IST430: E-Commerce
Course Syllabus – Spring 2015, TR 8:00 AM – 9:15 AM, Morrow Library 119

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Office Hours	: MWF: 8:30a – 10:30a Other times by appointment ONLY If you need to find me, search for me along with the hash tag #IST430 on Twitter as I will update my whereabouts and what we cover this semester: http://www.twitter.com/brianmmorgan/
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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:
There are **no required textbooks** for this course, but the following textbooks are recommended:

> **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.
>
> **Beginning PHP 5 and MySQL E-Commerce**: From Novice to Professional, Second Edition by Cristian Darie; Apress, ISBN: 978-1590598641, 2008
>
> **PHP 5 E-Commerce Development,** by Michael Peacock; Packt Publishing, ISBN: 978-1847199645, 2010.

The books can be found online at sites such as Amazon.com or in bookstores such as BAM.

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 (Internet Explorer 9.0 or higher, Firefox, Chrome, or Safari) and Adobe Acrobat Reader (http://get.adobe.com/reader/) (available for download free from Adobe.com). 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 (v5.6 or higher) (http://www.mysql.com/products/community/)
- mySQL WorkBench (v6.2 or higher) (http://dev.mysql.com/downloads/workbench/)
- PHP 5.4 or higher (http://php.net/downloads.php)

Alternatively, you could install Zend Server (https://www.zend.com/en/products/server) 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 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, 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	Project1 and Final Exam
Employ modern scripting languages (PHP and JavaScript) to develop an E-commerce web site	In-class examples and discussions	Projects 3 through 9

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 9 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	5%
Project 2 – OO Database Class	5%
Project 3 – Product Listing (Catalog)	10%
Project 4 – Search, Filtering, Reviews	10%
Project 5 – Shopping Cart Application	15%
Project 6 – Sorting and Imaging	5%
Project 7 – Customer Checkout System	15%
Project 8 – Customer Account Page	10%
Project 9 – Administrative Side	15%
Final Exam	10%
Attendance & Participation	0%

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.

Individuals who utilize other people's code, thoughts, or ideas must provide appropriate references to said resources. 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:

90-100% A

80-89% B

70-79% C

60-69% D

Below 60 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 will be a comprehensive Final exam (as scheduled). Exact date and time of exam will be announced in class.

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:
As with previous semesters, I am NOT making class attendance mandatory. However, I will keep a record of who is attending and who is not. **If you miss class**, it is your responsibility to catch up on material missed, and it will **not** be the responsibility of the instructor to catch you up on material missed during office hours, or re-lecture to you.

Withdrawal Policy:
The University withdrawal policy is followed in this course. The last day to drop an individual course for the Spring is March 27, 2015.

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

Spring Break	March 17, 2015
	March 19, 2015

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 13	Review of Syllabus Introduction to semester projects Where will I store my projects this semester?
January 15	What makes an E-Commerce site a good site? Basics of E-Commerce site fundamentals, logic
January 20	No Class
January 22	E-Commerce Database Fundamentals mySQL and SQL Fundamentals
January 27	CSS Quick review, basics of HTML including scripts within HTML Basics of HTML Forms
January 29	jQuery Fundamentals, jQuery Plugins Project #1 Due
February 3	PHP Fundamentals – Variables, operators, basic scripting
February 5	PHP Arrays and Control Structures (flow control)
February 10	PHP Fundamentals Functions
February 12	PHP - OOP
February 17	PHP – OOP
February 19	PHP Fundamentals – integrating with mySQL, sending mail

February 24	Product Catalog Logic and Fundamentals
February 26	PHP Strings Project #2 Due
March 3	PHP Strings
March 5	PHP and Forms (multipage and file upload)
March 10	PHP and Simple AJAX
March 12	Class Q/A - Project Work/Assistance on Logic Project #3 Due
March 24	Working with Cookies and Sessions in PHP
March 26	Logic for Shopping Carts Project #4 Due
March 31	Working with Files in PHP
April 2	Customer Checkout Logic Project #5 Due
April 7	Regular Expressions in PHP
April 9	Project Time / Regular Expressions Project #6 Due
April 14	Class Q/A - Project Work/Assistance on Logic
April 16	PHP Error Handling Project #7 Due
April 21	Class Q/A - Project Work/Assistance on Logic
April 23	Administrative Web Interface Fundamentals Project #8 Due
April 28	Class Q/A - Project Work/Assistance on Logic
April 30	Project #9 Due
May 7	FINAL EXAM (8:00 am – 10:00 am)

For each topic discussed in the textbook, specific experience of other students and the instructor will be discussed to enhance the characteristics involved. Programming projects for the course will be based on creating a fully functional E-Commerce solution using many different languages and technologies. The more you want to get out of the class, the more you need to put in to it. 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 contact the instructor and receive information about the material presented in that class. Class attendance is very important.

Effort Required:
As a 400-level course, a considerable amount of development and research effort is required of the student. For every one hour in class, the student is expected to put in an effort of at least 3 hours outside the class for studying and programming. 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 ave become very large problems in my 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. **PLEASE ALSO NOTE**: You will often times have to work ahead to keep up with projects in this course.

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 Blackboard course 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.