

# Course Syllabus - MBA 779 - Fall 2017

## Instructor Information

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## Prerequisite/Co-requisite

IS 740 - Information Systems Foundation or equivalent

## Course Description

The purpose of this course is to provide an understanding of the many important factors that must be considered when a company launches a new electronic commerce initiative. It considers each of these factors from the point of view of a manager.

- The course begins with the basics - how to select and register a domain name for a company to be used in association with the company's website.
- Next we explore how websites are developed, including decisions about where the website will be hosted and who will be responsible for the tasks needed to create it.
- The course next looks at how we can determine whether the website is providing the anticipated benefits for which it was created. This starts by defining what constitutes success and then examines tools that can be used to measure whether or not we have achieved success.
- Finally, we will examine two of the most important factors affecting how websites function: security and search engine optimization. During the last week of the course, students will have an opportunity to apply what they have learned to the facts of a case we will be using throughout the course.

## Course Objectives

1. Describe the steps involved in selecting and registering a domain name for the company's website.
2. Understand the practical considerations which should be addressed when deciding whether to develop a website internally or hire a web developer.
3. Describe the most common forms of hosting a website and be able to differentiate between them.
4. Explain the fundamental considerations necessary for designing and deploying an effective website.
5. Understand the technologies currently available to protect and secure Internet transactions.
6. Understand factors used to define what constitutes success for a website, and be able explain the metrics used for measuring success.
7. Understand and describe search functionality concepts.

## Textbook

There is no required textbook for this course

## Grading Policy and Points Breakdown

## Components

Your performance in this course will be measured based on points earned doing the written assignments and the discussion assignments given during the course. To pass the course, you must score at least half the total course points. The points available for each course assignment are as follows:

Assignment	Maximum points given
Unit 1 Assignment, Part I - Domain Names	20 Points Total
Unit 1 Assignment, Part II - Principles of Website Design	30 Points
Unit 2 Assignment, Part I - Web Plan and Storyboard	40 Points
Unit 2 Assignment, Part II - Web Hosting	20 Points
Unit 2 Assignment, Part III - Buy Options	20 Points
Unit 2 Assignment, Part IV - Build It	40 Points
Unit 3 Assignment, Part I - Scope and Success	40 Points
Unit 3 Assignment, Part II - Localization	20 Points
Unit 4 Assignment, Part I - Privacy policy Enforcement	20 Points
Unit 4 Assignment, Part II - E-commerce Security	30 Points
Unit 5 Assignment - Searchability and Page Ranking	20 Points
Unit 6 Assignment - Website Recommendations Report	100 Points
<b>Total</b>	<b>400 points</b>

## Letter Grades

Letter grades will be awarded in accordance with your university's policy for grades as shown below:

Percentage	UWEC/Consortium/ UW-Parkside	UW- Oshkosh	UW- LaCrosse
93-100%	A	A	A
90-92.9%	A-	A-	AB
87-89.9%	B+	B+	AB
83-86.9%	B	B	B
80-82.9%	B-	B-	BC
77-79.9%	C+	C+	BC
73-76.9%	C	C	C
70-72.9%	C-	C	C
67-69.9%	D+	F	D
63-66.9%	D	F	D
60-62.9%	D-	F	D
0-59.9%	F	F	F

## Learning Methods/Activities

Because this is an online course, you are responsible for your own learning, however the instructor and the course Web site are here to assist you. You should take advantage of any modern technology (particularly communications technology) necessary to facilitate your learning process.

You may communicate with your instructor through e-mail, phone, or office hours on Wednesdays at UW-Oshkosh, although the preferred communications method is through this site. You are encouraged to seek clarification early for any issues or questions about the course so that they can be resolved in a timely manner.

You are also encouraged to learn through interaction with your classmates using the communication tools in the course, because in MBA courses, students often have a tremendous amount to offer (a humbling experience for some instructors). The tools that you can use include e-mail, discussions, and file sharing, most of which are based on asynchronous communication (meaning that you don't need to be online at the same moment to have a meaningful interaction).

While different people have different learning styles, you may find the following study strategies helpful:

- Read through the commentary and assigned readings and write summary notes when necessary
- Complete the weekly assignments on time

## Exams

There are no exams in this course. This course is designed to emphasize many of the practical considerations involved in developing and deploying a company's website. Students will spend the first six weeks (5 units) of the course exploring various aspects of website design and development, and in Unit 6, will generate a report applying what they have learned to the facts of a case study used throughout the course. This report will be due at the end of week 7 and will contribute 100 points toward the final grade.

## Course Policies and Procedures

### Policy on Plagiarism

Plagiarism is strictly forbidden. *At a minimum*, both copier and copyee will receive zero grades on that assessment item.

