

COURSE SYLLABUS
COLLEGE OF BUSINESS
FALL SEMESTER, 2011



CIS 350-01 (In-Class)

BUSINESS APPLICATIONS OF MICROCOMPUTER SOFTWARE

INSTRUCTOR: Mrs. Jackie Williams

OFFICE HOURS: Mon.: 8:00-12:00
Wed.: 9:00-12:00

OFFICE LOCATION: Keller 232

OFFICE TELEPHONE: (256) 765-4301 (please leave message)

E-MAIL: Angel CIS 350 Course Site E-mail (preferred)
UNA Portal: jtwilliams@una.edu (emergency)

FAX: (256) 765-4811

HOME PAGE: Login to unaportal.una.edu, click the "My Courses and Academic Services" tab, click the "Click here" under My Courses, click the "BUS APPL MICROCOMPUTER SOFT" link. You will want to use the "Check Browser" option to determine if your browser is configured to use the Angel Course Management Sites.

CLASS LOCATION: Raburn Wing of Keller Hall, Computer Lab R210

COURSE TIME: MW 1:30-2:45 p.m.

SECTION NUMBER: 01 (10732)

CREDIT HOURS: 3

PREREQUISITE: CIS 125

METHOD OF PRESENTATION: In-Class section

COURSE DESCRIPTION:

CIS 350: Multimedia in Business Reports and Meetings. A study of the media formats and access technologies necessary to prepare and deliver business presentations enhanced by data from digital media sources. Emphasis is placed on the theoretical and practical aspects of design and implementation of digital multimedia presentations. Exposure to interactive multimedia and virtual meeting formats is included.

COURSE OBJECTIVES:

The student will be able to:

1. Utilize current technical concepts and theories to generate presentations/meetings using specialized multimedia formats. ABET (A), AACSB (1)
2. Communicate effectively and efficiently with clients, users, and peers both verbally and in writing, using appropriate terminology. ABET (J), AACSB (1)
3. Using appropriate collaboration tools, teams will work toward a common goal by integrating personal initiative and group cooperation. ABET (I)), AACSB (3)
4. Demonstrate an understanding of best practices and standards and their application as related to multimedia business reporting. ABET (G)), AACSB (1)
5. Demonstrate the ethical and legal use of media. ABET (F)), AACSB (4)

GRADING SCALE:

Assignments are due on the assigned due date. Late assignments will only be accepted with grade penalties when deemed appropriate by the instructor.

Assignments should be:

- Files should be saved according to directions in the Photoshop textbook with the student first name and last name. Ex: Bison Edited-First name Last Name
- Labeled with the student name,
- Labeled with the text problem number, and page number
- Depending on instructions up-loaded to CIS 350 Course Management Site.

Final grades will be assigned on the basis of the following grading scale:

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

COURSE EVALUATION PROCESS (Grade Components)

	<u>Percentage</u>
Quizzes and Projects	20%
Textbook Assignments	30%
<u>Exams</u>	50%
Total Percentage	100%

REQUIRED TEXTBOOK, SOFTWARE AND SUPPLIES:

COURSE TEXTBOOKS: Two separate textbooks

Required: 1st textbook:

Shelly G. B.& Starks, J. J. (2011). Adobe photoshop CS5 comprehensive. Boston, MA: Cengage Learning. ISBN 9781111868789.

Required: 2nd textbook

Vaughn, T. (2011) Multimedia: making it work 8Th edition. McGraw-Hill. ISBN 0071748466.

IMPORTANT TECHNICAL SUPPORT CONTACT INFORMATION:

- UNA Portal: <http://www.una.edu/faq/>
- Angel Support: <http://www.una.edu/ets/tutorials.html#angel>
- Student Data Files: CD in book

- Link for Microsoft Office The Ultimate Steal Deal (Purchasing Office Professional 2010): <http://www.microsoft.com/student/office/en-us/default.aspx>

TOPICS COVERED:

Multimedia Skills
Text
Sound
Images
Animation
Video
On-line meetings
Adobe Photoshop CS5

ACADEMIC HONESTY—UNIVERSITY POLICY:

Plagiarism and cheating are serious offenses and may be punished by failure on exam, paper or project; failure in course; and or expulsion from the University. For more information refer to the "Academic Dishonesty" policy in the University Undergraduate Catalog. For this class, it is permissible to assist classmates in general discussions of computing techniques. General advice and interaction are encouraged. Each person, however, must develop his or her own solutions to the assigned projects, assignments, and tasks. In other words, students may not "work together" on graded assignments.

ADA ACCOMODATION STATEMENT—UNIVERSITY POLICY:

In accordance with the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, the University offers reasonable accommodations to students with eligible documented learning, physical and/or psychological disabilities. Under Title II of the Americans with Disabilities Act (ADA) of 1990 and Section 504 of the Rehabilitation Act of 1973, a disability is defined as a physical or mental impairment that substantially limits one or more major life activities as compared to an average person in the population. It is the responsibility of the student to contact Developmental Services prior to the beginning of the semester to initiate the accommodation process and to notify instructors within the first three class meetings to develop an accommodation plan. Appropriate, reasonable accommodations will be made to allow each student to meet course requirements, but no fundamental or substantial alteration of academic standards will be made. Students needing assistance should contact Developmental Services.

