

PROCESS A NON-GENERAL EDUCATION - CURRICULUM PROPOSAL
LIBRARY RESOURCE FORM REQUIRED

SCC #04-05- 116

Deadlines:

October 4, 2004 to be implemented Fall 2005 ~ February 14, 2005 to be implemented Spring 2006

PROPOSAL TITLE: New Course proposal: Business Web Applications

Sponsor(s): Daniel J. McFarland, Ph.D.

E-Mail: mcfarland@rowan.edu Ext: x5426

E-Mail: _____ Ext: _____

DEPARTMENT: Management & MIS

COLLEGE: College of Business

If Liberal Arts & Sciences CHECK: History/Humanities Math/Sciences Social/Behavioral Sciences

UNDERGRADUATE GRADUATE

THE ATTACHED **NON-GEN-ED** PROPOSAL IS BEST DESCRIBED BY THE ITEM(S) CHECKED

New non gen-ed course

Short-term non gen-ed course

Minor curricular changes (fewer than three) to:

Existing non gen-ed course

Non gen-ed degree requirements

Major

Minor, specialization, concentration, track, certificate program

THE FOLLOWING SIGNATURES REPRESENT APPROVAL

Department Chair: [Signature] Date: 10/15/04

Department Curriculum Chair: [Signature] Date: 10/5/04

Academic Dean: [Signature] Date: _____

COLLEGE CURRICULUM COMMITTEE

OPEN HEARING Date: 11/29/04 Approved Not Approved

COLLEGE CURRICULUM CHAIR: [Signature]

Senate Curriculum Chair Signature: [Signature] Date: Senate Announcement _____

Comments: _____

EXECUTIVE VICE PRESIDENT/PROVOST Signature: [Signature] Date: 4/18/05

Approved Not Approved

Date: 4/27/05 Course Description Received & Approved by Reg's Taxonomy & Course #: 0702428

Registrar Signature: [Signature]

NOTIFICATION FORWARD

- SCC Chair
- Academic Dean
- Department Chair
- Registrar
- IR
- CAP
- VP Student Affairs
- Others

Tm 5/25/05

Rowan University
CURRICULUM PROPOSAL
LIBRARY RESOURCE FORM

The purpose of this form is to provide a channel of communication between the library and faculty changing and designing new courses/programs. The information will be used to assess the resources available in the library, and to identify resources the library should acquire to support the course program. The information will also provide rationale for institutional support for library acquisitions. This form should be completed in a coordinated effort between the course sponsor(s) and the academic department liaison librarian. THIS FORM MUST BE COMPLETED FOR ALL CURRICULUM PROPOSALS.

- The sponsor(s) complete parts A & B. If assistance is required to complete parts A & B, please notify the liaison librarian.
- Forward this form to the librarian who will complete parts C, D & E.

This form must be completed and attached to the original curriculum proposal before being approved by the Senate Curriculum Committee

A. College: College of Business Department: Management & MIS
 Proposed by: Daniel J. McFarland, Ph.D. Date: August 27, 2004
 Course Title: BUSINESS WEB APPLICATIONS
 Anticipated Date for Course/Program Offering: Fall 2005

B. List specific resources that should be acquired to support this course.
 None.

C. Describe the resources available in the library to support this course/program, including reference, monographic, electronic databases, audio-visual materials, etc. A summary statement is sufficient.

Access to electronic library database resources. Specifically, ABI/Inform, Proquest, ~~Lexis/Nexis~~,
ACM Digital Library IEEE
Science Direct Applied Science + Technology

D. List key periodicals available in the library to support this course/program.
 None. Too many to list.

E. Librarian comments and recommendations

Name: LIBRARIAN LIAISON Connie Rosenberger Librarian Signature: Connie Rosenberger

NEW COURSE PROPOSAL:
BUSINESS WEB APPLICATIONS

Details

- a. Course Title: **Business Web Applications**
- b. Hegis Number: 0702.4xx
- c. Sponsor(s): Dan McFarland
- d. Credit Hours: 3 s.h.
- e. Course Level: Undergraduate Senior 400 level
- f. Prerequisites:
 - a. Completion of 90 s.h. as a Business Administration (0501) or Accounting Major (0503) AND
 - b. Enterprise Computing II (070x.xxx) AND
 - c. Advanced Database Management (0702.410)
- g. Suggested time and scale of implementation: The course will be offered for the first time Fall 2005, and will be offered every fall semester.

