**Wayland Mission Statement**

Wayland Baptist University exists to educate students in an academically challenging, learning-focused, and distinctively Christian environment for professional success, and service to God and humankind.

**Contact Information**

**Course**

: MISM 5330 <<VC01>> – Webmastering

**Campus**

: << WBUOnline >>

**Term/Session**

**:** <<Fall 2 2022>>

**Instructor**

**:** <<Dr. Sammy J. Van Hoose>>

**Office Phone Number/Cell #**

**:** <<(806) 777-0569>>

**WBU Email Address**

**:** <<vanhoose@wbu.edu>>

**Office Hours, Building, and Location**

**:** <<<< Online anytime. I try to answer email within 12 hours. If I have not answered your email within 72 hours, I did not receive the email. Please resend the email.>>

**Class Meeting Time and Location**

**:** <<Online>>

**Textbook Information**

**Required Textbook(s) and/or Required Materials**

**:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** |
| Principles of Web Design: The Web Warrior | Sklar | 6th | 2015 | Cengage | 9781-28585-2645 |

*The textbook for this course is part of the* ***Wayland’s Automatic eBook*** *program. You will have access to an eBook and interactive learning material on the first day of class through your Blackboard course site. The cost of this Automatic eBook will be billed directly to your student account when you register for the course. You will be notified via email with access instructions and additional information. If you do not wish to participate in the Automatic eBook program, you will have the first 12 days of class to opt-out of the program (additional details will be outlined in your email instructions). For more information on the Automatic eBook program, visit the Wayland Bookstore* [*Automatic eBook FAQ*](https://bookstore.wbu.edu/site_inclusive.asp) *page.*

**Optional Materials**

**:** None

**Course Information**

**Catalog Description**

**:**

Advanced skill-building management and administration of web sites. A semester long project is required and must be approved by the instructor.

**Prerequisite:**

MISM 5306

**Course Outcome Competencies**

**:**

* Describe the Web as it relates to both Web-only and traditional business.
* Outline functional navigation of a Web site for efficient organization of its content.
* Create a Web site maximizing the use of available resources.
* Demonstrate the ability to maintain currency and relevance of a Web site

**Attendance Requirements**

WBUOnline

Students are expected to participate in all required instructional activities in their courses. Online courses are no different in this regard; however, participation must be defined in a different manner. Student “attendance” in an online course is defined as active participation in the course as described in the course syllabus. Instructors in online courses are responsible for providing students with clear instructions for how they are required to participate in the course. Additionally, instructors are responsible for incorporating specific instructional activities within their course and will, at a minimum, have weekly mechanisms for documenting student participation. These mechanisms may include, but are not limited to, participating in a weekly discussion board, submitting/completing assignments in Blackboard, or communicating with the instructor. Students aware of necessary absences must inform the professor with as much advance notice as possible in order to make appropriate arrangements. Any student absent 25 percent or more of the online course, i.e., non-participatory during 2 or more weeks of an 8-week session, may receive an F for that course. Instructors may also file a Report of Unsatisfactory Progress for students with excessive non-participation. Any student who has not actively participated in an online class prior to the census date for any given session is considered a “no-show” and will be administratively withdrawn from the class without record. To be counted as actively participating, it is not sufficient to log in and view the course. The student must be submitting work as described in the course syllabus. Additional attendance and participation policies for each course, as defined by the instructor in the course syllabus, are considered a part of the university’s attendance policy.

**University Policies**

**Statement on Plagiarism and Academic Dishonesty**

**:** Wayland Baptist University observes a zero tolerance policy regarding academic dishonesty. Per university policy as described in the academic catalog, all cases of academic dishonesty will be reported and second offenses will result in suspension from the university.

**Disability Statement**

**:** In compliance with the Americans with Disabilities Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university. The Director of Counseling, Career and Disability Services serves as the coordinator of students with disability and should be contacted concerning accommodation request at (806) 291-3765. Documentation of a disability must accompany any request for accommodations.

Accessibility issues with content in WBUonline courses or in Blackboard should be addressed to the WBU accessibility coordinator, Dr. Trish Ritschel-Trifilo, trifilot@wbu.edu or call (806) 291-3745.

