



# MGMT 380b – Web-Based Business Technologies

<b>Instructor:</b> Andrew Aken
<b>Office:</b> College of Business and Administration – Rehn 208
<b>Office Hours:</b> Monday 11:50 – 14:00
Wednesday 11:50 – 12:35
13:50 – 15:00
Friday 11:50 – 14:00
<b>E-Mail:</b> <a href="mailto:ajaken@cba.siu.edu">ajaken@cba.siu.edu</a>
<b>Website:</b> <a href="http://siu.globaleyes.com/2007-Spring/MGMT380b/">http://siu.globaleyes.com/2007-Spring/MGMT380b/</a>
<b>Class Time:</b> M W F 11:00 – 11:50 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	I use the following scale to assign grades:	
Final Exam	1	150	92-100%	A
Quizzes	4	80	84-91.99%	B
Debate	1	100	76-83.99%	C
Assignments	4	120	68-75.99%	D
Project	1	150	< 67.99%	F
Total		<hr/> 700		

## 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.

## Debates

There will be 2 debates during the semester. The class will be divided into 4 debate teams which will present arguments and defend their positions on 2 topics. The debate teams will evaluate the other members of their team for participation in debate preparation and the class members who are not participating in the debate on that day will evaluate the debate teams.

## Team Projects

There will be 1 team project due at the end of the 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
17 Jan 07	Introduction to Course	
19 Jan 07	Internet and world wide web	
22 Jan 07	Client-side programming & Server-side programming	Assignment 1: Site critique
24 Jan 07	HTML	
26 Jan 07	HTML	
29 Jan 07	HTML	
31 Jan 07	Basic Cryptography	
2 Feb 07	Internet Security	
5 Feb 07	Internet Payment Systems	Assignment 2: Business home page
7 Feb 07	Consumer-oriented e-commerce	
9 Feb 07	Business-oriented e-commerce	
12 Feb 07	E-services	
14 Feb 07	Web advertising and web publishing	
16 Feb 07	Quiz	
19 Feb 07	Strategic information systems	

Date	Topic	Activity
21 Feb 07	Strategic information systems	
23 Feb 07	Software development methodologies	
26 Feb 07	Software development methodologies	
28 Feb 07	Software development methodologies	
2 Mar 07	Software development methodologies	Debate: SDLC vs. Agile
5 Mar 07	Quiz/Web development programming languages	
7 Mar 07	Mid-Term Review	
9 Mar 07	<b>Mid-Term Exam</b>	
12 Mar 07	<b>Spring Break</b>	
14 Mar 07	<b>Spring Break</b>	
16 Mar 07	<b>Spring Break</b>	
19 Mar 07	Web development programming languages	
21 Mar 07	Web development programming languages	
23 Mar 07	Web development programming languages	Debate: PHP vs. Microsoft
26 Mar 07	PHP Bible: Chapters 2-4 - Getting started with PHP	
28 Mar 07	PHP Bible: Chapter 5 - Syntax & Variables	
30 Mar 07	PHP Bible: Chapter 5 - Syntax & Variables	
2 Apr 07	PHP Bible: Chapter 6 - Control & Functions	
4 Apr 07	PHP Bible: Chapter 6 - Control & Functions	
6 Apr 07	PHP Bible: Chapter 8 - Strings	Assignment 3: Display web page in PHP
9 Apr 07	PHP Bible: Chapter 8 - Strings	
11 Apr 07	Quiz	
13 Apr 07	PHP Bible: Chapter 9 - Arrays and Array Functions	
16 Apr 07	PHP Bible: Chapter 9 - Arrays and Array Functions	
18 Apr 07	PHP Bible: Chapter 11 - Basic PHP Gotchas	
20 Apr 07	PHP Bible: Chapter 7 - Passing Information Between Pages	Assignment 4: Template-based web pages
23 Apr 07	PHP Bible: Chapter 24 - Sessions, Cookies, and HTTP	
25 Apr 07	PHP Bible: Chapter 13 - SQL Tutorial	
27 Apr 07	PHP Bible: Chapter 15 - PHP/MySQL Database Functions	
30 Apr 07	PHP Bible: Chapter 15 - PHP/MySQL Database Functions	
2 May 07	PHP Bible: Chapter 16 - Displaying Queries in Tables	
4 May 07	Final Review	Project: Template-based website & catalog
9 May 07	<b>Final Exam 11:00-12:50 p.m.</b>	