CIT410: Electronic Commerce
Course Syllabus – Spring 2017, TR 8:00 AM – 9:15 AM, WAEC 1104

Instructor : Brian M. Morgan

Office : Morrow 114

Office Phone Number : (304) 696-6469

Office Hours : MWF: 8:30a – 10:30a
Other times by appointment ONLY please. My schedule is very busy during the semester, so please try to schedule appointments as far in advance as possible. It is often very difficult to set up appointments less than 24 hours in advance.
You can always search the hash tag #CIT410 on Twitter as I will update what we cover each day in class this semester: http://twitter.com/brianmmorgan/

E-Mail : brian.morgan@marshall.edu

Text : (304) 634-6736 (include who you are first time)

University Policies : By enrolling in this course, you agree to the University Policies listed below. Please read the full text of each policy by going to http://www.marshall.edu/academic-affairs/policies/
Academic Dishonesty / Excused Absence Policy for Undergraduates / Computing Services Acceptable Use / Inclement Weather / Dead Week / Students with Disabilities / Academic Forgiveness / Academic Probation and Suspension / Academic Rights and Responsibilities of Students / Affirmative Action / Sexual Harassment
E-mail Info: http://www.marshall.edu/muonline/e-mail/

Textbooks:
Required:

PHP and MySQL Web Development, 5th Edition, by Welling & Thomson, Pearson Education, ISBN: 9780321833891, 2017.

Recommended:

PHP & MySQL: Novice to Ninja, 6th edition, by Butler, SitePoint, ISBN: 9780994346988**, 2017.**

Effortless E-Commerce with PHP and MySQL (2nd edition), by Larry Ullman; New Riders Press, ISBN: 978-0321949363, 2013

Learning PHP, MySQL & JavaScript: With jQuery, CSS & HTML5; by Robin Nixon; O'Reilly, ISBN: 978-1491918661, 2014.

Video tutorial resources for PHP, MySQL, CSS, JavaScript, and jQuery can be found at http://lynda.marshall.edu/

Computer Requirements:
Supplemental materials can be found contained within the Blackboard Learn environment

(http://www.marshall.edu/muonline/). I will be sending class announcements, updates, etc. using your Blackboard account (will discuss during the first lecture if necessary). Access to a web browser is required and Adobe Acrobat Reader (http://get.adobe.com/reader/). It is also recommended, but not required, that you download and install the following onto your local computer to work on course projects from your own PC:

- MySQL Community Edition (v5.7.1 or higher) (http://www.mysql.com/products/community/)
- mySQL WorkBench (v6.3.8 or higher) (http://dev.mysql.com/downloads/workbench/)
- PHP 7.1 or higher (http://php.net/downloads.php)

Alternatively, you could install Zend Server (http://www.zend.com/en/community/zend-server-ce) to manage the installation of MySQL and PHP, as well as, have a visual interface to manage the server settings (it's free, just have to look for the free version). You will also need to download and install Marshall's provided Cisco AnyConnect VPN client to upload files from off-campus to your server space that I will alternatively provide to you on isat-cit at Marshall (http://muvpn.marshall.edu/).

Course Description:
This course examines electronic commerce with group decision-making and collaborative applications through the Internet. Develop applications that retrieve and store information in distributed databases.

Credit:
The course is three (3) credit hours. It includes a number of programming projects utilizing PHP, CSS, mySQL, jQuery, C#, and technologies such as AJAX. Students will participate in projects that illustrate the implementation of concepts in creating a complete Electronic Commerce solution.

Pre/co-requisites:
IST365 or permission

Desired Objectives/Outcomes:
By the end of this course, you should be able to:

Course Student Learning Outcomes	How Practiced in this Course	How Assessed in this Course
Discuss the design and management issues related to E-commerce sites	In-class examples and discussions	Project 1
Discuss the challenging issues encountered when building E-commerce sites	In-class examples and discussions	Final Exam
Identify proper E-commerce strategy and design, and its incorporation into E-commerce architecture	In-class examples and discussions	Project 1 and Final Exam
Employ modern scripting languages (PHP, .NET and JavaScript) to develop an E-commerce web site	In-class examples and discussions	Projects 3 through 8

Possess necessary technical skills to assist real world business in migrating from a traditional business model into contemporary E-commerce model	In-class examples and discussions	Projects 1 through 8 and Final Exam

Instruction method:
There will be 2.5 contact hours of classroom lecture per week. There will be a number of projects throughout the semester will bring together a complete E-commerce site covering the major topics of the course. Students may work on their assignments in University computing facilities or from home (see computer requirements above).

Evaluation method:
Evaluation of student's performance will be based on the quality of your performance on the course projects and a comprehensive final exam.

Grading Policy:
Final grades are based on performance on projects and a final exam as indicated below.

