



**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 2018
4. Instructor: Jimmy Fikes
5. Office Phone and Wayland Email Address: (806) 831-3918; jimmy.fikes@wayland.wbu.edu
6. Office Hours, Building, and Location - Students may contact the instructor 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
High Performance Responsive Design	Barker	cur	2014	O'Reilly Media	9781-49194-9986	4/13/15

** AND **

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

AND

BOOK	AUTHOR	ED	YEAR	PUBLISHER	ISBN#	UPDATED
Designing for Performance: Weighting Aesthetics and Speed	Lara Callender Hogan		2015	O'Reilly	978-1-491-90251-6	06/15/2015

11. Additional Materials:

- Students are required to submit all assignments to a shared Dropbox folder. The instructor will send connection information about this account in the first week of the term.

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 who miss more than 25% of class sessions will receive a grade of F for the term. Participation in a "class session" is defined (for this class) as failing to participate in all activities for a given week. This includes required assignments, discussion forums, and projects.

14. 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.

15. 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."

16. Course Requirements and Grading Criteria:

Weekly assignments

- The average grade earned from all weekly assignments will make up 60% 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 each week (see the grading rubric on Blackboard). The average of all discussion forum grades will make up 40% of total term grade.

WBU Grading Scale:

A	90-100	D	60-69
B	80-89	F	Below 60
C	70-79		

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 Executive Vice President/Provost 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.

17. Term Schedule:

The content of this class is divided into five sections that will be covered over the 11-week term:

1. Scripting Languages – Introductions to JavaScript, jQuery, and PHP
2. Search Engine Optimization (SEO) and Webmastering as a Career
3. Site Performance Issues and Metrics
4. Managing Graphics and Other Files for Optimal Site Performance
5. Mobile Development and Responsive Web Design (RWD)