

## CMS 301

## Global Network Communications

**Instructor:** Steven Millet  
**Winter II Term 2017**  
January 9<sup>th</sup> – March 11<sup>th</sup>

**Email:** steven.millet@doane.edu  
Mondays, 6:00 – 10:30 PM

An examination of the research, educational, social and business applications of the Internet and World Wide Web. Students explore virtual environments and master search strategies and on-line information retrieval; plan, design, and maintain personal Web sites; and develop and implement a plan for marketing a product or service on the Internet. *Prerequisite: Computer Systems Applications 109 or competence.* (3 Credit Hours)

**Learning Goals and Objectives:** At the end of this course, the student should

1. Have a general understanding of how a computer network operates (i.e. the Internet), including some of the basic terminology involved.
2. Be familiar with the process of creating web pages using Hypertext Mark-Up Language (HTML).
3. Be familiar with other programming methods used to setup web sites including Java, JavaScript, Active Server Pages (ASP), Extensible Mark-Up Language (XML), and Dynamic Hypertext Mark-Up Language (DHTML), XHTML Extensible Hypertext Mark-Up Language.
4. Understand the basic tasks involved in managing a web site.
5. Be familiar with how the Internet is effecting many industries including: education, business, and database warehousing including the legal and ethical problems that arise from using a global network.
6. Understand Internet marketing strategies for new and already established businesses.

### Required Course Texts

e-Business and e-Commerce for Managers. By Deitel, Deitel and Steinbuhler, Prentice Hall, 2001, ISBN 0-13-032364-0.

<u><b>Class</b></u>	<u><b>General Topics To Be Covered</b></u>
1	Course Overview Syllabus Review - Introduction to Global Networking
2	General Overview the Internet
3	An Overview of Microsoft Internet Explorer Industry Utilization of the Internet and the WWW Setting Up and Planning a Web Site
4	Introduction to Creating Web Pages With HTML Creating Common Gateway Interfaces (CGI's) Other Development Methods Used in Web Programming
5	<b>Midterm Exam #1</b> An Overview of Basic Web Site Management
6	Setting Up a Business Plan for Internet Utilization Internet Marketing Strategies for Business
7	Setting Up Databases for Internet Access Legal Issues Raised by the Internet
8	<b>Final EXAM</b> Project Presentations

#### **Methods for Assessment of Student Performance:**

The student's final grade will be determined as follows:

- 30% Course activities and homework assignments
- 20% Course Project (In Class Presentation)
- 40% Exams (2 scheduled)
- 10% Attendance and Participation

The following Grading Scale will be used:

100 – 97	A+
96 – 94	A
93 – 90	A-
89 – 87	B+
86 – 84	B

83 – 80	B-
79 – 77	C+
76 – 74	C
73 – 70	C-
69 – 67	D+
66 – 64	D
63 – 60	D-
Below 60	F

### **Classroom Procedure:**

There will be weekly reading assignments in the course text, along with weekly homework assignments involving that week's class topics. Students will also review several case studies involving how Electronic Commerce is effecting today's businesses. There will be two in class examinations along with two short quizzes, and students will complete a class project which involves the planning and marketing of a product or service (student's choice) on the Internet. Students will give a short in class presentation of their project during the final two weeks of class.

### **Academic Integrity:**

The Doane Academic Integrity Policy will be adhered to in this class. All assignments and exams/quizzes will represent your own work. Any use of others' ideas and words without proper citation of sources is plagiarism and could result in the loss of all points for that particular assignment or exam.

### **Use of Personal Technology During Class:**

Please restrict your use of cell phones to outside of class time. The use of PDAs, Laptop Computers and any personal audio/visual devices are generally prohibited during class time unless approved by your instructor.

### **Students with Disabilities/Reasonable Accommodations:**

Doane seeks to maintain a supportive academic environment for students with disabilities. To ensure your equal access to all educational programs, activities and services, federal law requires students with disabilities notify the college, provide documentation, and request reasonable accommodations. If you need accommodations in this course, please notify your instructor immediately so that the required documentation is filed, and that your accommodation plan is in place.

**Note:** The schedule outlined in this syllabus is tentative. All efforts will be made to adhere to it as closely as possible. However, your instructor reserves the right to make any changes to the schedule as needed.