

**Course Number/Section/Name:** CIDM6325/70/ Electronic Commerce and Web Development

**Semester/Year:** Fall 2024

**Professor:** Dr. Jeffry Babb

**Class Days/Times/Location or Other Format:** Online Section

**Office Location:** CC210B

**Office Hours:** T-Th 1-5p via Calendly Appointment

**Office Phone:** 806-651-2440

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**Social Media:** [Keep up with the latest happenings of the Engler COB.](#)

**Other:** Calendly link for all appointments: <https://calendly.com/jeffrybabb/dr-babb-spring-2024-office-hours>

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## Terms of Use

A student's continued enrollment in this course signifies acknowledgment of and agreement with the statements, disclaimers, policies, and procedures outlined within this syllabus and elsewhere in the WTClass environment. *This Syllabus is a dynamic document. Elements of the course structure (e.g., dates and topics covered, but not policies) may be changed at the discretion of the professor.*

## WTAMU Paul and Virginia Engler College of Business Mission Statement

The mission of the Paul and Virginia Engler College of Business is to provide high quality undergraduate and graduate business education with a global perspective and ethical awareness. We accomplish this through emphasis on excellence in teaching, which is strengthened by faculty scholarship and supported by professional service.

## Learning Objectives of the WTAMU Paul and Virginia Engler College of Business Programs

The Paul and Virginia Engler College of Business (COB) at West Texas A&M University (WTAMU) seeks to prepare students in the Bachelor of Business Administration (BBA), Master of Business Administration (MBA), Master of Accounting (MAcc), Master of Science in Computer Information Systems and Business Analytics (MSCISBA) and the Master of Science Finance and Economics (MSFE) degree programs for careers in business and to

foster their professional growth and advancement via key learning goals and objectives.

The learning objectives of the Paul and Virginia Engler College of Business are as follows:

- Leadership
- Communication
- Critical Thinking
- Business Integration
- Core Business Knowledge
- Global Business Environment
- Business Ethics and Corporate Governance

## Engler Edge

Our business programs are designed to give students the “Engler Edge” with the following three core competencies:

- refined business acumen,
- bold leadership,

- and digital readiness

## Course Description

Electronic commerce and markets, including the use of the Internet and World Wide Web for commercial purposes. Web architectures and web-based application development using scripting language. Topics include development and management of websites and e-business applications.

## Course Objectives

I have designed this course with a few assumptions in mind and these assumptions should be stated upfront prior to listing the learning objectives and desired outcomes for the course. These assumptions are based on observations from offerings of this course over recent years:

1. **MBA:** This is a graduate course in an MBA program, and I would want to fully consider the goals and objectives of such a degree program in the context of the course subject matter.
2. **CISBA:** This is also a graduate course in in MS-CISBA program and the course content may appear on the comprehensive exam under the Systems Development academic area for the program.
3. **Prior Knowledge and Skill/Competency Level:** Historically, this has varied quite a bit among the students who take this course. As such, strategic decisions must be made regarding what tools we use and what approach we use. I very much intend that you build websites and applications (particularly those that would support a business need), but it is very common that novices do enroll in the course alongside those with experience – I must find a balance amidst these facts. In any case, basic programming and database knowledge are requisite. Ideally, you have taken CIDM6303 if you lack any prior background.

For Python review, I recommend: <https://www.w3schools.com/python/default.asp>

For SQL review, I recommend: <https://www.w3schools.com/sql/default.asp>

## Map from COB Learning Objectives to Specific Course Objectives

Course Learning Objective Description	AACSB PVECOB Learning Objectives	Assessment Plan (*Assessment artifact)
Understand the Internet and World Wide Web as communications mediums and standards for moving information between client hardware and software that facilitate the communication.	Communication	Assignments and Project
Understand the basic hardware and software architectures that make the Internet and World Wide Web possible.	Critical Thinking: Graduates will be critical thinkers	Assignments and Project
Understand and use basic elements of declarative markup languages which exist to present information and structure how	Business Environment	Assignments and Project

