

COURSE SYLLABUS

WEBD173: E-COMMERCE WEBSITE CREATION

CRN# **86549**

Online course work: <http://blackboard.sdccd.edu/>
Login = student ID
Password= your birth date mmddyyyy format

3 Units | Hybrid Course
on-campus: Thursday 6:00-8:00, Room K-104 and
and Blackboard Online

Letter Grade Only Option

Fall 2015: August 24 - December 19

Assistant Professor Emily Kay 619-388-5891, ekay@sdccd.edu

Office hours:

on campus: MS building #315Q **Wed. 4:00-6:00 and Thurs. 3:00-6:00**

and **by appointment** (for either a meeting on campus, on-line, or on the phone, please contact me to schedule an appointment)

COURSE INFORMATION

Course Description

This course provides students with the knowledge and skills required to create professional e-commerce websites. Students analyze clients' needs to develop appropriate e-commerce solutions and incorporate them into secure websites using either custom databases or content management systems (CMS). Students implement best practices as they design the visual interface, develop databases using My Structured Query Language (MySQL) and Hypertext Preprocessor (PHP), create catalogs, set up shopping carts, including order, payment, and fulfillment processes. Security implementation adheres to current industry standards. This course is designed for students studying web design and professionals updating their skills.

REQUISITES:

Advisory:

ENGL 048 with a grade of "C" or better, or equivalent or Assessment Skill Level R5
&
ENGL 049 with a grade of "C" or better, or equivalent or Assessment Skill Level W5
&
CBTE 101 with a grade of "C" or better, or equivalent
&
CBTE 114 with a grade of "C" or better, or equivalent
&
CBTE 161 with a grade of "C" or better, or equivalent
&
WEBD 162 with a grade of "C" or better,
&
or equivalent or WEBD 165 with a grade of "C" or better,
&
or equivalent and WEBD 166 with a grade of "C" or better, or equivalent

Student Learning Outcomes

Create a simple database to be used on an ecommerce webpage.
Integrate a database into an ecommerce webpage using a CMS.
Add labels to database fields that clearly communicate the fields' purpose.

Student Learning Objectives

Upon successful completion of the course the student will be able to:

1. Explain the steps in setting up security for e-commerce websites.
2. Set up security for e-commerce sites.
3. Design and create websites that include fully functioning e-commerce components.
4. Create databases using MySQL and PHP and integrate them into websites.
5. Set up and manage user accounts.
6. Create or acquire and manage site content.
7. Set up payment methods with PayPal and credit cards.
8. Design, create and populate catalogs.
9. Create shopping carts and check out procedures.
10. Set up site administration.
11. Create and manage e-commerce sites using CMSs and integrate them into websites.

Outline of Topics

The following topics are included in the framework of the course but are not intended as limits on content. The order of presentation and relative emphasis will vary with each instructor.

- I. Security fundamentals
 - A. Protocol
 - B. Set up
- II. Website
 - A. Design
 - B. Creation
- III. Database
 - A. Structure
 - B. Design
 - C. Creation
 - D. Integration into webpage
- IV. Site content management
- V. Payment methods
 - A. PayPal
 - B. Credit cards
- VI. Catalog
- VII. Shopping cart
- VIII. Check out
- IX. Site administration
- X. Content Management System
 - A. Website Integration
 - B. Set up
 - C. Management

Reading Assignments

Reading assignments are required and may include but, are not limited to, the following:

- I. Textbook related to e-commerce Web site creation.
- II. Web community blogs devoted to advancing knowledge and skills required to create e-commerce sites.

Writing Assignments

Writing assignments are required and may include, but are not limited to, the following:

- I. Create the fields, labels, instructs, and copy for an e-commerce site.
- II. Design an e-commerce site and document its features.

Appropriate Outside Assignments

Outside assignments may include, but are not limited to, the following:

- I. Research current trends and standards in the industry.
- II. Interview a web designer who creates e-commerce sites

Appropriate Assignments that Demonstrate Critical Thinking

Critical thinking assignments are required and may include, but are not limited to, the following:

- I. Analyze the influence of current trends on e-commerce sites.
- II. Deconstruct a successful e-commerce site.
- III. Critique an e-commerce site's usability and layout

Methods of Evaluation:

A student's grade will be based on multiple measures of performance unless the course requires no grade. Multiple measures may include, but are not limited to, the following:

