**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 2025>>

**Instructor**

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

**Cell #**

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

**WBU Email Address**

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

**Office Hours, Building, and Location**

**:** <<Online>>

**Class Meeting Time and Location**

**:** <<Online>>

**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

**Textbook Information**

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

**:**

| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** |
| --- | --- | --- | --- | --- | --- |
| Web Development | Coller | 1st | 2024 | Cengage | 9780-35767-3973 |

*This course is part of the* ***Pioneer Academic Access Program****. You will have access to an eBook, access code, and interactive learning material on the first day of class through your Blackboard course site. You will be notified via email with access instructions and additional information. If the course requires a physical book you can order at bookstore.wbu.edu. You can choose to opt-out, however if you do you will lose access to* ***EVERY******class/material*** *and have to source through third party vendors.*

**Optional Materials**

**:** <<List optional materials recommended to enhance student learning>>

**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**

**Academic Integrity**

**:**

[Link to Statement on Academic Integrity](https://www.wbu.edu/academics/writing-center/Academic%20Integrity%20Statement%20Pol%208.4.1%20Attch%20Oct%2020222.pdf)

**Artificial Intelligence:** **No use of any generative AI tools permitted.**

Students are required to create and produce all work themselves or with assigned group members. Any work submitted that has used an AI generative tool like ChatGPT will be in immediate violation of the academic integrity policies for the course and WBU. All assignments must be fully created, designed, and prepared by the student(s). Any work that uses generative AI will be treated as plagiarism.

**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 Disability Services Coordinator and Academic Coach serves as the coordinator of students with disabilities and must be contacted concerning accommodation requests. Office: (806) 291-1057. Documentation of a disability must accompany any request for accommodations.

**Course Requirements and Grading Criteria**

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

* Final Project
* Chapter Assignments
* Statement of Understanding
* Required First Assignment

The breakout for grades is as follows:

* Final Project 45%
* Assignments 45%
* Statement of Understanding 07%

 Required First Assignments 03%.>>

**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.

**Tentative Schedule**

| Week | **Topics** | **Chapter****Readings** | **Notes** |  **Assignments** |
| --- | --- | --- | --- | --- |
| **1**Oct. 14 - 19 | Statement of UnderstandingIntroduction to Information SystemsOrganizational StrategyCompetitive Advantage, and Information Systems | Chapter 1Chapter 2 | The Statement of Understanding is due midnight, Wednesday, Oct. 16, 2024 | Check in Blackboard for the other items due in Week 1, midnight, Saturday Oct. 19, 2024 |
| **2**Oct.21 - 26 | Ethics and PrivacyInformation Security | Chapter 3Chapter 4 |  | Check in Blackboard |
| **3** Oct. 28 – Nov. 2 | Data and Knowledge ManagementNetworks | Chapter 5Chapter 6 |  | Check in Blackboard |
| **4**Nov. 4 - 9 | E-Business and E-CommerceWireless, Mobile Computing, and Mobile CommerceHardware | Chapter 7Chapter 8Technology Guide 1 |  | Check in Blackboard |
| **5**Nov. 11 - 16 | Web 2.0 and Social NetworksSoftwareInformation Systems within the OrganizationEmerging Types of Enterprise Computing | Chapter 9Technology Guide 2Chapter 10Technology Guide 3 |  | Check in Blackboard |
| 6Nov. 18 - 23 | Customer Relationship Management and Supply Chain ManagementIntelligent SystemsBusiness IntelligenceProtecting Your Information Assets | Chapter 11Technology Guide 4Chapter 12 |  | Check in Blackboard |
| **Nov. 24 – 29** | Thanksgiving |  |  |  |
| **7**Dec. 1 - 6 | Acquiring Information Systems and ApplicationsBuilding Your Own Electronic Commerce Web Site | Chapter 13 |  | Check in Blackboard |
| **8**Dec. 8 - 13  | Final Exam |  | **Final Project due midnight,** **Dec. 14, 2024.** | Check in Blackboard |

**Additional Information**

<<Section can be deleted if not needed>>