

Computer Network Design (IS*431)
Fall Semester 2007

CREDITS: 3

PREREQUISITES: IS-240 Principles of HTML and Web Development.

CLASS SCHEDULE: TH 2pm-3:20pm (GCB 147)

INSTRUCTOR: Jonathan Miller

OFFICE: School of Computing (GCB 106)

OFFICE HOURS: MWF 10-10:50am, 12-1:50pm, TH 9-9:50am

PHONE: 293-3288

EMAIL: millerj@byuh.edu

URL: <http://soc.byuh.edu/is/>

REQUIRED TEXTS:

Managing the Digital Enterprise, Michael Rappa.

<http://www.digitalenterprise.org>.

SUPPLIES REQUIRED:

C-Panel web hosting account. These accounts will be provided by the information systems department.

CATALOG DESCRIPTION:

Student teams build functional E-commerce websites from an empty computer, adding OS, web server, database, email, etc. for dynamic content, order entry, and client/server interaction.

DEPARTMENT LEARNING OUTCOMES:

In this course students will practice with feedback, and demonstrate mastery of the [department learning outcome](#):

1. Demonstrate professionalism in the knowledge and treatment of legal and ethical issues.

OBJECTIVES OF THE COURSE:

This course is intended to give students experience designing and implementing ecommerce Web sites. During the semester students will build an ecommerce site using MySQL, PHP, HTML, XHTML, CSS, open source projects, and Web content management systems. Students will build their Web sites while concurrently researching and writing reports on ecommerce best practices, and the legal and ethical issues concerning online transaction processing. Students will be expected to implement their research findings into their ecommerce sites.

STUDENT LEARNING OUTCOMES:

The student learning outcomes for this course are:

1. Write clear, logical reports on select ecommerce topics, such as:
 - a. how to avoid channel conflict and exploit channel synergy;

- b. how to foster trust in computer-mediated interaction;
 - c. how to securely manage the digital enterprise;
 - d. how to protect digital intellectual property;
 - e. how to operate online within laws and regulations;
 - f. how to design virtual business processes that are user friendly;
 - g. how to measure ecommerce performance and effectiveness;
 - h. how markets change as more consumers migrate online
2. Experience working with peers to solve complex problems.
 3. Design and build functional, legal, secure, user-oriented, e-commerce Web site.

INSTRUCTIONAL METHODS:

There is a Chinese proverb; “Tell me and I may forget, show me and I may remember, involve me and I will understand.” The primary method of instruction for this class is hands-on student involvement. This class is taught in a lab—full of computers and software—and students will use these resources to design and build ecommerce Web sites.

First, the instructor will lecture on a given objective and demonstrate how to complete tasks related to the objective. Then, students will complete assigned projects on their own with instructor feedback. Students will continue this process until they have mastered the objective and can complete projects without supervision. At the same time, students will write reports on the legal and ethical aspects of electronic commerce. These reports will be evaluated with feedback provided by the instructor.

Throughout the semester, student Web sites will be evaluated to determine how well the student understands each objective and if the desired outcome has been achieved.

TENTATIVE COURSE SCHEDULE:

<u>Date</u>	<u>Day</u>	<u>Class Discussion</u>	<u>Pre-Class Reading</u>	<u>Assessment Due</u>
30-Aug	Th	Course Introduction		
4-Sep	Tu	Navigating the Web	http://digitalenterprise.org/navigation/nav.html	Web Site Review #1
6-Sep	Th	Digital Design	http://digitalenterprise.org/design/design.html	Web Site Review #2
11-Sep	Tu	Lab: Digital Design		Search Optimization Report
13-Sep	Th	Web Analytics	http://digitalenterprise.org/metrics/metrics.html	Web Site Review #3
18-Sep	Tu	Lab: Web Analytics		Analytics Report
20-Sep	Th	Business Models	http://digitalenterprise.org/models/models.html	Web Site Review #4
25-Sep	Tu	Lab: Business Models		Business Model Report
27-Sep	Th	Digital Markets	http://digitalenterprise.org/markets/markets.html	Web Site Review #5
2-Oct	Tu	Lab: Digital Markets		Market Competition Report
4-Oct	Th	Auctions	http://digitalenterprise.org/auctions/auctions.html	Web Site Review #6
9-Oct	Tu	Lab: Auctions		Auctions Report
11-Oct	Th	Channel Conflict	http://digitalenterprise.org/channels/channel.html	Web Site Review #7
16-Oct	Tu	Lab: Channel Conflict		Channel Conflict Report
18-Oct	Th	Trust in Cyberspace	http://digitalenterprise.org/trust/trust.html	Web Site Review #8
23-Oct	Tu	Lab: Trust in Cyberspace		Trust Report
25-Oct	Th	Security	http://digitalenterprise.org/security/security.html	Web Site Review #9
30-Oct	Tu	Lab: Security		Security Report

1-Nov	Th	Data Privacy	http://digitalenterprise.org/privacy/privacy.html	Web Site Review #10
6-Nov	Tu	President Wheelwrights Inauguration		
8-Nov	Th	International Business Conference		
13-Nov	Tu	Lab: Data Privacy		Privacy Report
15-Nov	Th	Intellectual Property	http://digitalenterprise.org/ip/ip.html	Web Site Review #11
20-Nov	Tu	Lab: Intellectual Property		Intellectual Property Report
22-Nov	Th	No Class - Thanksgiving Holiday		
27-Nov	Tu	Governance	http://digitalenterprise.org/governance/gov.html	Web Site Review #12
29-Nov	Th	Lab: Governance		Web Governance Report
4-Dec	Tu	Ethics	http://digitalenterprise.org/ethics/ethics.html	
6-Dec	Th	Lab: Ethics		Ethics Report
13-Dec	Th	Final Exam (4-7pm)		Final Documentation Report

COURSE POLICIES:

Regular class attendance is expected of all students. Students are expected to arrive on time, be attentive, and participate in class discussions and lab work. Excuses for expected absences must be cleared with the instructor by email, before the absence.