Project 1 – Site Template	50 points
Project 2 – Product Listing (Catalog)	150 points
Project 3 – Search, Filtering, Reviews	100 points
Project 4 – Shopping Cart Application	150 points
Project 5 – Sorting and Imaging	100 points
Project 6 – Customer Checkout System	150 points
Project 7 – Customer Account Page	150 points
Project 8 – Administrative Side	150 points
Attendance & Participation	0 (expected)

Assessment of Projects:

The grading of all projects will take into account the following:

1. Although the most important attribute of a project is correctness, grading will take into consideration such items as efficiency, **documentation**, etc.
2. Programs must have proper inline documentation and must be properly indented. 10% will be deducted for poorly documented and/or poorly indented code.
3. Code that contains syntax errors will receive a grade of 0. Code that contains logic errors will receive partial credit.
4. Although interactions with other students are encouraged, you must compose your own answers, unless otherwise noted.

STRONG WARNING: Individuals who utilize other people's thoughts or ideas must provide appropriate references to said resources, including any and all web resources consulted. Failure to provide such documentation will result in a failing grade for the assignment, and may result in a failing grade for the course.

Final letter grades are determined based on the following grading scale:

895 – 1000 points	A
795 – 894 points	B
695 – 794 points	C
595 – 694 points	D
Less than 595 points	F

The instructor reserves the right to change these values depending on the overall class performance and/or extenuating circumstances.

Policy Statement:
My Academic Dishonesty Policy

Academic Dishonesty is defined as any act of a dishonorable nature which gives the student engaged in it an unfair advantage over others engaged in the same or similar course of study and which, if known to the classroom instructor in such course of study, would be prohibited. Academic Dishonesty will not be tolerated as these actions are fundamentally opposed to "assuring the integrity of the curriculum through the maintenance of rigorous standards and high expectations for student learning and performance" as described in Marshall University's Statement of Philosophy.

If you are found cheating on projects or plagiarizing answers from the Internet or other sources (among other things), **there will be no second chance**. Your penalty is that you will receive a failing grade for the course. In those cases in which the offense is particularly flagrant or where there are other aggravating circumstances, additional, non-academic, sanctions may be pursued through the Office of Judicial Affairs. Notice of an act of academic dishonesty will be reported to the Department Chair, Dean of the College of Science, and to the Office of Academic Affairs. Please refer to the Marshall University Undergraduate Catalog for a full definition of academic dishonesty.

Assignments*:* The course includes a number of assignments/projects. All assignments are due **BY THE BEGINNING OF CLASS** on their due date and must be submitted through the Blackboard Assignments tool. **NO LATE ASSIGNMENTS WILL BE ACCEPTED**. Please do not procrastinate in working on your assignments or trying to submit at the last second through Blackboard as many others have done in the past. If you wait until the last night to start on the project or the last minute to try to submit, most likely, you will fail.

Exams*:* There are no exams for this course.

Make-up Exams and Late Penalty*:* Make-up exams will not be given, except under unusual circumstances and with satisfactory written justification. Any student who misses an exam due to an unexcused absence will receive a grade of 0 for that exam with no opportunity for make-up or substitution. University excused absences or those occurring with a good reason (and that reason must be given prior to missing the exam–call and leave a message if you have to) will be excused. Make-up exams must be taken within one week of the original scheduled date. The decision whether to give a make-up exam rests with the instructor.

Attendance Statement:
Regular attendance is expected. If you miss class, it is your responsibility to catch up on material missed, and it will not be my responsibility to catch you up on material missed during office hours, or re-lecture

to you. "I wasn't there that time" is never an acceptable excuse. Please attempt to come to class on time, with your headphones put away and your cell phones turned off. If you must arrive late or leave early, please do so with the least possible distraction to other students. Many of you will soon be asking me for letters of recommendation… Consider that when you are considering punctuality and skipping class.

Withdrawal Policy:
The University withdrawal policy is followed in this course. The last day to drop an individual course for the Spring is March 17, 2017.

University Holidays:
The class is officially dismissed on the following dates:

Spring Break	March 21, 2017
	March 23, 2017

Topics and Methodology:
The following outline delineates the topics to be addressed during the course. This class should and will rely heavily on outside of class reading and in class project examples. **NOTE**: Subject to change based on progress and in-class demo project build times.