### Consortium's Excused Absence Policy

An absence will be considered excused or authorized according to the following institutional policies:

1. The student's home campus policy on excused absences will apply.

- [UW – La Crosse](#)
- [UW – Oshkosh](#)
- [UW – Parkside](#)

2. UW MBA Consortium students will follow the [UW – Eau Claire Authorized Absence Policy](#).

If your absence falls into the excused absence category, please contact me as soon as possible. I may request that you provide documentation, and I may need time to make alternative assessments available to you.

### Late Graded Components

Because of the interactive nature of discussion assignments, timeliness is essential in your postings. Therefore, no late discussion posts will be accepted. All other graded assignments in the course that are late will incur a penalty of 20% per calendar day for a maximum of two days. After two calendar days, the assignment will receive a zero grade. Please contact me before the assignment deadline if you have any questions regarding this late assignment policy.

# Course Calendar - Fall 2017

*Note: All assignments are due by 11:59 p.m. on the date specified in this course calendar.*

## Week 1: October 30 - November 5

### Unit 1: Getting Started with the Web Development Process

Assignment/Task	Deadline
Read the Unit 1 Overview, Commentary, and Assigned Articles	Read by: <b>Tuesday, October 31</b>
Introduce Yourself	Post introductory message by: <b>Wednesday, November 1</b>
Complete the Unit 1 Assignment, Part I - Domain Names (individual)	Submit to dropbox by: <b>Thursday, November 2</b>
Complete the Unit 1 Assignment, Part II - Principles of Website Design (group)	Submit to group dropbox by: <b>Sunday, November 5</b>
Complete the Unit 1 Assignment, Part II Peer evaluation (if you don't receive the notification email by Sunday evening, please check your Spam folder)	Complete by <b>Tuesday, November 7</b>

## Weeks 2 and 3: November 6 - November 19

### Unit 2: Web Development – Build or Buy

*NOTE: This unit spans two weeks*

Assignment/Task	Deadline
Read the Unit 2 Overview, Commentary, and Assigned Articles	Read by: <b>Tuesday, November 7</b>
Complete the Unit 2 Assignment, Part I - Web Plan and Storyboard (individual)	Submit to dropbox by: <b>Thursday, November 9</b>
Complete the Unit 2 Assignment, Part II - Web Hosting (individual)	Submit to dropbox by: <b>Sunday, November 12</b>
Complete the Unit 2 Assignment, Part III - Buy Options (individual)	Submit to dropbox by: <b>Thursday, November 16</b>
Complete the Unit 2 Assignment, Part IV - Build It (individual)	Post link to discussion by: <del>Sunday, November 19</del> <b>Wednesday, November 22</b>

## Week 4: November 20 - November 26

### Unit 3: Defining Scope and Measuring Performance

Note: The Thanksgiving holiday occurs this week so please plan ahead.

Assignment/Task	Deadline
Read the Unit 3 Overview, Commentary, and Assigned Articles	Read by: <b>Tuesday, November 21</b>
Complete the Unit 3 Assignment, Part I - Scope and Success (individual)	Submit to dropbox by: <b>Sunday, November 26</b>

Complete the Unit 3 Assignment, Part II - Localization (group)	Submit to group dropbox by: <b>Sunday, November 26</b>
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## **Week 5: November 27 - December 3**

### **Unit 4: Security**

Assignment/Task	Deadline
Read the Unit 4 Overview, Commentary, and Assigned Articles	Read by: <b>Tuesday, November 28</b>
Complete the Unit 4 Assignment, Part I - Privacy Policy Enforcement (group discussion)	Post initial message by: <b>Thursday, November 30</b>  Post follow-up responses by: <b>Sunday, December 3</b>
Complete the Unit 4 Assignment, Part II - E-commerce Security (group)	Submit to group dropbox by: <b>Sunday, December 3</b>
Complete the Unit 4 Peer Evaluation (if you don't receive the notification email by Sunday evening, please check your Spam folder)	Complete by <b>Tuesday, December 5</b>

## **Week 6: December 4 - December 10**

### **Unit 5: Search Engine Optimization**

Assignment/Task	Deadline
Read the Unit 5 Overview, Commentary, and Assigned Articles	Read by: <b>Tuesday, December 5</b>
Complete the Unit 5 Assignment - Searchability and Page Ranking (individual)	Submit to dropbox by: <b>Sunday, December 10</b>

## **Week 7: December 11 - December 15**

### **Unit 6: Tying it all Together**

*Note: You can submit the Unit 6 Assignment up until Sunday, December 17<sup>th</sup> without penalty.*

Assignment/Task	Deadline
Read the Unit 6 Overview and Commentary	Read by: <b>Tuesday, December 12</b>
Complete the Unit 6 Assignment - Website Recommendations Report (individual)	Submit to dropbox by: <b>Friday, December 15</b>