University of Wisconsin Oshkosh

Syllabus: BUS 390, Internet Platform Management
Fall 2012

Instructor
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Office hours:
M 8-10, T 8-9:30, and W 8-10. Other times by appointment or drop in. (also available via TitanApps chat, Skype and Google Hangout)

Class Meeting times:
TR 11:30 – 13:00
Room: Most days in Sage 2235 (IS Lab), but a few days we will meet in Sage 1234

Course Description
This course covers the basic technologies needed to understand and manage a modern web system. This includes the design and implementation of databases, networking, web servers, and general website operations. The course also discusses issues of ensuring data and user security, confidentiality, and privacy. Specific topics to be included are: the TCP/IP model, Ethernet and wireless networks, web server set up and administration, contracting with web hosting services, managing service contracts, internet security considerations, web database design and implementation, and considerations for mobile access. Pre-req: BUS 311 and CS 125

Learning Objectives
After completing this course, students will

- Understand/describe/discuss basic networking terminology, including
  o TCP/IP model as it is implemented in the Internet
  o Basic understanding of LANs: Ethernet and wireless networking
  o Mobile access technologies: WiFi, Cellular technologies (2G, 3G, 4G, WiMAX)
  o Cloud computing
- Web service management and hosting
  o Setting up and managing web servers
  o Contracts with hosting providers for e-commerce servers
  o Managing service contracts
  o Performance issues in web-based systems
- Internet security
  o Identify assets and develop strategies for protection
Because of the nature of the course, it isn't possible to use a single textbook. Consequently, the readings are drawn from a number of books, articles, and Internet resources. Many items will be placed on e-reserve at Polk Library to ensure copyright policies are followed. Some readings are also available on the Internet. See the schedule for details of when to prepare which readings. Be sure to have read the assigned readings prior to coming to the class period in which they are assigned.

**Networking and Security**

- Information Security: Principles and Practices; Mark Merkow and Jim Breithaupt, chapter 2
- Business Data Networks and Telecommunications; Raymond Panko, chapters 1, 2, 7, and 8.

**Databases**

- Database Normalization on Wikipedia

**Grading**

- 5 assignments: 40%
- Presentation: 10%
- 2 exams: 30%
- Hands-on exercises: 10%
- Professional experience requirements: 5%
- Class participation: 5%
Guest Speakers
We will have a number of guest speakers in class this semester. I expect that you will attend class on the days when there is a guest speaker. Part of your class participation grade will be directly tied to asking questions of the guest speakers and writing up a reflection statement on what you learned from the speaker. These points cannot be made up if you are not present for the guest speaker. No exceptions to this policy.

Professional Experience
You are to participate in at least three professional development activities (e.g., Student Club meeting, COB Networking Night, Internship Fair, ASM meeting, DPMA meeting, etc.) during the semester and hand in a brief memo (no more than one page) on what happened and what you learned from the activity. Alternatively you can complete this course requirement by writing a paper (with references) on a topic related to the course. The minimum length of this paper depends on the number of professional development activities you participate in. It should be at least four pages if you participated in one professional development activity, at least six pages for one activity, and at least eight pages if you didn’t participate in any professional development activities.

Policies
1. Other than occasional absence will have a negative effect on your academic performance. Absence is never considered as a valid excuse for not knowing assignments, due dates, etc. I do not take attendance, but you should realize that the discussions that take place during class are valuable to learning the material. You will not be able to achieve the same level of understanding by just reading the material. Attendance will be taken on first day of class per the COBA First Meeting of the Semester Drop Policy.
2. Assigned readings are to be completed prior to the scheduled class time in order to facilitate class discussion. If, at any time, you don’t understand the material in either book or lecture, do ask questions. You are probably not the only one who didn’t understand it. “He who is ashamed of asking is ashamed of learning” (old Danish proverb).
3. Late assignments will be accepted with a penalty of 10 percentage-points per day. Exceptions to this policy will be granted only by prior arrangement, and only for serious cause.
4. In general, a grade of incomplete will only be granted in the case of serious illness or other serious cause. Please note that additional work to raise a final course grade will not be permitted. Other changes to final grades will be made only in the event of error in grading, recording of grades, or computational errors.
5. Academic misconduct: Please refer to UWS 14.03 (University of Wisconsin Oshkosh Student Discipline Code, pp. 2-9) for information on academic misconduct (<http://www.uwosh.edu/dean/studentdisciplinecode.html>). Pay particular attention to UWS 14.03 (definition of academic misconduct) and UWS 14.04 (disciplinary sanctions). Please note that all incidents of
6. academic dishonesty will be reported to the appropriate university authorities.

It is not acceptable for two or more students to work together and turn in the same work unless the assignment is specifically a group assignment. In the case of a group assignment, groups are treated as a unit and the sharing of work between groups is not permitted.

Plagiarism is defined as the use of another’s work without attribution. It is acceptable to use a published solution to a particular problem if the solution’s source is documented. If you are using material from a published source or an organization’s internal documents, that source must be documented or referenced. If proprietary materials are utilized, appropriate permissions must be obtained.

7. The published schedule is tentative and may be changed at any time. An up-to-date schedule is available on-line. Changes will be advertised by e-mail.

8. The instructor reserves the right to alter the grading policy if circumstances warrant. Any change in grading policy will be announced.

Students with Disabilities

Students with Disabilities:
The University of Wisconsin Oshkosh is committed to providing reasonable accommodation for students with disabilities. Please contact the Disability Services [Dean of Students Office, 125 Dempsey Hall, (920) 424-3100 (Voice), (920) 424-1319 (TTY)] for the University’s accommodation request form and documentation requirements or visit their website at: http://www.uwosh.edu/deanofstudents/disability-services/. Information related to an individual’s accommodation request and/or arrangements will be confidential and will be shared with relevant University personnel or offices on a “need to know” basis.

Early Alert

UW Oshkosh conducts an Early Alert program for all 14-week undergraduate courses to provide students with performance feedback early in the term so that appropriate action can be taken if needed. You will receive an e-mail from Academic Advising with the subject Early Grade Report on October 9th. Please read the e-mail carefully and see me if your grade is lower than a C and/or you have not attended class regularly.