January 10	Review of Syllabus Introduction to semester projects Where will I store my projects this semester? What makes an E-Commerce site a good site?
January 12	Basics of E-Commerce site fundamentals, logic E-Commerce Database Fundamentals E-Commerce Database Design/Location
January 17	Bootstrap CSS Quick review, basics of HTML including scripts within HTML Basics of HTML Forms
January 19	More Bootstrap
January 24	jQuery Fundamentals, jQuery Plugins
January 26	mySQL and SQL Fundamentals
January 31	Chapter 1
February 2	Chapter 2 Project #1 Due
February 7	Chapter 3
February 9	Chapter 4 Chapter 5

February 14	Chapter 6
February 16	Chapter 6
February 21	Chapter 6 Prepared Statement Database Class
February 23	Product Catalog Logic and Fundamentals
February 28	Chapter 7
March 2	PHP and Forms (multipage and file upload)
March 7	PHP and Simple AJAX Project #2 Due
March 9	Working with Cookies and Sessions in PHP Logic for Shopping Carts
March 14	Class Q/A - Project Work/Assistance on Logic
March 16	Topics from Text Project #3 Due
March 28	Customer Checkout Logic
March 30	Class Q/A - Project Work/Assistance on Logic Project #4 Due
April 4	Class Q/A - Project Work/Assistance on Logic
April 6	Class Q/A - Project Work/Assistance on Logic Project #5 Due
April 11	Class Q/A - Project Work/Assistance on Logic
April 13	Class Q/A - Project Work/Assistance on Logic Project #6 Due
April 18	Class Q/A - Project Work/Assistance on Logic
April 20	Administrative Web Interface Fundamentals .NET Intro Project #7 Due
April 25	.NET Topics
April 27	.NET Topics
May 4	Project #8 Due by 11:59 PM

For each topic discussed in the textbook, specific experience of other students and the instructor will be discussed to enhance the characteristics involved. Hands-on projects for the course will be based on creating databases for either real-world or fictitious needs. Additional material may also be covered in the class.

Every student is responsible for all material presented in class, including lectures, notes, and handouts. In the case you are not present for a class session, it is your responsibility to retrieve information about the material presented in that class. Class attendance is very important.

Effort Required:
As a 400-level course, this course is provided as a senior-level course, and there will be a considerable amount of development and research effort required of the student, especially since the technologies/practices used in the course build upon each other. With programming, you cannot start learning the different languages we will be using at different tiers without practice. This means you may have to play around with in-class examples, experimenting to see if something you are curious about really works like you think, doing further research on topics of interest, and so on. Programming courses can be notorious time eaters. Occasionally, a problem with code will take large amounts of time to locate and fix.

For every one hour in class, the student is expected to put in an effort of at least 2-3 hours outside the class for studying and completing assignments and projects. Upon background and preparedness, some students may have to put in additional effort. **PLEASE DO NOT PROCRASTINATE**. Procrastination and the placing of blame on other factors than yourself have become very large problems in college classes, and is often a bad approach to life. Prioritize, schedule, and take responsibility for your actions and you should do very well in this class. Starting early enough so that you have time to ask me questions when you run into problems can help with this (why spend 4 hours struggling with a frustrating roadblock the night before the assignment is due, when you can spend 10 minutes composing an e-mail early in the week, work on other problems while waiting for the answer, and then get a reply that makes everything clearer as soon as you read it?)

A Successful Student will:

- Attend every lecture
- Participate in class (asking questions, paying attention, taking notes, being attentive)
- Complete reading assignments in a timely fashion.
- Practice and "play" with posted examples.
- Ask specific questions -- in class, in lab, in office-hours, and in e-mail
- Read through each homework assignment as soon as it is posted
- Start working on each homework assignment early
- E-mail me with specific homework-related questions starting early in the week both to clarify what a question is asking for and when hitting roadblocks (being sure to include both the code involved and any error messages or descriptions of odd behavior)
- Always submit SOMETHING for an assignment, even if it is not complete
- Study with others for exams, practice explaining concepts to one another.
- Attempt every exam problem, and carefully study exams when they are returned.
- Practice programming at the different levels as much as possible

You are encouraged to ask me questions in class, in office hours, and by e-mail. The most successful students are those who are not afraid to ask questions early and often, who do the assigned reading, who attend lecture regularly, who start homework promptly after the required topics are covered in lecture, and who practice course concepts as much as possible.

It is better to ask a question sooner than later -- for example, it is better to send an e-mail with a specific question as soon as you think of it than it is to wait a day or two until the next class meeting or office hour. If you wait to ask such questions, you may not have time to complete an assignment. It is not a problem if you end up sending me several questions in separate e-mails (as you work on different parts of a project while awaiting earlier answers). That being said, I expect you to ask specific questions as overly vague or broad questions are very problematic. An example of an overly vague or broad question is: "Here's my assignment. Is it right?" I will not simply tell you if something is right. Be specific.

Communication:
The Discussion Tool within Blackboard and your MU E-mail account will be used to make any general announcements, last minute changes, etc. It is **advised** that you monitor your e-mail and Blackboard course discussions posts and E-mails at least once a day.

Note about cell phones in class:
In compliance with Marshall University's cell phone policy, please set your cell phone ringer to "Vibrate Only" mode (or turn it off) before you enter the classroom. If I hear it ring in class, or vibrate excessively on your desktop, I get to answer it -> no exceptions.