



**WAYLAND BAPTIST UNIVERSITY
VIRTUAL CAMPUS
SCHOOL OF BUSINESS**

SYLLABUS

1. 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.
2. Course: **MISM 4331** – VC01, Webmastering
3. Term: Spring 2014
4. Instructor: Jimmy Fikes
5. Office Phone and Wayland Email Address: (806) 831-3918; jfikes@wbu.edu
6. Office Hours, Building, and Location
Nunn Business Building, Room 103-C, Plainview campus
Office hours - Online students may call the instructor on any day, at any time
7. Class Meeting Time and Location: All work in this class will be in Blackboard and on the class web server
8. Catalog Description: Skill-building in how to administer multimedia and video technology to instruct, users, solve problems, and communicate effectively.
9. Prerequisites: MISM 3307
10. Required Textbook and Resources:

BOOK	AUTHOR	ED	YEAR	PUBLISHER	ISBN#	UPDATED
<u>Professional Website Performance</u>	Smith	cur	2013	Wiley	9781-11848-7525	11/25/13

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BOOK	AUTHOR	ED	YEAR	PUBLISHER	ISBN#	UPDATED
<u>Learning Web Design</u>	Robbins	4th	2013	Ingram	9781-44931-9274	11/25/13

11. Additional Materials:
 - Students must have access to the Internet to transfer files to a Web server (using FTP).
 - Students must have administrative privileges on a personal computer (Windows, Mac, or Linux). This includes permission to install software and write Web-related code, including JavaScript, jQuery, and PHP.
 - Students who have questions about these requirements should contact the instructor.
12. Course Outcome Competencies:
 - Understand the Web as it relates to both Web-only and traditional business.
 - Be able to outline functional navigation of a Web site for efficient organization of its content

- Be able to create a Web site maximizing the use of available resources.
- Be able to maintain currency and relevance of a Web site.

13. Attendance Requirements: Students in online classes are expected to submit all assignments by required deadlines.

14. 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 Coordinator of Counseling Services serves as the coordinator of students with a disability and should be contacted concerning accommodation requests at (806) 291- 3765. Documentation of a disability must accompany any request for accommodations.”

15. Course Requirements and Grading Criteria:

Weekly assignments

- The average grade earned from all weekly assignments will make up 30% of total term grade.

Weekly Discussions

- Graded discussions must be posted in Blackboard weekly (except weeks 1, 5, and 11). Students must post at least two messages in each week (see the grading rubric on Blackboard). The average of all discussion forum grades will make up 20% of total term grade.

Term Project

- Students will create a personal domain and then design and develop a website using the technologies and techniques presented in the 11-week course. The website will contain a content management system (CMS), blog, shopping cart, multimedia, MySQL database, and links to social network services (Facebook, Twitter, etc.) and will score no less than B on the Firebug YSlow test. The grade for the project will make up 50% of total term grade.

16. Tentative Schedule:

Week	Topics and Tasks	Week	Topics and Tasks
1	The Webmastering profession: Tools & tasks	6	Preprocessors, MAMP, and site development
2	Introduction to SEO	7	Frameworks and Responsive Design
3	Web Standards and Accessibility	8	Introduction to JavaScript
4	CMS, Blogs, Social Networking, and Databases	9	Introduction to jQuery
5	Shopping Carts and e-commerce	10	Introduction to PHP
		11	Completion of website