



**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 4366
Course Name:	E-Commerce & Advanced Web Site Development
CRN:	19602
Semester:	Fall 2014
Location:	COB 308
Class Hours:	TTH 12:15-1:30

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

MIS 3366 Web Site Development, any programming class

Textbook and Instructional Materials Required

Murach's PHP and SQL, Joel Murach & Ray Harris, Murach Publishing. ISBN: 978-1-890774-56-1 (Printed and e-copy of book is available.)

Course Description

This course provides an in-depth study of advanced web design and development concepts and execution. The course will include concepts involved in e-commerce as well as practical application. The course will include three primary sections: an introductory summary (review) of HTML5 and CSS3, creating interactive web pages using PHP, connecting and obtaining information from MySQL databases to create product pages. The course is designed to enable students to make web pages functional; when a "Submit" or "Buy Now" button is pushed what should happen? The course will be performance based.

Course Objectives

This course is designed to provide students with the tools necessary to work in web site development and maintenance. The emphasis will be on mastering the tools required to make interactive web sites (such as e-commerce) functional. These tools include an understanding of browsers and web servers, the protocols required for communication between the two (in particular HTTP), and the programming required to make this happen. This course examines client-side scripting (i.e. programming) for dynamic HTML (creating web pages on the fly) and form validation, using PHP. It will also examine server side form parsing, connecting to back-end databases (i.e. MySQL).

Course Delivery Method

Lecture, Hands-On and Discussion

Grading

The final grade for the course will be determined by the total points earned (determined by the assignments, quizzes, exams, projects, 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: *(dates may be adjusted as necessary)*

Quizzes - TBD

Project 1 - 10/9/14

1st Exam - 10/30/14

Project 2 - 12/4/14

2nd Exam - 12/9/14 |

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 for this class as much of the assigned work is done in class. 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 29 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. Only excused absences will be allowed for test makeup. |

Assignment Submission

Use of Blackboard:

The instructor will use the Blackboard 9.1 course site to communicate with the class concerning announcements, assignments, quizzes, projects, schedule changes, grades, etc. 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!

Assignments/Projects:

Assignments/Projects will be submitted via Blackboard by 11:59 pm the day the assignment is due. **No late assignment/project file(s) will be accepted!** Some assignments/projects will have multiple files, therefore, the student will need to zip the folder that contains the files and submit the zipped folder. |

Quizzes/Examinations/Makeup Exams/Makeup Quizzes: 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. Each exam will be worth 100 points. Due to the delivery of the quizzes, there will be **NO MAKEUP** quizzes allowed! Makeup exams will not be given during the semester. With proper excuse, they will be administered in the last week of classes or finals week.

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 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. |

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