

Revised 05/08/2009

PROPOSAL SUMMARY AND ROUTING FORM

Proposal Title: ISIN 390 – Developing a Web Presence (experimental)

Initiating Unit or Individual: Information Systems Management

Contact Person's Name: Greg Gogolin e-mail: ismgreg@yahoo.com phone: 3159

Date or Term of Proposal Implementation: Summer 2010

- Group I - A – New degree/major or major, redirection of a current offering, or elimination of a degree, major or minor**
- Group I - B – New minors or concentrations**
- Group II - A – Minor curriculum clean-up and course changes**
- Group II - B – New Course**
- Group III - Certificates**
- Group IV – Off-Campus Programs**

Group/Individual	Signature	Date	Vote/Action *
Program Faculty	Greg Gogolin	2/4/10	<u>4</u> Support <u>0</u> Support with Concerns <u>0</u> Not Support
Department Faculty	<i>Jim Uebel</i>	2/24/10	<u>13</u> Support <u>3</u> Support with Concerns <u>0</u> Not Support
Department Head	<i>Jamie Uebel</i>	2/24/10	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
College Curriculum Committee	↓		<input type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Dean	<i>[Signature]</i>	3/19/10	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
University Curriculum Committee	↓		<input type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Senate	↓		<input type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Academic Affairs	<i>Dan Hulse</i>	2/23/10	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support

* Support with Concerns or Not Support must include a list of specific concerns. Votes must be shown for faculty groups. Administrators check appropriate action taken.

To be completed by Academic Affairs		
_____ President (Date Approved)	_____ Board of Trustees (Date Approved)	_____ President's Council (Date Approved)

VPAA
MAR 23 2010
PROVOST

1. Proposal Summary

This proposal is to create a course focused on developing a presence on the World Wide Web. This includes design and management considerations, how to develop and deploy a web page, and the use of graphics and other media. Integration of social media, best practices, security and promotion are also included.

The course competencies were developed in consultation with ISI, CIS and Music Industry Management faculty as a means of providing tangible skills that will differentiate Ferris students from graduates of competing programs at other universities. The skill set and knowledge transfer that are part of this class have been identified as critical employment skills. It is anticipated that more departments within the College of Business will integrate this course into their programs.

2. Summary of All Course Action Required*

- a. **Newly Created Courses to FSU:**

Prefix	Number	Title
ISIN	390	Developing a Web Presence

- b. **Courses to be Deleted From FSU Catalog:**

Prefix	Number	Title
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- c. **Existing Course(s) to be Modified:**

Prefix	Number	Title
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- d. **Addition of existing FSU courses to program**

Prefix	Number	Title
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- e. **Removal of existing FSU courses from program**

Prefix	Number	Title
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3. Summary of All Consultations

Form Sent (B or C)	Date Sent	Responding Dept.	Date Received & by Whom
Form C – Library	2/5/2010		

4. Will External Accreditation be Sought? (For new programs or certificates only)

_____ Yes _____ No

If yes, name the organization involved with accreditation for this program.

5. Program Checksheets affected by this proposal.

n/a

CREATE NEW COURSE

FORM F
Create New Course
Rev. 07/23/07

Course Data Entry Form

I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Notes

1. Complete each item in Section I and Section II.
2. If this course is to be used as a prerequisite for other university courses, Form Fs that reflect the prerequisite change must be submitted for those courses as well.

Term Effective (6 digit code only): 201005 Examples: 200801(Spring), 200805(Summer), 200808(Fall)

Note: The first four digits indicate year, the next two digits indicate month in which term begins.

