

Syllabus for ISM624, e-Commerce Application Development
Spring, 2006, 6.30 pm. - 9.20 pm. T, Bryan 204
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Office Hours: T 10 to 12.00 noon. and others by appointment.

Any time I am in my office you may call or stop by to ask any questions pertaining to the class. Please call 334-4984 (you can leave a message if I am not there) or e-mail me if you wish to set a specific appointment. Call me at home in case of an emergency. My home phone number is 336-286-9933.

Prerequisite: ISM603, ISM605 and ISM623 or Permission of MSITM Director.

Required Materials:

Text: On-line free text - "Managing the Digital Enterprise," provided by Dr. Michael Rappa, NCSU. It can be accessed at <http://www.digitalenterprise.org/index.html>.

Please refer to the tentative course schedule in this syllabus for readings required for each class meeting. Not all material provided in the online text is required. Other additional readings will be available on BlackBoard (login to BB and choose ISM624).

Other related texts:

Text: Beginning ASP.NET 2.0 (Wrox publication) by Chris Hart, John Kauffman, David Sussman, Chris Ullman
ISBN: 0-7645-8850-8, November 2005

Recommended Readings:

Plenty of resources are available online for eCommerce Application Development. A list of resources on different technologies for EC development can be found at <http://baefac.uncg.edu/lsiyer/resource.htm>. Here are some other books/resources (based on the version of ASP.Net):

- <http://msconline.maconstate.edu/tutorials/> (free online resource/with option for print purchase)
- Chris Payne. *Sams Teach Yourself ASP.NET in 21 Days (2nd Edition)*
- Cristian Darie, Karli Watson, *Beginning ASP.NET 1.1 E-Commerce: From Novice to Professional* by, APress. **ISBN:** 1590592549
- Goode, Chris, et al., *Beginning ASP.NET 1.0 with Visual Basic.NET*. Wrox Press Ltd. 2003 edition. **ISBN:** 0764543695
- Chris Ullman, et al., *Beginning ASP.NET 1.1 with VB.NET 2003 (Beginning)* by Wrox Publishers. **ISBN:** 0764557076

Software: *Microsoft Internet Explorer* (6.0 or higher)
 Visual Web Developer 2005 or *Visual Studio .NET 2005*
 Windows 2000 Professional or *Windows XP Professional* (or higher)
 Microsoft Internet Information Server (5.0 or higher)

Description:

This course examines application software for business-to-business (B2B) and business-to-consumer (B2C) e-Commerce. Students will learn to create dynamic Web applications using server-side programming technologies.

Objectives:

The overall goal of this course is to provide the student with an understanding of the principles of web development frameworks and technologies which form an integral part of B2B and B2C applications. At the end of the course, students will be able to:

- analyze specific frameworks (.NET), including ASP.NET, VB.NET, and ADO.NET.
- discuss issues related to web site design and management.
- develop skills in planning, analysis, design and implementing a dynamic web database application.
- define the architecture for web applications.
- develop server-side processing applications with ASP.NET pages.
- create and process forms using HTML server controls and ASP.NET server controls.
- apply Visual Basic .NET to manipulate the code behind the page.
- develop web-database applications using DataGrid controls.
- discuss web services and apply web services to business applications

Additional Topics and Emphasis

- Moderate coverage of technology issues, developments, and applications.
- Moderate coverage of international issues, ethical issues, and legal and regulatory matters.
- Little or light coverage of political, diversity, and environmental issues.

Attendance:

Class attendance is required...as attendance is expected in business! Much of what we will do in this class will involve student discussion. You cannot participate and learn from this discussion if you do not attend. Plan to arrive on time and stay the entire period. As many of you may have full time jobs, I will try to work with you on any professional conflicts. However, extended absences or leaving class after the break without appropriate notice will have a significant negative affect on your course grade. Based on the circumstances, the instructor reserves the right to decide the penalty.

Student Profile Form:

You should complete a student profile information form and return this to the instructor by the end of the first class session. The data you provide on this form are essential to the instructor in assessing your performance and providing individualized advice during the semester.

Performance Evaluation:

All students are required to follow the provisions of the UNCG Academic Integrity Policy in completing course work. If you do not know provisions of the Integrity Policy make time to study it. Note: exams will be returned for review but will be kept by the instructor.