- I. Quizzes and exams.
- II. Hands-on projects.
- III. Web E-commerce site creation.
- IV. Merchant account and secure transmission acquired.
- V. In-class presentations.
- VI. Class participation

Methods of instruction:

Methods of instruction may include, but are not limited to, the following:

- Lecture-Lab Combination
- Distance Education

- Computer Assisted Instruction

POLICES

Attendance Requirements / Absences

It is **your responsibility to drop and withdraw** from this course. If you find you cannot complete this course, you will need to drop it in order to avoid getting an F. I will not drop or withdraw you if it appears to me that you have been active in the course. **To avoid being dropped, you need to turn in work in the course at least once a week.** I do not sign late drop forms. Following is the stated District policy:

- It is the student's responsibility to drop all classes in which he/she is no longer participating.
- It is the instructor's discretion to withdraw a student after the add/drop deadline due to excessive absences or lack of work on assignments.
- Students who remain enrolled in a class beyond the published withdrawal deadline, as stated in the class schedule, will receive an evaluative letter grade in this class.
- Attendance: The final grade in this class will be as outlined in the **Assignments** section of this syllabus.

Attendance and Participation

In this hybrid course, you must attend class as well as complete assigned work on-line. If you are sick or cannot attend, I would like you to email me if possible. If you miss class, make arrangements with a classmate to keep you informed on lecture topics, exercises, handouts and assignments. This information is an integral part of the instruction and may not be found in the reference texts.

You are expected to login and complete any coursework assigned to you. I recommend that you login to Blackboard several times a week to stay informed and meet deadlines. I will expect you to have gone through the on-line course material prior to attending the in-class sessions. I will post new lessons every week, make sure you stay current with this material.

You must show continuous progress throughout the course or you may be dropped. Continuous progress is measured by attending class, participating in the class discussions, and submitting assignments.

Statement of Retention

You must **attend the course and complete assignments prior to **Sept 8****. This will demonstrate that you intend to complete the course. If you do not participate in the course regularly prior to this date, you will be **dropped** from the course for non-attendance and your seat will be opened up to allow someone on the waiting list to add the course by the last day to add.

Students, please discuss your plans to withdraw from class with me. There may be other options for you that may allow you to continue in class.

Important Dates

Start of the semester	August 24
Add/Drop deadline	Sept 4
Refund deadline - enrollment fees and/or non-resident tuition	Sept 4
Holiday - Labor Day	Sept 7
Census Date, all drops must be submitted by noon	Sept 8
Last day to file a petition for Pass/No Pass grade option (<i>not applicable for this class</i>)	Sept 25
Withdrawal deadline – No drops accepted after this date	Oct 30
Holiday - Veterans Day	Nov 11
College closed	Nov 23-25
Holiday – Thanksgiving	Nov 26-28
End of the semester	Dec 19
Grades available on e-Grades	Jan 11, 2015

Class Behavior and Student Code of Conduct

Student Code of Conduct

- Students are expected to adhere to the Student Code of Conduct at all times. Students who violate the Student Code of Conduct may be removed from class by the faculty for the class meeting in which the behavior occurred, and the next class meeting.
- For on-line classes: Student access to class is removed for one week (5 instructional days).
- You will be able to make up any missed work, but I will not accept make up work for in-class exercises and participation..
- Incidents involving removal of a student from class will be reported to the college disciplinary officer for follow up.
- The Student Code of Conduct can be found in Board of Trustees Policy, BP 3100, Student Rights, Responsibilities and Administrative Due Process posted on the District website at <http://www.sdccd.edu/public/district/policies/index.shtml>.

Cheating and plagiarism

Students are expected to be honest and ethical at all times in the pursuit of academic goals, you must turn in **original** work. Students who are found to be in violation of Administrative Procedure 3100.3 Honest Academic Conduct, will receive a grade of zero

on the assignment, quiz, or exam in question and may be referred for disciplinary action in accordance with Administrative Procedure 3100.2, Student Disciplinary Procedures.

As your instructor, I have the following expectations of your behavior in this class:

1. Promote a courteous learning atmosphere by exhibiting mutual respect and consideration of the feelings, ideas, and contributions of others, both on-line and on campus.
2. Demonstrate respect for your work, as well as the work of others, by recognizing and acknowledging strengths and improvements.
3. Demonstrate respect for tools, equipment and supplies in the class.
4. Practice consideration for others by maintaining a clean and orderly learning environment.
5. Recognize everyone's opportunity to contribute information in a relevant and meaningful manner by not monopolizing discussions, interrupting, illogical or inappropriate questions or comments.