II. PROPOSED FOR NEW COURSE: Complete all sections a through r. See manual for clarification.

a. Course Prefix ISIN b. Number 390 c. Enter Contact Hours per week in boxes.
LECTure 3 LAB INDEpendent Study – Check (x)
Practicum: Seminar:

d. Course Title: Developing a Web Presence (Limit to 30 characters/spaces.)

e. College Code: COB f. Department Code: ISIN
Credit Hours: Check (x) type and enter maximum and minimum hours in boxes.

g. Type: Variable Fixed h. Minimum Credit Hours 3 i. Maximum Credit Hours 3

j. May Be Repeated for Added Credit: Check (x) Yes No

k. Levels: Check (x) Undergraduate Graduate Professional

l. Grade Method: Check (x) Normal Grading Credit/No Credit only (Pass/Fail)

m. Does proposed new course replace an equivalent course? Check (x) Yes No

n. Equivalent course: Prefix Number See instructions on Replacement courses.

o. CATALOG DESCRIPTION – Limit to 75 words – PLEASE BE CONCISE.

This course is intended to explore what is involved in developing a web presence for people with no programming background. Students examine technologies used to create and maintain a presence on the world wide web. Development of web pages, utilization and integration of graphics, social media, and usability will be explored. Security and management issues, as well as site promotion will also be covered.

p. Term(s) Offered: F,S (See instructions for listing.) q. Max. Section Enrollment: 25

r. Prerequisites/Co-requisites/Restrictions: (If none, leave blank.) Limited to 100 spaces. Sophomore standing or instructor permission.

UCC Chair Signature/Date: _____

Academic Affairs Approval Signature/Date: _____

To be completed by Academic Affairs Office: - Standard & Measures Coding and General Education Code
 Basic Skill (BS) General Education (GE) Occupational Education (OC) G.E. Codes

Office of the Registrar use ONLY

Date Rec'd: _____ Date Completed: _____ Entered: SCACRSE __ SCADETL __ SCARRES __ SCAPREQ __



Concerns on ISIN 390/305

Jim Woolen to: Shannon Yost

03/16/2010 04:40 PM

Cc: Barbara L Ciaramitaro, Douglas Blakemore, Greg Gogolin, James H Jones

Shannon:

My concern is similar to those expressed by CIS and Accountancy faculty: that is, it seems that the proverbial "cart is being placed before the horse" due to expediency. This primary use of experimental courses are to "test drive" a concept before creating a permanent course. While I understand their argument for submitting both the experimental and permanent courses at the same time, I still have concerns that it will create more "paper work" if adjustments are necessary after running the experimental version of the course twice.

Having stated my concern I also want to state that this is the MS-ISM faculty's program, and as such, I will support their decision to move forward with this ISIN course.

Dr. Jim Woolen, CCP (Certified Computing Professional)
Department Head, AFIS [Accountancy, Finance & Information Systems]

FERRIS STATE UNIVERSITY, College of Business

119 South Street, BUS 212H – Big Rapids, MI 49307

☎ Phone 231-591-2436

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To: Greg Gogolin/FSU,
Cc: Jim Woolen/FSU, Douglas Blakemore <ismdoug@gmail.com>, Jim Jones <jim@secure99.net>, Barbara L Ciaramitaro/FSU, Clyde W Hardman/FSU, ,
Bcc:
Subject: ISIN 390

ISI Team,
390 course proposals need only be approved by Program Faculty, Department Head, College Dean, and Academic Affairs.

Because you took this proposal to the AFIS Department Meeting, there was a recorded vote of 13 support and 3 support with concerns. I took this proposal to the Dean, however, the concerns are now a part of the proposal and therefore need to be addressed.



201005 ISIN 390DevelopingWebPresence-Proposal.PDF

Please respond with your justification/explanation to address the proposal concerns and I will include them with the proposal going forward.

Have a wonderful week!!
Shannon Yost, Secretary III
College of Business - Graduate Programs
119 South Street, BUS 212C
Big Rapids, MI 49307-2284
Phone (231) 591-2168, Fax (231)-591-3521
website <http://cbgp.ferris.edu>

Concern #1: Sequencing, i.e., a new course is being proposed simultaneously with an associated experimental course (ref: Amy Buse point #1 and Steve Jakubowski).