Course Learning Objective Description	AACSB PVECOB Learning Objectives	Assessment Plan (*Assessment artifact)
this information appears on a client device		
Understand and use basic elements of imperative programming languages which exist to direct the flow and modification of “web” information within the World Wide Web infrastructure (both client and server)	Functional Business Analyses and Applications	Assignments and Project
Develop a business and value plan which purposes and directs the development of your web application/site	Functional Business Analyses and Applications	Assignments and Project
Master content management tools which simplify the development and maintenance of your web sites/applications.	Functional Business Analyses and Applications	Assignments and Project
Learn about modular extensibility of content management tools	Functional Business Analyses and Applications	Assignments and Project
Understand some of the deployment and marketing strategies that make your website easy to find and use	Functional Business Analyses and Applications	Assignments and Project
Develop a User Experience (UX) strategy for your website’s design that is functional, usable, and appropriate for the intent and purpose of the site	Functional Business Analyses and Applications	Assignments and Project
Understand website design patterns	Functional Business Analyses and Applications	Assignments and Project

### Course Materials (Including text, calculator, internet connectivity, software, virtual programs, etc.)

Title: Django 5 By Example, 5<sup>th</sup> Edition

Author: Antonio Melé

Publisher: Packt Publishing

ISBN-13: 978-1805125457

### Optional Books:

Title: Python Crash Course, 3rd Edition: A Hands-On, Project-Based Introduction to Programming

Authors: Eric Matthes  
Publisher: No Starch Press  
ISBN-13: 978-1718502703

- Python – [python.org](https://python.org)
- Visual Studio Code: <https://code.visualstudio.com/>
- GitHub account: <https://github.com/> (get the student pack - <https://education.github.com/pack>) – we will use GitHub extensively, please do sign up and obtain an account (free).

## Course Grading Policies

Your final letter grade will be assessed based on the following assessment score averages:

- **Letter grade of “A”:** 90% or higher
- **Letter grade of “B”:** 80% up to, but not including 90%
- **Letter grade of “C”:** 70% up to, but not including 80%
- **Letter grade of “D”:** 60% up to, but not including 70%
- **Letter grade of “F”:** 59% or lower

## Course Assignment, Examination, and or Project Policies

I use a weighted grading system where all assessments are weighted according to the following categories.

- Assignments: 25%
- Final Project: 75%

## Classroom Conduct

There are times when it will be mandatory to meet with me using online collaboration tools such as Zoom and Discord or Slack. These will not be frequent, but they will be synchronous in nature.

## Additional Course Policies

Policy Topic	Course Policy
Late Work	There may be extenuating circumstances where I will entertain accepting a late submission of work from you. Any exceptions to my policy above will require explicit coordination and the consent of the instructor.
Group and Teamwork	When group/teamwork is involved, there will be a need to coordinate schedules to meet synchronously online. Further, as I have indicated, there are times where your synchronous participation will be expected. I will be as accommodating as possible with schedules in this regard.

**DISCLAIMER:** This course, including the text, handouts, lectures, and instructor information and responses, is intended for academic purposes only. No aspect of this course is intended or shall be construed as consulting or legal advice.

