
Central Michigan University
College of Business Administration

MASTER COURSE SYLLABUS

BIS 327	Web Site Development	3 (3-0)
Design. No.	Title	Credit (Mode)

I. Bulletin Description:

Development of Internet and intranet web sites to support business functions including doing business on the Internet with emphasis on issues involved in designing and deploying this information technology by organizations.

II. Prerequisites:

BIS 221 or equivalent; 56 semester hours completed and either admission to Professional Business Studies or listed on a signed major or minor or with approval from the Office of Undergraduate Business Studies.

III. Rationale for Course Level:

This course is built on the premise that students are familiar with software usage, terminology and functionality. Emphasis on these skills occurs at the 100 and 200 level. The assignment to this class of a 300 level designator is, therefore, appropriate.

IV. Textbooks and Other Materials To Be Furnished by the Student:

Microsoft FrontPage 2002, Against the Clock Series. Prentice Hall, Upper Saddle River, MF 07458, 2002

Computer disks as required.

V. Special Requirements of the Course:

VI. General Methodology in Conducting the Course:

This is a lecture and project development course with business cases that reinforce information systems design and development concepts for creating Internet web sites.

VII. Course Objectives:

The purpose of the course is to explore a variety of issues involved in the deployment of Interact technology to support business applications.

Upon completion of the course, students will be able to :

1. use an Internet browser to access web sites.
2. evaluate alternative web site designs.
3. design a web site.
4. create the document files of the web site.
5. create a web site that includes interactive forms processed on the web server.
6. publish a web site to a web server.

VIII. Course Outline:

Week Topic

- 1 Overview of the World Wide Web for business applications
- 2 Introduction to HTML
- 3 Web-Site development
- 4 Web-site editors and the Internet
- 5 Managing a Web site using an editor
- 6 Wizards and templates
- 7 Using proxy servers for development
- 8 Crafting Web pages
- 9 Working with images
- 10 Using Webbot components
- 11 Creating interactive forms
- 12 Using ActiveX controls/Active Server Pages (ASP)
- 13 Using Vbscripts/Java scripts
- 14 Alternative Web servers
- 15 Web server administration
- 16 Final Exam

IX. Evaluation:

Student work is evaluated by examinations, case analyses, and project presentations. The grade is based on the following activities and their respective weights:

Examinations	35%
Programming Projects	35%
Project Presentations	<u>35%</u>
	100%

X. Bibliography:

Castro, Elizabeth, *HTML for the World Wide Web*, Peachpit Press. 1996.

Keogh, Jim, *The Webmaster's Guide to VbScript*, ApProfessional. 1996.

Lazar, Jonathan. *User-Centered Web Development*. Sudbury, MA: Jones and Bartlett Publishers. 2001

Mansfield, Richard, *The Comprehensive Guide to Vbscript: The Encyclopedic Reference for Vbscript, HTALL and ActiveX*, Ventana Communications Group. 1996.

- Morrison, Deborah, *IBM Official Guide to Building a Better Web site*, IDG Books Worldwide. 1995.
- Sawyer, Ben, Dave Greely and Joe Cataudella. *Creating Stores on the Web*. Berkeley, CA: Peachpit Press, 2000.
- Sheldon, Thomas and T. Sheldon, *The Windows NT Web Server Handbook*, Osborne McGraw-Hill. 1996.
- Siegel, David, *Creating Killer Web sites: The Art of Third-Generation Site Design*, Hayden Books. 1996.
- Stein, Lincoln, *How to Set Up and Maintain a Web Site*, Addison-Wesley Publishing. 1996.
- Taylor, Art. *JSP and Java: The Complete Guide to Website Development*. Upper Saddle River, NJ: Prentice Hall Inc. 2002
- Toliver, Pamela R. *FrontPage 2002*. Upper Saddle River, NJ.: Prentice Hall Inc. 2002
- Varhol, Peter, *Implementing a World Wide Web Site for Your Organization*, Computer Technology Research. 1996.
- Wall, David, D. Wall, and B. Pfaffenberger, *The 10 Secrets for Web Success: What It Takes to Do Your Site Right*, Ventana Communications Group. 1996.

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Signature

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Date