Curricular Effect

Specialization Impact: This is a newly developed, required MIS course. A proposal to change the MIS Specialization is simultaneously submitted to reflect this new requirement.

Offerings: This proposal will have no impact on other departments and colleges within the University.

Adequacy: Current faculty members are qualified to teach this course.

Recommended Library Resources: The existing library holdings and online databases will satisfy the library requirements for the proposed course.

Short-term Evaluations: Not applicable.

Rationale

The Management and MIS department is committed to improving the educational experience of students through the process of continuous improvement and outside verification of progress. As such, the MIS faculty are preparing to apply for the newly established ABET accreditation in IS. To earn this accreditation, the MIS curriculum must satisfy the learning objectives of an accepted, standardized curriculum model. There is only one standardized MIS curriculum model namely, the IS 2002 Model. This course proposal is designed to partially satisfy the IS 2002 Model learning objectives.

Essence of the Course

a. Objectives of the course in relation to student outcomes:

Businesses use the web for many purposes, for example, to provide information about their products and/or services, and to transact business with other businesses as well as with consumers. Intranets are also being used to provide services to employees, especially in the area of human resources management. Applications are also being redesigned to work within a web browser so that changes can be made to websites, databases, etc., on a common platform requiring virtually no employee training for use. In this class students will learn about the various uses of the Internet and intranets to conduct business. They will learn how to create dynamic, business web sites that interact with a production database, enforce appropriate error checking and data validation, and adhere to good system design principles. They will be able to create external facing web sites that can be kept up to date by internal facing administrative sites (which they will also create).

b. Topical Outline/Content:

Students will learn how to create web pages with various types of functionality as required in the business environment. At this time the course will utilize ColdFusion, XHTML, and CSS to accomplish the above learning objectives. Over time, the specific tools may be changed, as appropriate. All material covered in this course will be required in the new course, MIS Capstone Experience.

The following topics will be taught in significant detail.

- ✓ Displaying a business' catalog in a website, which is always up to date, by interfacing with the production database.
- ✓ Creating a full-purpose administrative site that controls the business' website through a browser, and enforces access controls through passwords, etc.
- ✓ Ensuring a consistent look and feel for the business through code re-use, etc.
- ✓ Creating web forms for consumer use (e.g., site logins, business shopping carts, etc.)
- ✓ Creating web forms for internal business administration (e.g., to update information in a database for such purposes as changing the cost of a product, and adding or deleting a product).
- ✓ Ensuring that customers input valid data and providing appropriate and helpful error messages.
- ✓ Creating drill-down search interfaces, and understanding where they more appropriate to use than a form interface.
- ✓ For all design aspects, considering the human factors involved.

The following topics, taught in prerequisite courses, will be significantly utilized and, therefore, reinforced.

- ✓ Database design (including entity-relationship diagrams and normalization,
- ✓ Database creation, and
- ✓ SQL (for database retrieval and manipulation).

c. Evaluation of students and grading procedure:

Students will be evaluated by examinations and lab assignments.

d. Course Evaluation:

Course evaluation will be consistent with practices in the Management/MIS Department and the College of Business. Student evaluations will be administered each semester. Additionally, the MIS academic program review, which is conducted each year looks at the value of each course in relation to student learning objectives and in conjunction with student results on the standardized MIS specialization assessment instrument.

Results of Consultations

J. Results of Consultation:

From: Jennifer Kay <kay@elvis.rowan.edu>

To: ROWANDOM.GWIA."harper@rowan.edu", ROWANDOM.GWIA."Rusu@rowan.edu",
ROWANDOM.GWIA."mcfarland@rowan.edu", ROWANDOM.GWIA."Fleming@rowan.edu",
ROWANDOM.GWIA."baliga@rowan.edu", ROWANDOM.GWIA."Amer@rowan.edu",
ROWANDOM.GWIA."nlt@elvis.rowan.edu", ROWANDOM.GWIA."hartley@elvis.rowan.edu",
ROWANDOM.GWIA."hamilton@rowan.edu"