Response #1: We proposed both classes simultaneously in order to have the full course in place Sp11. Restrictions on experimental course offerings (maximum 2 times) and anticipated demand means that this course will need to run in Sp11 as a full course (having run as experimental in Su10 and Fa10). In order to have a full course approved for Sp11, the proposal is being put forth now. Regarding modification of the full course based on experimental course results, this is not prevented by the concurrent proposal, as adjustments can be made to the approved full course prior to its initial offering in Sp11. However, it will be difficult, if not impossible, to have a new course proposal initiated and approved for Sp11 if we wait for the experimental class to complete (in either August 2010 or December 2010). Running a class as experimental prior to full class proposal and approval is not required in the university curriculum manual, but we acknowledge the value of experimental courses. Under the current joint proposal, we will benefit from any lessons learned during the experimental class offerings while still being able to meet student needs without interruption.

Concern #2: The course should have a generic or ISYS prefix (ref: Amy Buse point #2 and Andy Suhy point #2).

Response #2: Regarding the ISIN prefix, this class does have a security component, is relevant to the ISIN curriculum regarding security and other components, is within the expertise of the ISI faculty, was conceived and developed by ISI faculty, and is expected to be taught by ISI faculty. Regarding the generic prefix, there is no provision at the university for such a prefix, so this suggestion is not possible even if it were desirable.

Concern #3: The course is an updated version of ISYS 130 (ref: Andy Suhy point #1).

Response #3: The content and intent of these two courses is different. ISYS 130 is an introduction to the Internet, while ISIN 305 covers multiple aspects of developing, managing, promoting, and securing a presence on the Internet. ISIN 305 addresses different issues at a more advanced level than ISYS105. The relevant course descriptions follow:

ISYS 130: An introductory course designed to acquaint the student with the internet. The student will use the various internet applications (WWW Browsers, E-mail, FTP, and Telnet), learn searching techniques, and how to create basic web pages (HTML Authoring). For non-CIS majors.

ISIN 305: This course is intended to explore what is involved in developing a web presence for people with no programming background. Students examine technologies used to create and maintain a presence on the world wide web. Development of web pages, utilization and integration of graphics, social media, and usability will be explored. Security and management issues, as well as site promotion will also be covered.

NEW COURSE INFORMATION FORM

Course Identification:

Prefix:	Number	Title
ISIN	390	Developing a Web Presence

Course Description:

This course is intended to explore what is involved in developing a web presence for people with no programming background. Students examine technologies used to create and maintain a presence on the world wide web. Development of web pages, utilization and integration of graphics, social media, and usability will be explored. Security and management issues, as well as site promotion will also be covered.

Course Outcomes and Assessment Plan:

1. Evaluate and understand characteristics of effective web sites and digital media.
Assessment: Classroom exercises, assignments and/or assessments.
2. Explain the technical environment and considerations in the life cycle of web development and hosting.
Assessment: Classroom exercises, assignments and/or assessments.
3. Demonstrate an understanding of effective use of graphics, complex file types and social media.
Assessment: Classroom exercises, assignments and/or assessments.
4. Develop, publish and promote a web presence.
Assessment: Classroom exercises, assignments, assessments, and/or web portfolio.

Course Outline including Time Allocation:

- | | |
|--|--|
| <ol style="list-style-type: none"> 1. Basic web design/usability/hci/architecture <ul style="list-style-type: none"> - use of color and font - consistent navigation and look & feel, reusable objects, click counting - web server, test server, css - directory/subdirectory/assets 2. Html, Cascading Style Sheets, Content <ul style="list-style-type: none"> - design - databases - content management systems 3. Graphics and Media <ul style="list-style-type: none"> - optimization - watermarks - management 4. Publishing/turnover process/backups <ul style="list-style-type: none"> - search engine seeding - metatags, keywords, etc. - testing and site validation - source code management 5. Security <ul style="list-style-type: none"> - platform - authentication - privacy 6. Integration with social media <ul style="list-style-type: none"> - embedding - dependencies and implications 7. Establishing a web development environment <ul style="list-style-type: none"> - technical and development environment - personal web server - classes of necessary tools | <p>25%</p> <p>20%</p> <p>20%</p> <p>10%</p> <p>10%</p> <p>15%</p> <p>10%</p> |
|--|--|