## Course Topics - Tentative Calendar of Readings, Topics, and Due Dates

Week	Topic/Reading	Assignments/Notes
00 – 08/25 – 08/31	Build a blog and extend it (Ch. 1-3)	
01 – 09/01 – 09/07	Build a blog and extend it (Ch. 1-3)	Assignment 1
02 – 09/08 – 09/14	Build a social website and extensions (Ch 4-7)	
03 – 09/15 – 09/21	Build a social website and extensions (Ch 4-7)	Assignment 2
04 – 09/22 – 09/28	Build a social website and extensions (Ch 4-7)	
05 – 09/29 – 10/05	Build a social website and extensions (Ch 4-7)	Assignment 3
06 – 10/06 – 10/12	Build an ecommerce application (Ch 8-11)	
07 – 10/13 – 10/19	Build an ecommerce application (Ch 8-11)	Assignment 4
08 – 10/20 – 10/26	Build an ecommerce application (Ch 8-11)	
09 – 10/27 – 11/02	Build an ecommerce application (Ch 8-11)	Assignment 5
10 – 11/03 – 11/09	Build an elearning platform (Ch12-17)	
11 – 11/10 – 11/16	Build an elearning platform (Ch12-17)	
12 – 11/17 – 11/23	Build an elearning platform (Ch12-17)	Assignment 6
13 – 11/24 – 11/26	Final Project	Final Project
14 – 11/27 – 12/08	Overtime (if needed)	

## WTAMU Paul and Virginia Engler COB Student Code of Ethics

Each student enrolled in COB courses accepts personal responsibility to uphold and defend academic integrity and to promote an atmosphere in which all individuals may flourish. The COB Student Code of Ethics strives to set a standard of honest behavior that reflects well on students, the COB and West Texas A&M University. All students enrolled in business courses are expected to follow the explicit behaviors detailed in the Student Code of Ethics.

### Code of Ethics

- Do not use notes, texts, solution manuals, or other aids for a quiz or exam without instructor authorization.
- Do not copy the work of others and/or allow others to view your answers or copy your work during a quiz, exam, or on homework assignments.
- Do not allow other parties to assist in the completion of your quiz, exam, homework, paper, or project when not permitted.
- Do not work with other students on projects or assignments without authorization from the course instructor.
- Properly cite and specifically credit the source of text, graphic, and web materials in papers, projects, or other assignments.
- Do not forge the signature of an instructor, advisor, dean, or another student.
- Provide truthful information for class absences when asking faculty for excused absences or for a make-up for a quiz, exam, or homework.
- Provide truthful information on your resume including work history, academic performance, leadership activities, and membership in student organizations.

- Respect the property, personal rights, and learning environment of all members of the academic community. This includes posting, sharing, and otherwise distributing the course materials outside

of this course without expressed permission of the faculty, college, university, or system.

- Live up to the highest ethical standards in all academic and professional endeavors.

Students violating the Student Code of Ethics will be reported to the Dean's office and are subject to penalties described in the West Texas A&M University Code of Student Life, which may include suspension from the University. In addition, a violator of the Student Code of Ethics may become ineligible for participation in student organizations sponsored by the COB and for recognition for College academic honors, awards, and scholarships.

### WTAMU Student Resources Link

WTAMU has developed an Academic Study Skills information site to assist students (e.g., study habits, supplemental instruction, tutoring, writing and math skills), which can be found on the [WTAMU Website](#). For WTAMU Writing Center information (for students needing writing assistance, guidance, and feedback), please visit their [website](#).

### COB Communications Component (can be removed for graduate courses)

The Paul and Virginia Engler College of Business Communication Component requires students to demonstrate knowledge of communication skills. The COB communications component is a requirement in the following courses: **ACCT 4373** (*Accounting Communications*), **BUSI 1304** (*Business Communication*), **BUSI 3301** (*Business Professional and Leadership Development*), **BUSI 3320** (*Digital Collaboration and Communication*), **BUSI 4333** (*Cross-Cultural Issues in Business Communications*), **BUSI 4350** (*Current Issues in Management Communications*), **BUSI 4375** (*Healthcare Communication*), **BUSI 4380** (*Conflict Resolution and Negotiation*), **BUSI 4382** (*Emerging Media Law*), **CIDM 3320** (*Digital Collaboration and Communication*), **ECON 4370** (*Economics of Health Care*), **FIN 3350** (*Personal Financial Planning*), **FIN 4320** (*Investments*), **FIN 4321** (*Portfolio Theory*), **MGT 3335** (*Organizational Behavior*), **MGT 4380** (*Conflict Resolution and Negotiation*), or **MKT 3342** (*Consumer Behavior*).