Disabled Students Programs and Services

I have made every effort to make this course accessible to all students, including students with disabilities. If you encounter a problem accessing anything in this course, please contact me immediately by email **and also** contact the college's Disability Support Programs and Services (DSPS) Office.

Students with disabilities who may need academic accommodations should notify the professor within the first two weeks of instruction. All information will be kept strictly confidential. It is a DSPS students responsibility to inform faculty of their approved academic accommodations by providing an AAA letter.

Students with disabilities that need evacuation assistance during campus emergencies should also meet with the instructor as soon as possible to assure the health and safety of all students.

Call or visit Disabled Students Program and Services (DSPS) located on the San Diego Mesa College campus. Contact information is listed on the DSPS webpage: <http://www.sdmesa.edu/students/services/dsps/>

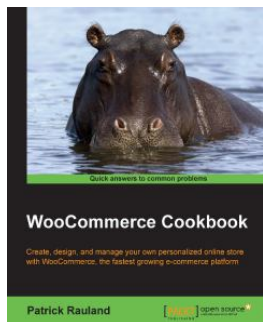
Career Center Services

The Career Center assists students with exploring major and career options, preparing for the job search (resume reviews, interviewing skills), finding part-time/full-time jobs and internship opportunities. The Center hosts job fairs in the fall and spring semester and have employers recruiting on campus throughout the semester. It is located in Student Services Building I4-360, online at <http://www.sdmesa.edu/students/services/career-center/>, or over the phone at (619) 388 – 2777. If you are looking for a job, go to JobConnect, <http://jobconnect.sdccd.edu/>.

Transfer Information

Plan on transferring? Visit the Assist website. <http://www.assist.org/web-assist/welcome.html>, this site will allow you to see the requirements for your major, and to see a listing of all the majors at the 32 public universities. In addition make sure to see a [counselor](#) or the [Mesa College Catalog](#) as there will be additional requirements to meet the Associate Degree for Transfer requirements.

Textbook and Software



Textbook: **WooCommerce Cookbook**
March 2015
ISBN: 978-1784394059 | ISBN 10:178439405X
By Patrick Rauland
Publisher: Packt Publishing

Either the paper book or ebook will work for this course.

Buy your textbook anywhere that meets your needs; here are three places I know of. Check the book name and ISBN numbers on the sites below carefully as publishers often change their links as new books are added to their stock; since the prices change periodically, carefully check the price on-line

- [Mesa On-line bookstore](#) or purchase it at the Mesa bookstore
- [Amazon](#) (ebook is also available)
- [KB Books](#) (they have discounted prices on some books and if you mention my name when you come in and you will receive an extra \$5.00 off your purchase as long as the total purchase exceeds \$100.00)

Errata Correct your textbook

At present there does not seem to be any updates for this title. However you can check for any future updates at:

<https://www.packtpub.com/web-development/woocommerce-cookbook#>

Technology:

Students are expected to be competent in using current technology appropriate for this discipline. Such technology may include word processing, spreadsheet, and presentation software. Use of the internet and e-mail are also required.

Internet and Server Access:

- You will also need to have an ISP (Internet Service Provider) in order to access material online in Blackboard and to communicate via email with your instructor.
- You also **need to have access to a Server (Host) for your project**. There are many free or/and inexpensive hosting that you can sign up with.

Email:

Remember to put the course name and number in the subject field of every e-mail message that you send me.

Software:

Document Creation Software Options:

- [Brackets](#) (free)
- [Bluefish](#) (free)
- [Atom](#) (free)
- **Other Editor** – your choice
- [MAMP](#) or [XAMPP](#) (free)

In addition you will need Internet access and a recent Internet browser.

NOTE: There may be minor differences between the PC and the Mac versions of the various software we will be using.

If you need a computer to use, go to the Learning Resource Center (LRC), on the fourth floor at Mesa College. A text editor is available in the LRC. Several code editors are available in the classrooms as well as a text editor. Check the hours and days that classrooms may be available as there are classes some afternoons and every evening.

Mesa College Bookstore <http://www.bookstore.sdccd.edu/mesa/> has a variety of software. Call the bookstore, visit their website, or stop by to see their current selection.

The Foundation for California Community Colleges

The Foundation for the California Community Colleges has negotiated a special price for students, for both Mac and PC. Select the software package that needs your educational needs; pricing and software offerings can change at anytime CollegeSoftware.org.

