



MGMT 380b – Web-Based Business Technologies

Instructor: Andrew Aken

Office: College of Business and Administration – Rehn 206A

Hours: MWF 8:00 a.m. – 9:00 a.m.

Tuesday 8:00 a.m. – 9:30 a.m.

Thursday 11:00 a.m. – 12:30 p.m.

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E-Mail: ajaken@cba.siu.edu

Website: <http://siu.globaleyes.com/MGMT380b/Fall2003>

Class Time: Tuesday 9:35 – 10:50 a.m. Ag 116

Thursday 9:35 – 10:50 a.m. Rehn 17 (Lab)

Course Objectives:

This course serves as an introduction to e-Business technologies, concepts, & programming. The details include a general introduction to the Internet and the World-Wide Web, security, HTML, JavaScript, CGI, web-accessible databases, shopping carts, & customer care.

After successfully completing this course, students should be able to:

- I. understand Web-based technologies, including network protocols, client-server computing, database engineering;
- II. apply different web programming languages to develop Web pages, use text and multimedia data, and integrate with databases & inventories;
- III. accept and interpret user input.

Prerequisites:

MGMT345b & CS200b

Required Textbooks:

e-Commerce Basics – Technology Foundations & e-Business Applications, Davis & Benamati, Addison Wesley, 2003

The Web Wizard's Guide to HTML, Wendy Lehnert, Addison Wesley, 2002

The Web Wizard's Guide to JavaScript, Steven Estrella, Addison Wesley, 200

The Web Wizard's Guide to PHP, David Lash, Addison Wesley, 2003

Course Policies:

1. Withdrawal Policy

See Undergraduate Catalog, p. 29-31

2. Class Attendance and Preparation Policy

Class attendance will be taken and class preparation is strongly suggested. The instructor reserves the right to cancel any lecture when the majority of the class is unprepared or the attendance falls below 66% of the class enrollment. Course requirements will not be reduced to compensate for such cancellations.

3. Make-up Policy

Generally, students will be allowed to make-up missed exams if the absence is excused. All excused absences must be documented and approved IN ADVANCE and IN WRITING with the instructor or through the appropriate college or university office. Class work missed due to an unexcused absence will be graded and then penalized 50%. Once an assignment has been graded and returned, late assignments will not be accepted.

4. Academic Dishonesty Policy

Any student who is found cheating during an examination or assists another student in cheating during an examination will automatically fail the course. The case will be forwarded to the appropriate individuals for university action. Cheating includes, but is not limited to, crib sheets (unless approved by the instructor), copying answers from another student's exam, use of recording devices, submitting work that is not your own on individual assignments, and gaining unauthorized prior access to exams or answers.

5. Grade Appeals Policy

It is the student's responsibility to keep all graded materials that have been returned. The instructor's grades will be assumed to be accurate unless you can prove otherwise. Any student wishing to appeal a grade must submit a WRITTEN appeal indicating the specific section the student is requesting a re-grade of and a complete explanation (rationale) of why the student feels they deserve a different grade. Verbal grade appeals will not be accepted.

Course Grades

Mid-term Exam	1	100
Final Exam	1	150
Quizzes	4	50
Assignments	4	50
Projects	2	250
Total		<hr/> 600

I use the following scale to assign grades:

92-100%	A
84-91.99%	B
76-83.99%	C
68-75.99%	D
< 67.99%	F

Class Website

Once the student information has been entered into the class website, you will be able to access your grades and student-specific information, if applicable. Your logon ID will normally be your first initial concatenated to your last name in all lower case (e.g. aaken). Your initial password will be the first 2 numbers and last 4 numbers of your student ID number. If you experience any problems with accessing the class website, please notify me at AJAken@GETTelco.com.

Homework Submissions:

Assignments are due at the start of class on the specified dates. No late assignments will be accepted unless the delay is due to a substantiated emergency situation. All assignments must be presented in a professional manner (i.e. grammar/spelling, not hand-written, etc.). Do not procrastinate!!

For all electronic forms of Homework, you should e-mail your solutions to me at ajaken@cba.siu.edu, upload them to the class' webserver, or turn them in on diskette or CD-ROM. However the assignment is submitted, it must be received prior to the beginning of class on the day which the assignment is due.

Team Projects

There will be 2 team projects due this semester. Teams will be comprised of 2-4 class members. When completed, the project will be given a base score. Team members will then evaluate the other members of the team as well as themselves. Individual grades will be determined based upon the base project grade with a deviation based upon the team evaluations.

Course Schedule (subject to revision):

Date	Topic	Assignments & Quizzes
August 19	Introduction	
August 21	e-Commerce site review	Assignment 1: Site Critique
August 26	e-Commerce: Chapters 1-3	
August 28	HTML: Chapters 1-2	
September 2	e-Commerce: Chapters 4-5	
September 4	HTML: Chapters 3-5	
September 9	e-Commerce: Chapters 6-7	Quiz
September 11	HTML: Chapters 6-8	Assignment 2: Business Home Page
September 16	e-Commerce: Chapters 8-11	
September 18	Developing HTML Forms	
September 23		
September 25	JavaScript: Chapter 1	Quiz
September 30	JavaScript: Chapters 2-3	
October 2	JavaScript: Chapters 4-6	
October 7	JavaScript: Chapters 7-9	
October 9	Mid-Term Exam	Project: Build an online order form
October 14	PHP: Chapters 1-2	
October 16	PHP: Chapters 3-4	
October 21	PHP: Chapter 5	Assignment 3: Create Form Processing Script
October 23	PHP: Chapter 6	
October 28	PHP: Chapter 7	
October 30	OO Programming in PHP	
November 4	OO Programming in PHP	
November 6	OO Programming in PHP	Quiz
November 11	PHP: Chapter 8	
November 13	SQL	
November 18	SQL	
November 20	SQL	Quiz, Assignment 4: DB Query Script
November 25	Thanksgiving Break	
November 27	Thanksgiving Break	
December 2	Final Project Q&A	
December 4	Final Exam Q&A	Final Project: Build an ordering system
December 9	Final Exam	5:50 – 7:50 p.m.

