DIFD 321, section 001  
Information Systems and Organizations  
Fall 2015  
Department of Computer Science and Quantitative Methods  
College of Business Administration  
Winthrop University  

Class Time:  Wednesday 6:30 pm – 9:15 pm  
Instructor:  John Rouda, MS, MBA  
Office:  513 Thurmond  
Email:  roudaj@winthrop.edu  
Web Address:  http://faculty.winthrop.edu/roudaj/  
Office Hours:  Available by appointment  
Classroom:  Thurmond 101  

Course Description  
The course includes an introduction to business concepts for students with a serious interest in web design. This course introduces the beginnings of finance, accounting and business as it pertains to web design. There is also a section which deals specifically with branding and site design. Students will understand the basic language and functional areas of business through the lens of Digital Commerce and the practices of market segmentation and target audiences.  

Course Credit  
DIFD 321 is a 3 credit hour course.  

Course Prerequisites  
Minimum grade of C- for CRTW-201 or CRTW-201H and DIFD-211  
Minimum grade of C- for WRIT-102 or WRIT-102H and DIFD-211  

Texts  
- Jab, Jab, Jab Right Hook,  
  by Gary Vaynerchuck  
- Accidental Creative  
  by Todd Henry  
- Digital Business & E-commerce Mgmt  
  by Chaffey – 6th Edition  

Grading Policy  
Homework:  20%  
Online Assignments/Quizzes:  30%  
Midterm Exam:  25%  
Final Exam:  25%  

Late homework will lose 10 points for every 12 hours that they are submitted late. Online quizzes must be completed on time.  

Final letter grades for the course will be based on the following scale:  
A  100 to 90.00  
B  89.99 to 80.00  
C  79.99 to 70.00
Attendance Policy
Exam material will be based on class lectures and discussions. Not all lecture material will come from the textbook. Hence, it will be extremely difficult to successfully complete the course without coming to class.

Course Objectives
After completing this course, the student will:

1. Functional Business Areas of Digital Commerce
   • understand the basic language and functional areas of business through the lens of Digital Commerce;
   • understand the basic components of how economics effects business;
   • understand how basic account principles such as a balance sheet, income statement and statement of cash flows;
   • understand the role of the global economy and how it affects small and medium sized businesses;
   • understand the impact of technology to business and business practices;
   • understand how the roles of leadership and ethics in a business;

2. Market Segmentation
   • know the purpose of targeting an audience for a website;
   • understand the processes of finding your target market and segmenting that market;
   • understand the benefits of having a focused market which to present your website;

3. Branding and Site Designs
   • know the basics of designing useful sites;
   • understand navigation, forms and functionality of web sites;
   • understand the themes and styles and how they apply to branding on a website.

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COLLEGE OF BUSINESS EXPECTATIONS REGARDING PROFESSIONALISM IN THE CLASSROOM

The College of Business Administration is a professional organization with a well-defined and widely disseminated mission of student development. Accordingly, each class represents a gathering of professionals and professionals-in-training. The instructor’s job as a professional is to deliver quality instruction in each class, to start and end each class on time, to be responsive to student perspectives, issues and questions, and to treat each student respectfully. The student’s job, as a professional-in-training is to be prepared for class, to be on time, to attend all classes, and to be respectful of others in the classroom.

In accordance with and pursuant to these roles the following guidelines were established to specify to students (both present and prospective) faculty expectations regarding their behaviors

1. **Students will attend all class meetings.** There are no automatically “excused” absences. In the event that you will be unable to attend a class session, you should inform your professor in advance as a matter of professional courtesy just as you would/should with an employer.
2. **Students will arrive in advance of the beginning of the class session.** Late arrivals are disruptive, inconsiderate and unprofessional. Professors may make arrangements for delinquents, but are not obliged to do so. Those not present at the beginning of the classroom period will be considered absent.

3. **Students will not converse among themselves during class except when instructed to do so.** When a student creates a disturbance in the classroom, instructors will either ask the student to desist immediately or speak to the student at the conclusion of class. Repeat offenders will be sanctioned.

4. **Students will not leave class before its conclusion.** Early departures are disruptive, inconsiderate and unprofessional. Professors may make arrangements under some circumstance, but are not obliged to do so. Those not present at the conclusion of the classroom session will be considered absent.

5. **Students will have procured textbook/materials prior to the first class.** Instruction will begin with the first class meeting and consume the remainder of the class period.

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**STUDENTS WITH DISABILITIES**

Winthrop University is dedicated to providing access to education. If you have a disability and require specific accommodations to complete this course, contact the Office of Disability Services (ODS) at 803-323-3290. Once you have your official notice of accommodations from the Office of Disability Services, please inform me as early as possible in the semester.

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