 M 11:00a – 1:00p

A complete class schedule will be provided separately.

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. Emails will be sent by the administration. There should also be a link in Blackboard – My Institution page in the middle column under **Course and Instructor Evaluations**.

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 just STOP coming to class **must drop** the class. The instructor **WILL NOT** drop you for non-attendance! If the student drops, they will receive a W (as long as it is before the deadline!) If the student doesn't drop, they will receive an F in the class.

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. No use of cell phones, iPods, tablets, or other electronic devices is allowed in class (unless used to read course ebook).

Assignment Submission:

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

Class Assignments: There will be 2 problems given at the end of each tutorial. The problems will vary. Tutorial assignments will be given in **MindTap** and via an assignment link in **Blackboard**. The assignments given in MindTap are to be completed in MindTap. The assignments listed in Blackboard are to be completed by following the instructions on the link and then uploaded to the class web server by 11:59 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!* Further explanation will be given in class.

MindTap assignments are worth 10 points. MindTap grades each assignment and the score will be posted in the MindTap & Blackboard gradebook.

The Blackboard assignments will be worth 15 points. Points will be awarded based on the functionality of the assignment. Assignments that are not completed or contain too many errors 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/work 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 regarding their business project. Details for these projects/presentations will be discussed at a later time. Each project will be worth 100 points. The presentation is worth 50 points.

Quizzes/Exams: The instructor will be giving short 4 or 5 question quizzes at the beginning of each class over the reading material. I will post the quizzes on the board and you will have a short amount of time to answer. These will then be collected and graded. Quizzes will also be given at the end of each tutorial. They will be available online in Blackboard and will be available from 12:30 am – 11:59 pm for two days after finishing the tutorial. 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 tutorial breakdown: Tutorials 1-4, Tutorials 5-8. Each exam will be worth 100 points.

Makeup Quizzes/Exams: Due to the nature of the quizzes (available for 2 days), there will be **no make-up quizzes given**. Normally, make-up exams will be allowed 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:

- **NO FOOD, DRINK OR SMOKELESS TOBACCO IS ALLOWED IN THE LABS**
- 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 current 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 complete the assigned assignments/projects. As the class progresses, more time may be required to complete the assignments.
- Please turn off your cellphone when coming to class. You may use your laptop in class instead of the provided desktop.
- 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 – will result in a zero for the assignment and an **Academic Integrity Violation** form may be submitted to the department chair. There is also a possibility of being dropped a letter grade or being dropped from the course with an F based on the severity of the offense and faculty discretion.
- **No tests are to be kept by the student. Failure to return a test will result in an 0 for that test and may result in an F for the course.**

Use of Blackboard:

The instructor will use Blackboard to communicate with the class concerning announcements, assignments, schedule changes, grades, etc. The instructor has opted to use the external email via Blackboard. If you don't change the settings, all emails will go to your @cub.uca.edu email account. It used to be possible for the student to change it so the email can be forwarded somewhere in your Blackboard profile settings...but know that you are still responsible for checking your email. There will typically be an email after every class! The instructor will post "**Today in class...**" announcements on the Blackboard site either right after class or the next day with information about what material was covered in class and what assignments were given (if any). Check these before contacting the instructor to find out what was missed in class!

UNIVERSITY STATEMENTS

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 zero 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.

The most common form of academic integrity violation in a programming course is the sharing of code between students. This will not be tolerated. BOTH students involved will be disciplined in accordance with UCA 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