Make sure that any software you purchase will work with your computer and operating system. Shop around for the service and price that best matches your needs. Links and pricing may change. If you notice a change before I do, please let me know.

Course Requirements

Students are expected to attend all class sessions, participate in all class activities, complete exams as scheduled, and turn in all assignments on time. Failure to do so may result in the loss of points. Students are required to read their text materials in addition to other relevant materials such as PowerPoints and any other handout. Details of assignments and or projects will be discussed in the class and are included in Blackboard.

Attendance

Students are expected to attend at each and every class. Grade performance is a demonstrated function of attendance, preparation and participation. You can get behind very easily by skipping classes, resulting in a poor understanding of the material and missing in-class exercises, which will result in a poor grade for the class. Students who miss any class session are responsible for the lecture content, any materials covered, handouts distributed, or announcements made in that session.

Electronic Devices:

In order to minimize the level of distraction, all watches, beepers and cellular phones must be on quiet mode during class meeting times.

Blackboard Course Management System

Hardware and Software Requirements

- Link to SDCCD On-line's [Suggested hardware and software requirements](#) as well as other useful links
- Acrobat Reader ([click here for a free download](#))
- Flash Player ([click here to download](#))
- QuickTime Player ([click here to download](#))

Students who do not have access to the equipment, software, and services necessary to complete the course assignments at home may use the resources at Mesa College. Computers are available for use in the LRC. Local public libraries may also have these resources available. [Map](#) of the Mesa College campus

Blackboard Orientation Material

You are expected to know how to use the Blackboard system.

- Some orientation material can be found in our Blackboard course after logging in.
- For additional training material, login instructions, student orientations, and support information please visit

Blackboard Help Desk

Blackboard technical support is available to students 24/7. If you are having a technical problem with Blackboard, please reach out for help. Call the Help Desk via this toll-free phone **866-271-8794**.

- To get technical support using your on-line course.
- If you are having trouble navigating and finding the assignments, discussions, etc.
- To get help zipping folders and uploading them to the assignment dropbox.

You can also visit them on-line at <https://www.sdccdonline.net/help> for assistance with any technical issue that you experience with Blackboard and to view the FAQ's.

Course Work and Evaluation

1. Print out this syllabus and read it.
2. Before starting work on this course, study the **Blackboard Learn 9.1 tutorials**, on the [Get Ready for On-line Learning Success! page](#), which show you how to use the Blackboard tools so that you can successfully complete this on-line course.
3. To **access all the work for each week**, click on the **Lessons** link. The activities, assignments and quizzes that you will be turning in to be graded are linked on the weekly **Lessons** pages and are listed in this syllabus.
4. If any of the assignments, quizzes, or graded activities are missing, you will receive a ZERO.
5. Each quiz may be redone. You will receive the highest grades.
6. Please allow a **minimum of 72 hours** for assignments and tests to be corrected, a response to be sent to you, and your grade to be entered into the grade log. If I do not check your submissions or email during the weekend, I will do so on Monday.
7. Any changes to this syllabus will be posted.
8. Be sure to check both your Messages and your email account frequently.
9. I do not accept late assignments, make sure you submit your assignments prior to the due date and deadline. Any assignment will be due prior to 11:59pm of the due date listed, after that you will not be able to submit the assignment. Specific due dates will be posted on the detailed lesson pages and in the calendar.
10. Final work for this class will be not be accepted after 11:59pm on the last day for the semester.
11. Students who remain enrolled in this class beyond the published withdrawal deadline, as stated in the class schedule, will receive an evaluative letter grade (A, B, C, D, or F) in the class.
12. A temporary grade of Incomplete ("I") may be assigned in very rare cases. Specifically, to be eligible for a grade of "I" a student must:
 1. request an Incomplete grade only after the published withdrawal deadline for the course. (Before that deadline the student should withdraw from the class with a "W.")
 2. have achieved at least a "C" average for all work and tests due before the withdrawal deadline. (Missing work and tests that were due before the withdrawal deadline will be counted as "F" when determining this average.)
 3. provide written documentation by a police report or a statement from a medical doctor on official stationary to verify one or more of the following:
 1. a serious disaster, such as a major fire, flood, or earthquake.
 2. a death in the student's immediate family.
 3. a very serious medical issue with respect to the student.

If a grade of "I" is assigned, it must be cleared within one year or less. If the "I" is not cleared within the allowed time, it will change to the grade that would have been assigned at the normal end-date of the class—based only upon the work that had actually been submitted by the end date of the course.