The instructor will take attendance at the beginning of class, and students not present will be marked absent. Students with more than two absences during the semester will lose points.

When an excused absence is granted, an opportunity shall be provided for the student to make up any graded work. Make-up or late exams will not be given. The exams must be taken on the dates assigned in the tentative schedule.

PLAGIARISM:

Intentional plagiarism is a form of intellectual theft that violates widely recognized principles of academic integrity as well as the Honor Code. Such plagiarism may subject the student to appropriate disciplinary action administered through the university Honor Code Office, in addition to academic sanctions that may be applied by an instructor.

Inadvertent plagiarism, whereas not in violation of the Honor Code, is nevertheless a form of intellectual carelessness that is unacceptable in the academic community. Plagiarism of any kind is completely contrary to the established practices of higher education, where all members of the university are expected to acknowledge the original intellectual work of others that is included in one's own work. In some cases, plagiarism may also involve violations of copyright law.

ASSESSMENT:

<u>Assessed Item</u>	<u>Points</u>	<u>Weight</u>	<u>Activity</u>
Written Reports (12)	120	30%	Individual
Web Site Reviews (12)	120	30%	Individual
Final Project Documentation	60	15%	Individual & Group
Final Project Presentation	60	15%	Individual & Group
Final Exam Discussion	40	10%	Group

Total Points	400	100%	
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Grade Assignment: A >= 93%; A- >= 90; B+ >= 87; B >= 83; B- >=80; C+ >= 77; C >= 73; C- >= 70; D+ >= 67; D >= 63; D- >= 60; F < 60

WRITTEN REPORTS:

During the semester students will write twelve reports on assigned reading material. Each report will cover an assigned e-commerce topic. Students will be required to read and research the assigned topic on the textbook website and write a 3-6 page report on what they have learned. The paper should include how they plan to incorporate the research/reading ideas into their own Web site. The report topics are listed in the tentative schedule under the heading assessment due. The written reports are worth 10 points each for a total of 120 points possible. Reports that are submitted late will be worth only partial credit.

WEB SITE REVIEWS:

During the course of the semester, students will create their own functional e-commerce Web site. Each week, students are required to make acceptable progress on their site. To validate the progress, the instructor will review each student's Web site in class and students will write weekly progress reports. The instructor will also verify that students are incorporating their reading/research findings into their sites. Web site reviews are worth 10 points each for a total of 120 points possible. Students that submit late Web site reviews will only receive partial credit.

FINAL PROJECT:

During the semester students will individually create functional e-commerce Web sites using C-panel. Students will collaborate with the instructor and the other students as they build and improve their site. However, each student is responsible to build their own functional e-commerce site. At the end of the semester, students will be required to submit documentation for their site. Students will also be required to present their site to the class for discussion and evaluation. The documentation is worth 60 points and the presentation is worth 60 points, for a total of 120 points possible. Late documentation will be worth only partial credit, and late presentations will not be accepted.

FINAL EXAM:

The final exam for this course will be administered during finals, according to the University's final exam schedule. Please be advised that there are no early final exams. Students must plan travel in a way that will not interfere with final exams. Less expensive fares, more convenient travel arrangements, and any other non-emergency reason are not considered justification for early or late final exams. Students are responsible for making sure that family or friends who may supply tickets or make travel arrangements for a student are aware of the student's need to complete courses by taking the final examinations as scheduled. Emergency situations should be presented in writing to the Dean of the School of Computing, as the emergency arises.

The final exam for this class will be a discussion of the course and a general discussion of e-commerce. Participating in the final exam discussion will be worth 40 points.

ACADEMIC HONESTY:

The first injunction of the BYUH Honor Code is the call to "be honest." Students come to the university not only to improve their minds, gain knowledge, and develop skills that will assist them in their life's work, but also to build character. "President David O. McKay taught that character is the highest aim of education," (The Aims of a BYUH Education, p. 6). It is the purpose of the BYUH Academic Honesty Policy to assist in fulfilling that aim.

BYUH students should seek to be totally honest in their dealings with others. They should complete their own work and be evaluated based upon that work. They should avoid academic dishonesty and misconduct in all its forms, including but not limited to plagiarism, fabrication or falsification, cheating, and other academic misconduct.

PREVENTING SEXUAL HARRASSMENT:

Title IX of the education amendments of 1972 prohibits sex discrimination against any participant in an educational program or activity that receives federal funds, including Federal loans and grants. Title IX also covers student-to-student sexual harassment. If you encounter unlawful sexual harassment or gender-based discrimination, please contact the Human Resource Service at 780-8875 (24 hours).

STUDENTS WITH DISABILITIES:

Brigham Young University-Hawai'i is committed to providing a working and learning atmosphere, which reasonably accommodates qualified person with disabilities. If you have any disability that may impair your ability to complete this course successfully, please contact the students with Special Need Counselor Leilani Auna at 293-3999 or 293-3518. Reasonable academic accommodations are reviewed for all students who have qualified documented disabilities. If you need assistance or if you feel you have been unlawfully discriminated against on the basis of disability, you may seek resolution through established grievance policy and procedures. You should contact the Human Resource Services at 780-8875.