Instructor:    Dr. Sunil Hazari
Website:     http://www.sunilhazari.com
Office Location:  Room 2312 – Richards College of Business
Office Phone:  678.839.4842
Office Hours:  Tuesdays & Thursdays: 11:30 a.m – 4:30 p.m. (excluding class times. Appointments preferred.)
Course Level:  Undergraduate – 3 semester hours
Course Meetings: Tuesdays & Thursdays, 12:30 pm – 1:50 pm. RCOB 2329 (Computer Lab). See schedule below for mandatory on campus meetings
Course Web Site:  http://www.westga.edu/webct OR http://westga.view.usg.edu
E-mail: Use MAIL feature within CourseDen
   Instructor will reply to emails sent from CourseDen ONLY
University Tech Support:  678.839.6587 (for login/password/access problems)

Textbook and Supplies:
- USB Drive (minimum 1GB) to store your Web project files (Required)
- Access to Adobe Dreamweaver CS5 or CS5.5 (Note: CS6 will NOT work). Adobe Dreamweaver CS5 is available on campus in RCOB 2327, 2329, Adamson 228 (open lab). Check locations for schedule.

Course Description:
This course provides an introduction to Business Web design using industry standard web development software. Going beyond the technical aspects of web design, students will learn concepts related to planning, developing, managing, and implementing an organizational web site; choosing appropriate usability for web pages; selecting multimedia and interactivity for the Web; and publishing/maintaining a Web site which integrates traditional and new media formats.

Course Objectives:
1. Explain the strategic importance of Web sites for organizations.
2. Apply best practices of usability in organizational Web sites.
3. Identify activities involved in the Web design and planning process.
4. Develop and maintain a Business Web site for project activities.
5. List factors that make the Web a powerful environment for business activities.
6. Understand how Web technology integrates with organizational mission.
7. Integrate Social Media (such as Facebook, YouTube, Blogs, and Wikis) in web sites.

This course follows Learning Objectives for the Richards College of Business located at http://www.westga.edu/rcob/index_10607.php

Course Policies:

Student Conduct: Any acts of classroom disruption that go beyond the normal rights of students to question and discuss with instructors the educational process relative to subject content will not be tolerated, in accordance with the Academic Code of Conduct described in the Student Handbook. This is a business class and as such all actions are to be conducted in a professional manner. No food/drinks, hats permitted in the classroom laboratory at any time. All cell phones and electronic devices must be turned off (silent mode) and invisible during class (no checking).

Honors Credit: Students applying for honors credit for this class must notify the instructor during the first week of class. After that period, honors credit will not be considered.

Appeals Policy: To appeal a grade, send an e-mail to your instructor's CourseDen Mail address within five days of the grade having been received. Overdue appeals will not be considered.

Incomplete Policy: Students will not be given an incomplete grade in the course without sound reason and documented evidence as described in the Student Handbook. In any case, for a student to receive an incomplete, he or she must be passing and must have completed a significant portion of the course.

Academic Honor. UWG students are expected to achieve/maintain the highest standards of academic honesty and excellence. Therefore, the UWG student pledges not to lie, cheat, plagiarize, or steal in the pursuit of study and is encouraged to report students who do (refer to Student Handbook, Appendix E, Academic Dishonesty). Students who breach the Academic Dishonesty guidelines will receive a “failing” grade in the course.

If a student is unclear about whether a particular situation may constitute an honor code violation, the student should meet with the instructor to discuss the situation.

For this class, it is permissible to assist classmates in general discussions of computing techniques. General advice and interaction are encouraged. Each person, however, must develop his or her own solutions to individual projects (such as the Montana Parks assignments). In other words, students may not "work together" on individual graded assignments. Such collaboration constitutes cheating. A student may not use or copy (by any means) another’s work (or portions of it) and represent it as his/her own. If you need help on an assignment, contact your instructor, not other classmates.

Disabilities Policy: In compliance with the Americans with Disabilities Act (ADA), all qualified students enrolled in this course are entitled to reasonable accommodations. Please notify the instructor during the first week of class of any accommodations needed for the course.