A grade of "I" should be viewed primarily as a humanitarian procedure that provides an opportunity for a good student to complete all the course requirements and to achieve the same grade that would have been assigned had a tragedy not occurred.

A grade of "I" is not appropriate if used merely to provide additional time for a student to make up usual coursework that is overdue, incomplete, or unsatisfactory.

Assessment Methods

This course will use a variety of methods to assess your learning of the course objectives. You will read the textbook, take short quizzes, submit assignments and participate in the class (participation includes attendance / completion of weekly activities / in-class exercises / discussion board posts). You will be expected to participate in discussion board topics with your classmates, as well as participate in the class discussions and exercises.

Due Dates and Lateness

Due dates will be announced for all activities and assignments (check the **lesson** details page and the on-line calendar for specific dates.).

I **do not accept late assignments**, make sure you submit your assignments prior to the due date and deadline.

Assignments and Grading Scale

Your grade will be determined by a combination of quizzes, assignments and class participation. Points for the various items within the course will be specified in the Lesson detail pages of this course.

Quizzes: You will have a approximately 10-12 short quizzes (worth ~20-40 points each), you will have the opportunity to take the quizzes as many times as you like and your highest score will be the one I count for your overall grade. The quiz material comes directly from the reading and lecture material that I provide within the course, I recommend taking the quizzes as they are released so that you current with the topics being presented.

Assignments: You will have approximately 8 assignments in this class. Each assignment will range from 20-100 points. The assignments will have firm due dates and you are expected to turn in your assignment before or by the due date (remember that I don't accept late assignments so make sure you turn them in by the due date). Assignment details will be posted on the Lesson pages of Blackboard, make sure you are checking these every week so that you know what is dues and what is expected of you for that week. Assignments may included but are not limited to projects, in-class reviews, discussion posts, critical thinking assignment related to web design, and/or written reports.

In-class participation / in-class exercises: 20% of your overall grade will come from in-class participation and in-class exercise. These may include, but are not limited to individual and group assignments, critical thinking, assessments, analysis and evaluation that will help you to learn the material and solidify the class content.

Grading Scale: Each activity is assigned a certain number of points. A rubric will accompany each assignment. Feedback will be provided and grades will be posted on Blackboard.

A	90-100%
B	80-89%
C	70-79%
D	60-69%
F	Below 59%

Plagiarism/Academic Integrity: Students are expected to be honest and ethical at all times (students are expected to be submitting original work at all times) in the pursuit of academic goals. Any student found to be in violation of Administrative Procedure 3100.3 Honest Academic Conduct, will receive a grade of zero on the assignment, quiz, or exam in question and may be referred for disciplinary action in accordance with Administrative Procedure 3100.2, Student Disciplinary Procedures. The Student Code of Conduct can be found in Board of Trustees Policy, BP 3100, Student Rights, Responsibilities and Administrative Due Process posted on the District website at: <http://www.sdccd.edu/public/district/policies/index.shtml>.

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2. Demonstrate respect for your work, as well as the work of others, by recognizing and acknowledging strengths and improvements.
3. Demonstrate respect for tools, equipment and supplies in the class.
4. Practice consideration for others by maintaining a clean and orderly learning environment.
5. Recognize everyone's opportunity to contribute information in a relevant and meaningful manner by not monopolizing discussions, interrupting, illogical or inappropriate questions or comments.

Tentative Schedule

* View the **Lessons** section of Blackboard for details and a list of weekly material and tasks to complete.

Week 1 – Ecommerce Overview / Wordpress Overview

Week 2 – Configuring your server and installing WordPress Part 1 (Configuring and setting up your local server. Installing WordPress using XAMP or MAMP)

Week 3 – Configuring your server and installing WordPress Part 2

Week 4 – WordPress Jumpstart Part 1 / WooCommerce Basics

Week 5 – WordPress Jumpstart Part 2 / Adding Products

Week 6 – Working around Themes and child-themes / Organizing products

Week 7 – Membership sites

Week 8 – Shipping Methods

Week 9 – Payment Options

Week 10 - Checkout process

Week 11 – Managing orders and taxes

Week 12 – WooCommerce Theming

Week 13 – Using coupons

Week 14 – Marketing your site

Week 15 - Uploading

Week 16 - FINAL PROJECT due.

* The information in this syllabus is subject to change, based on the progress of the course.

