

MIS 412, E-Business Systems Development, 3 Credits

1. General Course Information

Location: Innovation Hall Room 317, Fairfax Campus

Time: Thursdays 7:20-10:00 PM – September 1, 2011 through December 15, 2011

Course Homepage: Blackboard (mymason.gmu.edu)

Prerequisites: MIS 301 (grade of at least C)

Final Exam Period: 7:30 PM – 10:15 PM, Thursday December 15th, 2011

Instructor Information

Professor: Jesse Bockstedt, Ph.D.

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Office Phone: (703) 993-1788

Office Hours: Thursdays 5:00-6:00 PM, or by appointment

2. Course Objectives

This course provides an introduction to development of web-based information systems for e-Business. We will be learning how to create functional and professional web applications with XHTML, CSS, and Microsoft ASP.NET using the Visual Studio development environment. Students will learn the fundamentals of web application development including:

- How to create basic websites using XHTML
- How to manage page design and layout using style sheets and CSS
- How to store, retrieve, and manage data with websites
- How to create dynamic website functionality using AJAX controls
- How to validate user input
- How to manage website complexity using master pages and navigation
- How to manage website state and lifecycle
- How to implement webpage security.

This course will be very hands-on, with in-class programming exercises each week. The class will be held in a computer lab and students are expected to attend and actively participate in every class.

3. Required Course Materials

Required Textbook

Beginning ASP.NET 4 in C# and VB.NET

By Imar Spaanjaars

Wrox Programmer to Programmer (Wiley), 2010
ISBN: 978-0470502211
Available at GMU Bookstore, Amazon.com, and Wrox.com

Online Tutorials

The following online tutorials should be read/viewed during the first 3 weeks of the semester. They provide a good overview of the basics of web programming using HTML, XHTML, and CSS.

- Lifehacker's How to Make A Website Guide, <http://lifehacker.com/5790955/how-to-make-a-web-site-the-complete-guide>
- Google Code's CSS, HTML, and Javascript Tutorial, <http://code.google.com/edu/ajax/tutorials/intro-to-js.html>
- Google Code's Video Tutorials on HTML and CSS, <http://code.google.com/edu/submissions/html-css-javascript/>
- w3Schools HTML Tutorial, <http://www.w3schools.com/html/default.asp>
- w3Schools XHTML Tutorial, http://www.w3schools.com/html/html_xhtml.asp
- w3Schools CSS Tutorial, <http://www.w3schools.com/css/>

Required Software

Microsoft Visual Studio or Microsoft Visual Web Developer is required for this course. Visual Studio 2008 will be available on the computers used in our classroom, Innovation Hall 317. It is also available for free download and installation on your personal computers Windows based computers through the MSDN Academic Alliance (MSDNAA). You will receive an email during the first week of the semester with information on how to access your MSDNAA account to download available software. For an online tutorial on this process, see MSDNAA Software Download Demo:<http://itmgmt.gmu.edu/MSDNAA/>. The general login page for MSDNAA software is http://msdn06.e-academy.com/gmu_mgmt. You are responsible for troubleshooting all software installations.

You can also access a GMU lab computer virtually over the Internet to access the Visual Studio software. The GMU Virtual Computer Lab can be accessed at www.vcl.gmu.edu. A demonstration of how to do this will be provided in class.

Visual Web Developer Express is a lighter version of Visual Studio that is available for free download from Microsoft at: <http://www.microsoft.com/visualstudio/en-us/products/2010-editions/visual-web-developer-express>

For the initial few weeks of the class we will be working primarily with XHTML and CSS and not using ASP.NET. It is recommended that you use an advanced text editor that provides syntax highlighting. In the lab we will use Notepad++, which is available for free download at <http://notepad-plus-plus.org/>. Mac users can use TextWrangler, available for free at:

<http://www.barebones.com/products/textwrangler/>.

Note: Mac users cannot install Visual Studio or Visual Web Developer directly on their computers. You will either need to install it using a Windows partition or virtual machine, or access Visual Studio through the virtual computing lab as discussed above. Any configuration of software on personal computers (Mac or PC) is the responsibility of the student.

Many of our in-class exercises will build on prior exercises. It is recommended that you bring a USB flash drive with you to class to save your work from each class period.

Optional Text Book

Beginning HTML, XHTML, CSS, and JavaScript

By John Duckett

Wrox Programmer to Programmer (Wiley), 2009

ISBN: 978-0470540701

This book is a good beginner's guide on HTML, XHTML, CSS and Javascript. It will be useful in the first few weeks of the semester and as a desk reference for any web programmer.