**Student Grade Appeals**

**:** Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that he or she has not been held to realistic academic standards, just evaluation procedures, or appropriate grading, may appeal the final grade given in the course by using the student grade appeal process described in the Academic Catalog. Appeals may not be made for advanced placement examinations or course bypass examinations. Appeals are limited to the final course grade, which may be upheld, raised, or lowered at any stage of the appeal process. Any recommendation to lower a course grade must be submitted through the Vice President of Academic Affairs to the Faculty Assembly Grade Appeals Committee for review and approval. The Faculty Assembly Grade Appeals Committee may instruct that the course grade be upheld, raised, or lowered to a more proper evaluation.

**Course Requirements and Grading Criteria**

<< In this class, students will be evaluated according to performance in the following categories:

* Two exams (Mid-term and Final)
* Chapter Assignments
* Chapter quizzes
* Research Paper
* Statement of Understanding

The breakout for grades is as follows:

* Exams 30%
* Assignments 30%
* Chapter quizzes 10%
* Research Paper 20%
* Statement of Understanding 10%

**The University has a standard grade scale:**

A = 90-100, B = 80-89, C = 70-79, D = 60-69, F= below 60, W = Withdrawal, WP = withdrew passing, WF = withdrew failing, I = incomplete. An incomplete may be given within the last two weeks of a long term, within the last week of an 8-week session, or within the last two days of a microterm to a student who is passing, but has not completed a term paper, examination, or other required work for reasons beyond the student’s control. A grade of “incomplete” is changed if the work required is completed prior to the last day of the next long 16-week term or 8-week session, unless the instructor designates an earlier date for completion.  If the work is not completed by the appropriate date, the I is converted to an F.

**Tentative Schedule**

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| Week | **Topics** | **Chapter****Readings** | **Notes** |  **Assignments** |
| --- | --- | --- | --- | --- |
| **1**Oct 10 - 15 | Statement of UnderstandingIntroduction to Information SystemsOrganizational StrategyCompetitive Advantage, and Information Systems | Chapter 1Chapter 2 | The Statement of Understanding is due midnight, Wednesday, Oct 12, 2022 | Check in Blackboard for the other items due in Week 1, midnight, Saturday Mar. 19, 2022 |
| **2**Oct. 17 - 22 | Ethics and PrivacyInformation Security | Chapter 3Chapter 4 |  | Check in Blackboard |
| **3** Oct 24 - 29 | Data and Knowledge ManagementNetworks | Chapter 5Chapter 6 |  | Check in Blackboard |
| **4**Oct. 31 – Nov. 5 | E-Business and E-CommerceWireless, Mobile Computing, and Mobile CommerceHardware | Chapter 7Chapter 8Technology Guide 1 | The Mid-Term Exam is due midnight, Saturday, Nov. 5, 2022 | Check in Blackboard |
| **5**Nov. 7 - 12 | Web 2.0 and Social NetworksSoftwareInformation Systems within the OrganizationEmerging Types of Enterprise Computing | Chapter 9Technology Guide 2Chapter 10Technology Guide 3 | Research Paper (Draft) due midnight, Saturday, Nov.12, 2022 | Check in Blackboard |
| 6Nov. 14 - 19 | Customer Relationship Management and Supply Chain ManagementIntelligent SystemsBusiness IntelligenceProtecting Your Information Assets | Chapter 11Technology Guide 4Chapter 12 |  | Check in Blackboard |
| **Nov. 21 - 26** | Thanksgiving |  |  |  |
| **7**Nov. 28 – Dec. 3 | Acquiring Information Systems and ApplicationsBuilding Your Own Electronic Commerce Web Site | Chapter 13 |  | Check in Blackboard |
| **8**Dec. 5 - 10 | Final Exam |  | **Research Paper (Final) due midnight, May 7, 2022****Final Exam due midnight Dec. 10, 2022** | Check in Blackboard |

**Additional Information**

<< This syllabus contains a general overview of the course only. It should NOT be considered as a substitute for reading and understanding all the pages of Blackboard.

***The subject line of ALL your email shall be* MISM 5330 VC01 Fall 2 2022** and **include your first and last names in the email body**. Email without this information as the Subject line will not be read or responded to.

*Once you have read and understood everything contained in the syllabus, you are required to submit, in Blackboard, the following:*

1. Your Full Name

2. Term: Fall 2 2022

3. Course Number, Section, and Term (Fall 2 2022)

4. Date

5. A Statement of Understanding as follows:

"I have read the syllabus for this course. I understand the course requirements and procedures. Since grades are an indicator of personal effort and performance, I understand that it is my responsibility to earn the grade I desire in this class." (***This statement must be verbatim and in this format.***) (***This is the end of the Statement of understanding.***)

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