### Student Travel Opportunities

In multiple business courses, there may be opportunities for student travel supplemented by student fees. If you have an interest in such opportunities as they become available, please notify a faculty member.

### Dropping/Repeating the Course

Should a student decide to drop the course, it is the student's responsibility to be aware of the final drop dates and adhere to the WTAMU Add/Drop policy. Any student participating in the course after the WTAMU posted drop date will be considered active and a grade will be administered at the end of the course for that student. Students are charged a fee for any course attempted for a third or subsequent time at WTAMU other than a non-degree credit developmental course or exempted courses.

### Scholastic Dishonesty

It is the responsibility of students and instructors to help maintain scholastic integrity at the University by refusing to participate in or tolerate scholastic dishonesty. Commission of any of the following acts shall constitute scholastic dishonesty. This listing is not exclusive of any other acts that may reasonably be said to constitute scholastic dishonesty: acquiring or providing information for any assigned work or examination from any unauthorized source; informing any person or persons of the contents of any examination prior to the time the examination is given in subsequent sections of the course or as a makeup; plagiarism; submission of a paper or project that is substantially the same for two courses unless expressly authorized by the instructor to do so; submission of a paper or project prepared by another student as your own. You are responsible for being familiar with the University's Academic Integrity Code, as well as the COB Student Code of Ethics listed in this document.

### **Academic Integrity**

All work must be completed individually unless otherwise stated. Commission of any of the following acts shall constitute scholastic dishonesty: acquiring or providing information for any assigned work or examination from any unauthorized source; informing any person or persons of the contents of any examination prior to the time the exam is given in any subsequent sections of the course or as a makeup; plagiarism; submission of a paper or project that is substantially the same for two courses unless expressly authorized by the instructor to do so. For more information, see the [Student Handbook](#).

### **Generative AI (choose one of the three options and delete the others)**

Generative artificial intelligence (Generative AI) is a computer-based technology that produces a variety of data, such as pictures, videos, music, or words, which may look or sound like a person made them. Generative AI tools appear to be created by humans because they are derived from deep machine learning routines and large language models based on algorithmic comprehension of materials created by humans. West Texas A&M University recognizes that generative AI presents challenges and simultaneously offers stimulating opportunities in higher education.

West Texas A&M University offers faculty members the following choice of three distinct approaches to this complex challenge:

- **No Use of Generative AI Permitted**
  - Because writing and critical thinking skills are part of the learning outcomes of this course, it is a violation of academic integrity to employ generative AI at any point in this course.
- **Use of Generative AI Permitted Under Some Circumstances with Permission**
  - There are specific situations within this course where you will use generative AI to explore how the technology can serve as a complimentary learning tool. The course faculty member will inform when, where, and how you may employ these tools, along with guidance for attribution. Any use outside the faculty defined parameters constitutes a violation of academic integrity.
- **Generative AI Permitted with Attribution**
  - The use of generative AI is permitted in this course to help prepare assignments and projects. When submitting work, students must clearly identify any generative AI content in contrast to student contributions (e.g., student citation of prompts, the generative AI platform used, the



date the prompts were issued, and related). Using an AI tool without proper attribution qualifies as a violation of academic integrity.

### **Viewpoints/External Websites Disclaimer**

The views expressed in this document, web-based course materials, and/or classroom presentations and discussions are those of the professor and do not necessarily represent the views of West Texas A&M University, its faculty and staff, or its students. Views expressed by students are likewise those of the person making such statements. It is understood and expected that each individual within this course will respect and allow individual difference of opinion.

Neither the professor, the COB, nor WTAMU are responsible for the content of external websites discussed in the classroom and/or linked to via online course materials, emails, message boards, or other means. Referred websites are for illustrative purposes only, and are neither warranted nor endorsed by the professor, COB, or WTAMU. Web pages change frequently, as does domain name ownership. While every effort is made to ensure proper referencing, it is possible that students may on occasion find materials to be objectionable for reasons beyond our control.

