**IST430: E-Commerce
Course Syllabus – Spring 2010, Independent Study format, no class meetings**

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| **Office Hours** | :  MWF: 10:00 – 11:00 MW: 2:30 – 3:30 TR: 8:00 – 11:00   Other times by appointment ONLY If you need to find me, follow me on Twitter as I will update my  whereabouts this semester: <http://www.twitter.com/brianmmorgan/>  |
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**Textbooks:**
There are **no required textbooks** for this course, but the following textbooks are recommended:

**Beginning PHP 5 and MySQL E-Commerce**, by Cristian Darie and Mihai Bucica; Apress, ISBN: 1590593928, 2004

**PHP Programming with MySQL,** by Don Gosselin; Course Technology, ISBN: 0-619-21687-5, 2005

**Beginning PHP and MySQL E-Commerce: From Novice to Professional,** by Cristian Dair and Emilian Balanescu; Apress, ISBN: 978-1-59059-864-1, 2008.

The books can be found online at sites such as [Amazon.com](http://www.amazon.com/) or in bookstores such as Borders.

**Computer Requirements:**
Supplemental materials can be found contained within the Blackboard environment (<http://muonline.marshall.edu/>). Access to a WWW browser is required (Internet Explorer 7.0 or higher or FireFox 2.0 or higher) and Adobe Acrobat Reader (available for download free from Marshall University's Computing Services download page at <http://www.marshall.edu/computing/>). It is also recommended, but not required, that you download and install MySQL 5.x Community Edition or higher, mySQL GUI Tools, and PHP 5.2 or higher onto your local computer to work on course projects from your own PC. Links and instructions to these software packages are found under the "Steps for Configuring Software for IST430" link on the course's homepage within Blackboard. You will also need to download and install the Marshall provided Cisco AnyConnect VPN client to upload files from home 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 mySQL, PHP, and technologies such as AJAX. vStudents 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:

* Discuss the design and management issues related to E-commerce sites.
* Discuss the challenging issues encountered when building E-commerce sites.
* Identify proper E-commerce strategy and design, and its incorporation into E-commerce architecture.
* Employ modern scripting languages (PHP and JavaScript) to develop an E-commerce web site
* Possess necessary technical skills to assist real world business in migrating from a traditional business model into contemporary E-commerce model

**Instruction method:**
This semester, IST430 is being offered as an independent study format. 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.

**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.

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| --- | --- |
| Project 1 – E-Commerce Site Write-Up | 5% |
| Project 2 – Product and Customer Database Design | 10% |
| Project 3 – Site Template | 10% |
| Project 4 – Product Listing (Catalog) | 10% |
| Project 5 – Customer Friendly Features | 5% |
| Project 6 – Shopping Cart Application | 15% |
| Project 7 – Additional Product Listing Features | 5% |
| Project 8 – Customer Checkout System  | 15% |
| Project 9 – Customer Account Page  | 15% |
| Project 10 – Administrative Web Site in .Net | 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:

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| --- | --- |
| 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 projects. All assignments are due by May 7, 2010. You are responsible for setting the pace at which you proceed in this course.

*Exams:* There will be no exams this semester.

**Attendance Statement:**
This class is being run in an independent study format, meaning there are no class meetings.

 **Withdrawal Policy:**
The University withdrawal policy is followed in this course. The last day to drop an individual course for the Spring is March 19, 2010.

**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:

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|  | Review of Syllabus |
|  | E-commerce Database FundamentalsmySQL and SQL Fundamentals Project #1 Due |
|  | Intro to HTML Forms |
|  | CSS, Basics of HTML, Including Scripts within HTMLProject #2 Due |
|  | PHP Fundamentals – Variables, operators, basic scripting |
|  | PHP Arrays and Control Structures (flow control)Project #3 Due |
|  | PHP Fundamentals Functions |
|  | PHP - OOP  |
|  | Product Catalog Logic and Fundamentals |
|  | PHP Fundamentals – Integrating with mySQL, sending mail  |
|  | PHP Strings |
|  | PHP Strings Project #4 Due |
|  | PHP and Forms (multipage and file upload) |
|  | PHP and Simple AJAX  |
|  | Working with Cookies and Sessions in PHP  |
|  | Working with Files in PHPProject #5 Due |
|  | Logic for Shopping Carts  |
|  | Regular Expressions in PHP |
|  | Project Time / Regular Expressions Project #6 Due |
|  | PHP Error Handling |
|  | Project #7 Due |
|  | Customer Checkout Logic |
|  | Project #8 Due |
|  | Administrative Web Interface Fundamentals |
|  | Project #9 Due |
|  | Project #10 Due |

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 materials including lectures, notes, and handouts.

**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 yourselves have become very large problems. Prioritize, schedule, and take responsibility for your actions and you should do very well in this class.

**Communication:**
The Bulletin Board facility and private E-mail tools of Blackboard will be used to make any general announcements, last minute changes, etc. It is **mandatory** that you monitor your Blackboard course messages at least once a day.