Date: Wednesday - October 6, 2004 2:01 PM

Subject: Consultation for MIS program

To: Bob Fleming, Chair, Management/MIS Department
From: Computer Science Curriculum Committee
Re: MIS major curriculum proposal

Thank you for giving the Computer Science Department the opportunity to review and comment on the following proposals:

- New Course: Business Systems
- New Course: Business Web Applications
- New Course: Project Management
- New Course: MIS Capstone Experience
- Change in Math/Science Gen Ed Requirements for Business Administration Major
- Change in Prereqs, Name, Hegis, and Description for Information Systems Planning and Network Management
- Change in Prereqs for Management Information Systems
- Change in Prereqs for Design of Database Systems
- Change in Prerequisites and Hegis Number for Advanced Database Management
- Change in Prerequisites for Seminar in MIS
- Change in Prerequisites for E-Business: IS Perspective
- Major Curricular Change, Change in Required Courses and Restricted Electives for MIS Specialization.

We support these proposals.

We understand that there is no accreditation in MIS available, and therefore you have decided to apply for accreditation in Information Systems which falls under the "Computing" area of the Accreditation Board for Engineering and Technology. It is our belief that you should further increase the number of Computer Science courses in the MIS specialization beyond simply Enterprise Computing 1 and 2 in order to support your accreditation, but we recognize that you prefer not to do so at this time.

While we support your application for accreditation, we would NOT be supportive of a change in the name of your department or degree to Information Systems. We believe that a degree in Information Systems should be a joint program of both Computer Science and Management / MIS.

--

Jennifer Kay, Chair

Rowan University

Computer Science Department

201 Mullica Hill Road

Glassboro, NJ 08028

email: kay@elvis.rowan.edu

voice: 856-256-4806

fax: 856-256-4741

web: <http://www.rowan.edu/~kay/>

Mail Message

Novell.

Close Previous Next Forward Reply to Sender Reply All Move Delete Read Later Properties

From: Berhe Habte-Giorgis (Berhe Habte-Giorgis)
To: Daniel J. McFarland
Date: Friday - October 8, 2004 10:56 AM
Subject: Re: Consultation request: MIS Curriculum Changes

Dan

The Marketing Department supports your course proposals. The hegis number for Principles of Marketing is 200 level, as pointed out by Manny.

Berhe Habte-Giorgis
Chair, Department of Marketing

Catalog Description

Business Web Applications – Fall Only
Hegis Number: 0702.4xx-28

Prerequisites:

- a. Completion of 90 s.h. as a Business Administration (0501) or Accounting Major (0503) AND
- b. Enterprise Computing II (070~~x.xx~~^{1.140}) AND
- c. Advanced Database Management (0702.410)

Students will learn how to create web pages with various types of functionality as required in the business environment. Students will create web pages to display a business' catalog, allow customers to select and place items in a shopping cart, etc. Human factors will be considered for all design aspects.

Additional Library Resources in Support of Business Technology

ACM Digital Library, put out by the Assoc. for Computing Machinery, is a collection of citations and full-text ACM journal and newsletter articles and conference proceedings.

Science Direct is the online resource covering the vast majority of Elsevier publications. These publications can be searched broadly or by smaller subject-focused coverage, such as Business, Management & Accounting, Computer Sciences, and Decision Sciences. Below I have pasted the resulting search page when one chooses to search the Decision Sciences titles:

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4 of the 6 journals with the highest Impact Factor in the category Operation Research and Management Science* are available on ScienceDirect

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No. 3  Impact Factor **1.316**
[Decision Support Systems](#)

No. 5  Impact Factor **1.248**
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[Investment and Risk](#)
International Journal of Production Economics

No. 6



Impact Factor **1.158**

Transportation
Research Part B:
Methodological

* Data obtained from the 2003 ISI Journal Citation Reports®

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HORMS

Handbooks in Operations Research and Management Science

author **GATEWAY**
<http://authors.elsevier.com>

Helping authors get published

IEEE: Though first considered an electrical engineering resource, these publications also cover much in the computer science field., providing detailed articles for MIS studies.

Applied Science & Technology: ex. Ran a search on decision support systems and got almost 10,000 peer-reviewed journal articles.

Emerald