



MGMT 380b – Web-Based Business Technologies

Instructor: Andrew Aken

Office: College of Business and Administration – Rehn 208

Office Hours: Monday 10:50 – 14:00

Tuesday 10:50 – 12:00

Wednesday 12:15 – 14:00

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Website: <http://siu.globaleyes.com/2006-Fall/MGMT380b/>

Class Time: M W F 10:00 – 10:50 a.m. Rehn 17

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:

PHP5 and MySQL Bible, Converse & Park, Wiley, 2004

Suggested Textbooks:

E-Commerce Fundamentals and Applications, Chan, Lee, Dillon, & Chang, Wiley, 2001

Course Policies:

1. Withdrawal Policy

See Undergraduate Catalog, p. 29-31

2. Class Attendance and Preparation Policy

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 20% of the available points if turned in within 1 week of the due date, 40% if turned in prior to the last week of class.

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. Any student caught cheating on any assignment will automatically receive a 0 on that assignment. 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	80
Assignments	4	120
Projects	2	250
Total		<hr/> 700

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 same as your logon ID (this can be modified once you have logged in). 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. Assignments that are turned in within 1 week of the due date will be docked 25% of their available grade. Assignments turned in more than one week late, but prior to the last week of the semester will be docked 50% of their available grade. 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 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 modification):

Date	Topic	Activity
21 Aug 06	Introduction to Course	
23 Aug 06	Internet and world wide web	
25 Aug 06	Client-side programming & Server-side programming	Assignment 1: Site critique
28 Aug 06	HTML	
30 Aug 06	HTML	
1 Sep 06	HTML	
4 Sep 06	Labor Day	
6 Sep 06	Basic Cryptography	
8 Sep 06	Internet Security	
11 Sep 06	Internet Payment Systems	Assignment 2: Business home page
13 Sep 06	Consumer-oriented e-commerce	
15 Sep 06	Business-oriented e-commerce	
18 Sep 06	E-services	
20 Sep 06	Web advertising and web publishing	
22 Sep 06	Quiz	
25 Sep 06	PHP Bible: Chapter 1 - Why PHP?	

27 Sep 06	PHP Bible: Chapters 2-4 - Getting started with PHP	
29 Sep 06	PHP Bible: Chapter 5 - Syntax & Variables	
2 Oct 06	PHP Bible: Chapter 5 - Syntax & Variables	
4 Oct 06	PHP Bible: Chapter 6 - Control & Functions	
6 Oct 06	PHP Bible: Chapter 6 - Control & Functions	
9 Oct 06	Quiz	
11 Oct 06	Mid-Term Review	Mid-Term Project: Catalog page & payment form
13 Oct 06	Mid-Term Exam	
16 Oct 06	PHP Bible: Chapter 8 - Strings	
18 Oct 06	PHP Bible: Chapter 8 - Strings	
20 Oct 06	PHP Bible: Chapter 9 - Arrays and Array Functions	
23 Oct 06	PHP Bible: Chapter 9 - Arrays and Array Functions	
25 Oct 06	PHP Bible: Chapter 11 - Basic PHP Gotchas	
27 Oct 06	PHP Bible: Chapter 7 - Passing Information Between Pages	
30 Oct 06	PHP Bible: Chapter 24 - Sessions, Cookies, and HTTP	
1 Nov 06	PHP Bible: Chapter 24 - Sessions, Cookies, and HTTP	
3 Nov 06	Quiz	Assignment 3: Create form processing script
6 Nov 06	PHP Bible: Chapter 12 - Choosing a Database for PHP	
8 Nov 06	PHP Bible: Chapter 13 - SQL Tutorial	
10 Nov 06	PHP Bible: Chapter 15 - PHP/MySQL Database Functions	
13 Nov 06	PHP Bible: Chapter 15 - PHP/MySQL Database Functions	
15 Nov 06	PHP Bible: Chapter 16 - Displaying Queries in Tables	
17 Nov 06	PHP Bible: Chapter 17 - Building Forms from Queries	Assignment 4: Display a product category page
20 Nov 06	Thanksgiving Vacation	
22 Nov 06	Thanksgiving Vacation	
24 Nov 06	Thanksgiving Vacation	
27 Nov 06	PHP Bible: Chapter 17 - Building Forms from Queries	
29 Nov 06	PHP Bible: Chapters 18-19 - Style & Gotchas	
1 Dec 06	Quiz	
4 Dec 06	PHP Bible: Chapter 29 - Security	
6 Dec 06	PHP Bible: Chapter 37 - E-mail	
8 Dec 06	Final Review	Final Project: Build an ordering system
11 Dec 06	Final Exam 12:50-02:50p.m.	