All individual or group assignments must be done by only you or your group, respectively. Individuals should not work on assignments together. Individuals or groups may seek the general advice of others (any student or faculty), but at no time should a student or group seek or accept the answer to an assignment exercise from anyone else. A single failure to follow this policy will result in a grade of 0 on that assignment; subsequent violations of this policy will result in a grade of F for the course. Tentatively, it is planned that course grades will be based upon:

Individual assignments:

Quizzes (each 25 points)	50 points
Final exam	60 points
Class Participation/Discussions/BB Contributions	15 points
4 Lab Assignments	100 points
Term paper (in pairs)	50 points

The grade scale is based upon percent of points earned on each item and is as follows:

93-100%=A 83-86%=B 73-76%=C Below 73=F

90-93%=A- 80-82%=B-

Keep a record of all points possible and earned on each item. This will make it easy for you to determine your exact grade status throughout the course.

Electronic Mail and Computer Accounts:

You should check your email regularly as I may send out frequent messages and you will be responsible for any information or announcements contained in the email messages.

Assignments:

All assignments are **due at the beginning of class**. Assignments turned in after class starts will be counted as **late** and will be assessed a grading penalty. Assignments submitted after the due date **may not be accepted** but, if they are, there will be a minimum of a 20% reduction for each day late. Also, any assignment that requires rework will be assessed at least 20% penalty.

Details of all assignments will be posted on BlackBoard.

Tentative Class Schedule (topic outline):

Week	<i>Class Activity</i>	<i>Assignment Due by end of class period</i>
1	Course Overview, Syllabus, Intro to ASP.NET, Web design principles	
2	ASP.NET Web Forms, ASP.NET Controls	Lab 1
3	Error Handling: using Server Controls, ASP.NET Rich Controls	Email group project choice
4	Quiz 1, Managing Data Sources, Building Data-driven ASP.NET Applications, Reading Data	Lab 2
5	Writing Data to Database	
6	Quiz 2, Web Services, creating and consuming web services	Lab 3
7	Special topics: auto E-mail, adrotator, etc	Lab 4
8	Term Paper Due, Final Exam (Cumulative) 6.45 pm to 9.30 pm.	Paper (beginning of class)

IMPORTANT: We will cover some technical terms throughout the class and you will encounter many terms in your readings. If you come across information technology terms you do not understand I suggest you explore the web site: www.whatis.com. If the term is not explained there please be sure to ask for clarification in class.

Other Useful Web Sites (more links posted with assigned readings on the course web page)

Statement of Students' Rights and Responsibilities

As a student in my class you have explicit rights and responsibilities. Your full understanding and acceptance of the following rights and responsibilities can lead to more effective learning and more productive use of our time together.

You have the right to expect:

1. Your professor to be prepared for each class, to start class promptly at the designated time and to end class at the designated time.
2. Your professor to teach all scheduled classes or arrange for a qualified substitute if it is necessary to miss class because of illness or University approved commitments.
3. Clear statements of course expectations, policies, testing and grading practices and student performance.
4. Your professor to hold a reasonable number of office hours to discuss assignments or to assist you with course matters.
5. Knowledgeable assistance from your professor regarding class assignments and course content.
6. Professional behaviors reflecting equitable treatment, ethical practices and respect for your rights.
7. Opportunities to challenge ideas and defend your beliefs in a professional manner.
8. To be challenged to grow both academically and professionally.
9. Information regarding career opportunities related to ISM programs.
10. Your professor to abide by University policies.
11. Fairness and clarity in evaluation of your performance.
12. Adequate opportunity to appeal any perceived violations of the above rights.

You have specific responsibilities to:

1. Plan your study and work schedule appropriately to allow sufficient time to do quality class work. I suggest you devote at least 5 to 6 hours per class period to this class. There is lot of programming involved in this class and you might spend considerably lot more time depending on the issues you face.
2. Arrive at each class on time and prepared to discuss assigned readings and participate in discussions.
3. Complete assignments by due dates and submit quality work.
4. Understand and follow course policies as explained in class and in the syllabus.
5. Commit yourself to grow both academically and professionally.
6. Work effectively and cooperatively as a team member on group projects if so assigned.
7. Practice ethical behaviors and display respect for rights of others.
8. Contact your instructor and discuss circumstances which may prevent acceptable performance and to make such contact on a timely basis.
9. Fully understand and abide by the UNCG Academic Integrity Policy and other University policies relating to student conduct.
10. Report observed violations of the UNCG Academic Integrity Policy.