Evaluation:

The nature of this course relies primarily on projects and discussions. Students are expected to read assigned class material during each week, complete project assignments, collaborate with team members on completing group project assignments, and participate when discussions are initiated by the instructor.
Feedback from Instructor: Feedback is an integral part of enhancing learning in all courses. Rubrics for scoring and assigning grades will be provided during the first week of class and will also be available in CourseDen. The instructor will use these rubrics for grading and post scores for each assignment that are indicators of feedback to students. Students are encouraged to contact the instructor (in person or via CourseDen email) if additional feedback is needed.

Late/Missed Assignments: Assignments are due on date/time mentioned in the Course Schedule. Assignments one day late will receive half credit and two days late will receive no credit. The instructor must approve any deviations or substitutions for required assignments in advance. Students should inform the instructor (by e-mail or phone) of any extended absences, or inability to complete assignments on time before the assignment is due. Also, the instructor must approve this and will notify the student of such approval. Without this approval, assignments will not be considered for grading purposes.

Written/Web Document Formatting. Websites are key marketing tools for organizations therefore must contain information that conforms to business communication standards including use of proper English with no spelling/grammar errors. All work submitted must be typed, and use APA formatting. No handwritten corrections are accepted on final copies. MS Word is the standard word-processing software. Keep a copy of all submitted work. Students’ work should display the correct spelling, punctuation, grammar, and Business Communication rules for all assignments which are considered when assigning grades. See Rubric for specific assignment requirements.

Technology Support: Since this class relies heavily on the use of technology, students should make alternate arrangements to have access to another computer in case of primary computer problems. Information Technology Support http://www.westga.edu/its/ or CourseDen support (http://www.westga.edu/webct) should be consulted for questions about technology related issues. All files for this class must be stored on your USB drive. Make backup copies regularly. In case of Technical Problems (such as password not working) contact the UWG ITS Tech support at 678.839.6587

Evaluation/Assignments. Students will be graded individually and on a team project(s) using a point system. The standard UWG grading scale will be converted using the point system. Each assignment will receive designated points. Written grading rubrics will be provided for each of the oral and written assignments. There is no Extra Credit assignment offered in this course.

Evaluation Categories Include:

Project Assignments: Chapters 1–9 (Montana Parks website): The projects let you see firsthand how Web development problems are solved from start to finish. Each chapter begins by presenting a practical Web page development problem and then shows the Web pages that will be created to solve the problem. Each chapter guides you through the steps for adding Web page concepts to your Web site. Projects must be completed and made available online for grading by due date for each assignment. Accuracy, precision, and attention to details are required for attaining highest score on all Montana Parks assignments.
Grading: Minus two Points (-2) for each error (including formatting, spelling, punctuation, layout, file location, links, inability to follow instructions given in the book etc.)

Online Discussions: Students will discuss three (3) research articles during the semester on topics related to organizational web development. See additional details, provided in the Discussion Rubric document located in CourseDen. All discussions are to be posted in the CourseDen Discussion board.

Online Tests: Three (3) tests that cover the assigned chapters from the textbook will be given during the term.
Test 1: Introduction & Chapters 1-3  Test 2: Chapters 4-6  Test 3: Chapters 7-9
Online assignments will provide excellent tutorials and exercises to review for all tests. Students should also review end of chapter questions for practice. Online Tests will be given in class (see schedule), are open book but have a time limit. Questions in the exams will be Multiple Choice. Tests will be administered IN CLASS on date/time specified in the schedule.

**Team Final Web Site Project:** The final project for this course is a TEAM Web design project for a local business, non-profit organization, government organization, or school. Instructor will assign students to a group. Working in teams of five students per group, students will design an organizational Web site. Teams are responsible for selecting the Web site to be designed. Areas to be addressed as part of this Web site design are: goals, branding, competitor analysis, usability, design elements, embedded technology (such as streaming video, audio, etc.), and social media integration. A written report document that includes research information and industry best practices used by Fortune 500 companies for web site development is also required. See detailed final project instructions.