4. Tentative Class Schedule

Week	Date	Topic	Readings & Notes
1.	9/1	Class Intro, Basics of the Web, and Intro to HTML	Lifehacker, Google, and w3schools online tutorials
2.	9/8	HTML and XHTML	online tutorials
3.	9/15	Quiz 1 , Intro to CSS	online tutorials
4.	9/22	Combining CSS and XHTML	online tutorials
5.	9/29	Quiz 2 , Intro to Visual Studio and ASP.NET & Web Forms	Book: Ch. 1-3
6.	10/6	Server Controls	Ch. 4, HW #1 Due
7.	10/13	Midterm Exam	
8.	10/20	Basics of Programming for Web Applications	Ch. 5
9.	10/27	Master Pages & Navigation	Ch. 6 & 7
10.	11/3	Validating Input	Ch. 9, HW#2 Due
11.	11/10	Quiz 3 , Introducing AJAX	Ch. 10
12.	11/17	Data and databases for web applications	Ch. 12,13, 15
13.	11/24	Thanksgiving Break – No Class	
14.	12/1	Quiz 4 , Displaying and Updating Data	Ch. 12,13, 15
15.	12/8	Website Security	Ch. 16, HW#3 Due
16.	12/15	Final Exam 7:30 PM – 10:15 PM	

5. Grading and Assessment

Mid-term Exam: 25%

Final Exam: 25%

Quizzes: 15%; 4 @ 5% each, lowest quiz score dropped (individual assessment)

Homework Assignments: 25% (HW#1:5%, HW#2:10%, HW#3:10%)

In-class Participation: 10%

Total: 100%

Mid-term Exam: The mid-term exam is worth 25% of the course grade and will be held in class on the date indicated in the class schedule. The exam will be closed book and closed notes, unless otherwise specified by the instructor.

Final Exam: The final exam is worth 25% of the course grade and will be held during the scheduled final exam period. The exam will be closed book and closed notes, unless otherwise specified by the instructor.

Quizzes: There will be four in-class quizzes throughout the semester. The lowest quiz grade will be dropped and the remaining three quizzes will each be worth 5% of your final grade.

Homework Assignments: There will be three homework assignments, due at the beginning of class on the dates listed in the syllabus. Homework assignment #1 will be worth 5%, and assignments #2 and #3 will be worth 10% of your final grade each. Late homework assignments are penalized 20% if late between 0 and 24 hours, 40% if late between 24 and 48 hours, and are not accepted more than 48 hours after the due date/time.

In-class Participation and Attendance: 10% of your course grade will be based on your participation in class. Each week we will work through small in-class programming exercises to give you hands-on experience with the course concepts. Your participation grade will be primarily determined by your completion of these exercises in class.

Grading Scale:

A 93% or higher

A- greater than or equal to 90% but less than 93%

B+ greater than or equal to 87% but less than 90%

B greater than or equal to 83% but less than 87%

B- greater than or equal to 80% but less than 83%

C+ greater than or equal to 75% but less than 80%

C greater than or equal to 70% but less than 75%

D greater than or equal to 60% but less than 70%

F less than 60%

6. Student Responsibilities

Students are expected to attend class each week and to participate in class discussions and exercises. Students are expected to follow the GMU Honor Code (see below) in all activities related to this course. Students are expected to complete assignments on time. Students are expected to use their GMU email accounts for communication with the instructor and other students in the class. All emails from the instructor will be sent to your GMU email addresses. Students are expected to contribute equally to all group project work. Students are expected to read assigned readings and textbook chapters and are responsible for knowing this content for quizzes and exams. Students are expected to respect their instructor and fellow classmates, both in and out of the classroom environment. Students are expected to turn off or silence their mobile phones during class time.

7. Learning Goals

Learning goals for the Undergraduate Programs

1. Our students will be competent in their discipline.
2. Our students will be aware of the uses of technology in business.
3. Our students will be effective communicators.
4. Our students will have an interdisciplinary perspective.
5. Our students will be knowledgeable about global business and trade.
6. Our students will recognize the importance of ethical decisions.
7. Our students will be knowledgeable about the legal environment of business.
8. Our students will be knowledgeable about team dynamics and the characteristics of effective teams.
9. Our students will understand the value of diversity and the importance of managing diversity in the context of business.
10. Our students will be critical thinkers.

Learning Goals of the Information Systems and Operations Management Program

1. Apply knowledge of information technology and business functions to understand its application in assessing, designing and improving business processes.
2. Develop data organization, storage and processing solutions to support organizational needs for information management. They will also have the option of developing skills in the area of supporting decision making through business intelligence solutions.
3. Use knowledge of computer networks as part of the IT solutions for improving business processes. They will also have option of developing more advanced skills in the areas of network and security.
4. Effectively manage information technology projects.
5. Understand the overall systems development life cycle and be able to recommend IT system solutions accordingly. They will also have option of learning appropriate development tools to develop prototype of IT solutions for business management.

8. Honor Code Statement

Cheating and Academic Dishonesty: All students are responsible for knowing and following the GMU Honor Code Statement (honorcode.gmu.edu). Students will be given a 0 on any assignment where the University Guidelines for Academic Honesty are not followed. This includes project work, quizzes, homework assignments, and exams. In the event of a violation of the GMU Honor Code, the violating student will be reported to the GMU Honor Committee. The instructor will not discuss honor code violations with the violating student once reported. The GMU Honor Committee will deal with all proceedings for the violation and violating student.

9. Learning Disabilities

If you are a student with a documented disability and you need academic accommodations, please see the instructor and contact the Disability Resource Center (DRC) at 703-993-2474, at the beginning of the semester. All academic accommodations must be arranged through the DRC.