### **Acceptable Student Behavior**

Classroom behavior should not interfere with the instructor's ability to conduct the class or the ability of other students to learn from the instructional program (Code of Student Life). Unacceptable or disruptive behavior will not be tolerated. Students engaging in unacceptable behavior may be instructed to leave the classroom. Inappropriate behavior may result in disciplinary action or referral to the University's Behavioral Intervention Team. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc.

### **Technology Requirements**

All [technological requirements](#) for the successful completion of this course are the responsibility of the student, including access to a working computer and/or to a device with secure broadband Internet connection, data storage and retrieval, and state-of-the-art security. The student is responsible for all technological problems not related to WTAMU, including but not limited to equipment failures, power outages, and internet breakdowns. Furthermore, students are responsible for all necessary technical and operational skills for completing this course, and for being familiar with WTCClass (the Blackboard Learning Management System) both in a general sense and in a specific sense as pertaining to this course and any materials stored within. The professor is not responsible for any technical matters related to WTCClass. Students must contact the IT Service Center at 806-651-4357 or [itsc@wtamu.edu](mailto:itsc@wtamu.edu) if they have problems accessing and/or using the WTCClass environment. Students are also encouraged to consult the Student Technology Support Portal at [students.wtamu.edu](http://students.wtamu.edu) for help with WTCClass.

### **Physical or Educational Access - ADA Statement**

West Texas A&M University seeks to provide reasonable accommodations for all qualified persons with disabilities. This University will adhere to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to register with Office of Student Accessibility (OSA) and to



contact faculty members in a timely fashion to arrange for suitable accommodations. Contact Information: [Student Success Center](#), CC 106; phone 806-651-2335.

## Title IX Statement

West Texas A&M University is committed to providing a learning, working, and living environment that promotes personal integrity, civility, and mutual respect in an environment free of sexual misconduct and discrimination. Title IX makes it clear that violence and harassment based on sex and gender are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories such as race, national origin, etc. Harassment is not acceptable. If you or someone you know has been harassed or

assaulted, you can find the appropriate resources here:

- WTAMU Title IX Coordinator – Old Sub, **or** call 806.651.2389
- WTAMU Counseling Services – Classroom Center 116, **or** call 806.651.2340
- WTAMU Police Department – 806.651.2300, **or** dial 911
- 24-hour Crisis Hotline – 800.273.8255, or 806.359.6699, or 800.692.4039 [NotAlone](#)

For more information, see the [Student Handbook](#)<sup>i</sup>.

## WT Attendance Policy for Core Curriculum Classes (can be removed for non-core or developmental courses)

For the purposes of learning assessment and strategic planning, all students enrolled in Core Curriculum or developmental courses at West Texas A&M University must swipe their Buff Gold cards through the card reader installed in the classroom/lab for each class/lab meeting.

## Evacuation Statement

If you receive notice to evacuate the building, please evacuate promptly but in an orderly manner. Evacuation routes are posted in various locations indicating all exits, outside assemble area, location of fire extinguishers, fire alarm pull stations and emergency telephone numbers (651.5000 or 911). In the event an evacuation is necessary; evacuate immediately do not use elevators; take all personal belongings with you; report to outside assembly area and wait for further information; students needing assistance in the evacuation process should bring this to the attention of the instructor at the beginning of the semester.

## Copyright

All original content in this document, all web-based course materials (be they text, audio, and/or video), and/or classroom presentations are subject to copyright provisions. No distribution without the express written consent of the author. Students are prohibited from selling (or being paid for taking) notes during this course to or by any person or commercial firm without the express written permission of the professor.



*\* Syllabus template approved by COB Curriculum Committee July 2024. Annual review of the syllabus is a formal part of the COB continuous improvement process.*

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<sup>i</sup> <https://www.wtamu.edu/student-life/handbook/index.html>