DROP PROCEDURES—UNIVERSITY POLICY:

Process to Drop Courses by E-mail (Preferred): Any student wishing to drop a class may logon to their secure UNA email account and send an email to their instructor of record and a copy of the email to the Registrar's Office at registrar@una.edu . This will be valid for online courses as well as regular courses. The email MUST come from the student's UNA portal account. The Registrar's Office will officially drop a student from the course after receiving a response from the instructor which includes permission to drop and their grade of W, WP, or WF. In the email, be sure that you include your full name, UNA ID number, course section and 5 digit course registration code.

On Campus Process (Alternative): The first step is to notify your instructor and request a drop slip. After receiving the signed drop slip from your instructor, you MUST turn in the drop slip to the registrar's office in Bibb Graves.

WITHDRAWAL POLICY —UNIVERSITY POLICY:

Withdrawal from the University. Students who wish to withdraw from the University up to and including the Friday that falls one week after the designated midterm date must first notify the Office of the Registrar and follow official procedures. The grade of W will be recorded for each registered course.

Withdrawal from the University after the Friday that falls one week after the designated midterm date requires consultation with the Office of the Dean of Enrollment Services. In cases where withdrawal from the University is unavoidable, such as a medical emergency, the grade of W will be uniformly recorded. In cases where withdrawal from the University is optional the student will receive grades of WP (withdraw passing) or WF (withdraw failing) assigned by the instructors.

Note: Failure to comply with these requirements seriously prejudices the student's academic standing as well as future readmission. Also, see notes and exceptions below.

Withdrawal from a Course. A student may withdraw from a course with a grade of W up to and including the Friday that falls one week after the designated midterm date by bringing a completed withdrawal slip (signed by the instructor) to the Registrar's office. After that deadline and up to the Wednesday that falls two weeks prior to the last day of class, a student may withdraw from a course with a grade of WP (withdraw passing) or WF (withdraw failing) assigned by the instructor. During the final two weeks of class, withdrawal is not permitted except in extraordinary circumstances. Permission of both the instructor and department head is required, and the grade of WP or WF will be assigned by the instructor. Also, see notes and exceptions below.

Withdrawal during Summer Sessions. During any summer term a student may withdraw from individual courses with a grade of W through the Friday preceding the last class day. After that deadline, withdrawal requires permission of the instructor and department head attached to any course from which withdrawal is contemplated, and a grade of WP or WF will be assigned by the instructor(s).

CIS 350-01, Fall 2011 SYLLABUS ADDENDUM

COURSE COMMUNICATION:

Login to unaportal.una.edu, click the "My Courses and Academic Services" tab, click the "Click here" under My Courses, click the "BUS APPL MICROCOMPUTER SOFT" link, You will want to use the "Check Browser" option to determine if your browser is configured to use the Angel Course Management Site.

If you have difficulties with Internet Explorer, you may want to download and try the Firefox browser from:

http://www.mozilla.com/en-US/launch/?utm_id=Q406&utm_source=google&utm_medium=ppc&utm_campaign=postlaunch&qclid=CNXUI5GQt4wCFSQVgQodhSPQLA

Each student is REQUIRED to check Angel email and homepage for new postings at least twice weekly.

- **E-mail Communication:** (monitored daily through the week, less often on weekends) **Please use the class e-mail unless there is an emergency.** In case of emergencies send the email to both Angel email and the following e-mail address jtwilliams@una.edu. In your e-mails to me, please use "CIS 350 class and section number - your name" in the subject line.
- **Phone Communication:** On your phone messages, please leave your name, class, section number, phone number, and message. Please speak slowly and clearly.

CLASS ATTENDANCE:

CIS Departmental Attendance Policy: Whenever a student's cumulative absences for any reason - excused or unexcused- exceed the equivalent of three weeks of scheduled classes and activities (one week in each four-week session or two weeks in the eight week summer term), no credit may be earned for the course at the discretion of the professor."

CLASS PROCEDURES:

This course is a lecture/laboratory class. This means that each student is responsible for maintaining the schedule for assignments and exams. Lectures will be beneficial to your becoming proficient with the material covered. Each student should be prepared to participate in class discussions.

CLASS OPERATIONS:

This course is a lecture/laboratory class. This means that each student is responsible for maintaining the schedule for assignments and exams. Lectures will be beneficial to your becoming proficient with the material covered, it is important that you view the video lectures, follow along, and take good notes. Each student should be prepared to participate in class discussions.

EXAMS:

Taking Exams: Exams will be taken in class using the Lockdown Browser.

Exams will be completed during scheduled times and dates in a COB computer lab unless circumstances warrant otherwise. In the event of a properly justified absence from an exam, the final exam will be allowed to count for the missed EXAM. This is not to be construed as an excuse to skip an exam. Missing more than one exam will result in a ZERO for all but one of the exams missed.

ASSIGNMENTS AND GRADING POLICY:

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MANE CARD:

The UNA labs are equipped with printers that students may use to print, when necessary. A Mane Card is required to print in the labs in the CIS computer labs.

UNA College of Education: Alignment of Alabama State Department of Education Standards for Business and Marketing Education

Standard	Assessment
290-3-3-.25(1)(a)4. Knowledge of computer technology, information processing, and interactive multimedia.	Selected exam questions related to Course Objective #1 (that also aligns with ABET accreditation standard A and AACSB accreditation standard 1): "Utilize current technical concepts and theories to generate presentations/meetings using specialized multimedia formats" – Passing score