MGMT 362e – Enhanced Web Development

Instructor:	Andrew Aken		
Office:	College of Business and Administration – Rehn 206A		
Hours:	Monday	8:50 a.m. – 11:00 a.m.	
	Wednesday	8:50 – 9:35 & 11:50 – 12:35 & 1:50 – 4:00	
	Friday	8:50 a.m. – 11:00 a.m.	
Phone:	453-7880		
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Website:	http://siu.globaleyes.com/MGMT362e/Spring2005		
Class Time:	MWF	8:00 – 8:50	Rehn 17 (Lab)

Course Objectives:

This course serves to introduce the student to web development technologies to enable them to create visually appealing and interactive web sites.

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

I. understand Web-based technologies, including their programming languages, graphics design, and presentation guidelines;

II. apply different web programming languages to develop Web pages using text and multimedia;

III. utilize dynamic presentation techniques.

Prerequisites:

MGMT345b with a grade of B or better

Required Textbooks:

Web Design in a Nutshell - 2nd Edition, Jennifer Niederst, O'Reilly, 2001

JavaScript & DHTML Cookbook, Danny Goodman, O'Reilly, 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. Each absence will result in 5 pts. Being subtracted from the total points earned in the class. 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	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 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	Activity
19 Jan 05	Introduction to Course	
21 Jan 05	WDN Chapters 1-2: Designing for a Variety of Browsers & Displays	Assignment 1: Critiquing sites
24 Jan 05	WDN Chapter 4: A Beginner's Guide to the Server	
26 Jan 05	WDN Chapters 3,5: Web Design for Print Designers & Printing from the Web	
28 Jan 05	WDN Chapter 8: HTML Overview	
31 Jan 05	WDN Chapter 9: Structured HTML Tags	
2 Feb 05	WDN Chapter 10: Formatting Text	
4 Feb 05	WDN Chapter 11: Creating Links	
7 Feb 05	WDN Chapter 12 Adding Images and Other Page Elements	
9 Feb 05	WDN Chapter 13: Tables	Assignment 2: Create a personal web page
11 Feb 05	Quiz	
14 Feb 05	WDN Chapter 15: Forms	
16 Feb 05	WDN Chapter 17: Cascading Style Sheets (CSS)	
18 Feb 05	WDN Chapters 16,19-21: Colors, GIF, JPEG, & PNG	
21 Feb 05	WDN Chapters 22,23: Designing Graphics & Animated GIFs	
23 Feb 05	Graphic Design Workshop	
25 Feb 05	Graphic Design Workshop	
28 Feb 05	WDN Chapter 28: Introduction to JavaScript	
2 Mar 05	WDN Chapter 29: Introduction to DHTML	
4 Mar 05	Quiz	
7 Mar 05	WDN Chapters 30-31: XML & XHTML	
9 Mar 05	Mid-Term Review	
11 Mar 05	**Mid-Term Exam**	**Project: Create a business home page**
14 Mar 05	***Spring Break***	
16 Mar 05	***Spring Break***	
18 Mar 05	***Spring Break***	
21 Mar 05	JS&D Chapter 1: Strings	
23 Mar 05	JS&D Chapter 2: Numbers & Dates	
25 Mar 05	JS&D Chapter 3: Arrays & Objects	
28 Mar 05	JS&D Chapter 4: Variables, Functions, & Flow Control	
30 Mar 05	JS&D Chapter 5: Browser Feature Detection	
1 Apr 05	JS&D Chapter 6: Managing Browser Windows	
4 Apr 05	JS&D Chapter 7: Managing Multiple Frames	
6 Apr 05	Quiz	Assignment 3: Dress up your home page
8 Apr 05	JS&D Chapter 8: Dynamic Forms	
11 Apr 05	JS&D Chapter 8: Dynamic Forms	
13 Apr 05	JS&D Chapter 9: Managing Events	
15 Apr 05	JS&D Chapter 10: Page Navigation Techniques	
18 Apr 05	JS&D Chapter 10: Page Navigation Techniques	
20 Apr 05	JS&D Chapter 11: Managing Style Sheets	
22 Apr 05	JS&D Chapter 12: Visual Effects for Stationary Content	
25 Apr 05	JS&D Chapter 13: Positioning HTML Elements	Assignment 4: Dress up your home page with DHTML
27 Apr 05	JS&D Chapter 13: Positioning HTML Elements	
29 Apr 05	Quiz	
2 May 05	JS&D Chapter 14: Creating Dynamic Content	
4 May 05	JS&D Chapter 15: Dynamic Content Applications	
6 May 05	Final Review	**Project 2: Create a business website**