



College

College of Business and Technology

Fall 2026 17-AUG-2026 - 09-OCT-2026

Course Information

- Course Prefix: IS
- Number: 3053
- CRN: 21058
- Credits: 3
- Title: Website Design & Management

Instructor Information

- Dr. Bill Rosener
- Instructor Email: rosener@nsuok.edu
- Instructor Phone: (918) 456-4482
- Office Location: Tahlequah / [221-D Business and Technology](#)
- Zoom: <https://nsuok.zoom.us/j/9184564482>
- Homepage: <https://www.billrosener.com>
- Office Hours: [Fall 2026](#)

Course Delivery Method

[Online \(Asynchronous electronic delivery\)](#)

Workload/Credit Hour Statement

The federal definition of a credit hour requires one hour of instruction time and two hours of out-of-class student work per credit per week [34 CFR 600.2]. By multiplying the number of credit hours a course is worth by three clock hours' instruction/preparation time, you can determine the minimum average per week for "time on task." For example, in a 3-credit online course, you should plan on a minimum average of 9 hours per week of "time on task." In online or blended courses, the "traditional" credit hour contact hours are defined by the number of hours of "time on task." Time on task includes any time that students spend interacting with course materials and participating in learning activities, including but not limited to readings, projects, assignments, videos, student-student or student-professor interaction, and exams.

Class Days / Meeting Times

[Asynchronous learning - you can complete the work on your own schedule.](#)

Course Prerequisites and/or Co-requisites (if any)

Sophomore standing or above or instructor permission.

Catalog Description



NORTHEASTERN
STATE UNIVERSITY

This course is an introduction to designing and managing web sites and developing e-business solutions. Students will learn to create interactive, dynamic websites capable of performing on-line transactions. Other topics include: HTML markup tags (tables, frames, image maps), graphics (scanning, retouching, clipping, adding drop shadows, creating animated and transparent images), HTML forms, CSS, XML, and programming scripts (PHP, ASP, VBScript, JavaScript).

Course Purpose / Goals

Program Requirement

Student Learning Outcomes

Upon successful completion of IS 3053 – Website Design & Management, students will be able to:

1. Design interactive, standards-based websites using HTML, CSS, XML, and other web technologies to create accessible, responsive, and user-centered web interfaces.
2. Develop dynamic web applications by implementing client-side and server-side scripting technologies to support user interaction, data processing, and web functionality.
3. Create and optimize digital media assets for web deployment by applying graphic design principles, image editing techniques, and multimedia optimization to enhance user experience.
4. Implement secure e-business solutions by integrating web forms, database connectivity, scripting, and transaction processing while applying web security and usability best practices.

Instructional Methods / Strategies

The expected course outcomes will be realized through a variety of instructional strategies including: training videos, lecture notes, textbook, and other related readings and activities. Additional course materials will be provided as handouts, assigned URLs, or placed on the Web.



NORTHEASTERN STATE UNIVERSITY

Learning Outcome Assessment Methods

	Points
Task #1	10
Assignments*	380
Discussions**	30
Exam #1	30
Exam #2	30
Exam #3	30
Exam #4 / Final Project	100
Total:	610

*38 Assignments (10 points each)

** (Introduction, Post, Reply) - 10 points each

Instructional Materials

Listed below is an **OPTIONAL** textbook that would make a great reference and would help you with several of the assignments; however, it is not required to complete this course.

- [Adobe Photoshop CC 2023: The Professional Portfolio Series](#),

Students might consider purchasing a USB flash drive (e.g., Jump Drive). These portable storage devices can be very helpful in storing, carrying, and transferring information between home and school. All students are expected to have their accounts on the NSU networks by the end of the first week of the semester.

Grading Policy / Scale

Your Average	Grade
$X \geq 90\%$	A
$90\% > X \geq 80\%$	B
$80\% > X \geq 70\%$	C
$70\% > X \geq 60\%$	D
$60\% > X$	F

Generative AI Use Policy

Use of AI Generally Permitted (Within Guidelines)

Students are encouraged to use AI tools, such as ChatGPT, in this class, provided they clearly acknowledge their usage. Guidance on citing AI usage in one's work will be provided. This includes using ChatGPT or other AI tools for brainstorming or revising assignments, provided the generated content is appropriately attributed. Students must identify AI-generated content in submissions and explain how the AI tools contributed to the work process and final product. Transparency about the use of AI tools in one's work is crucial for maintaining academic honesty and the intellectual fairness of a productive learning environment. If unsure whether AI use is permitted for a specific assignment, consult the instructor before submitting the work. Unauthorized or improperly attributed use of AI tools may be considered academic dishonesty, constituting a clear violation of the Northeastern State University Student Handbook.

Class and Instructor Policies

All work is to be prepared and submitted according to the directions given. Extended illness, injury, or emergency situations will be handled on a case-by-case basis at the professor's discretion.



Academic Policies / Required Information

Please go to the following weblink: [Academic Affairs Syllabus Information link](#) for required information pertaining to:

Academic Misconduct
Americans with Disabilities Act Compliance
Behavioral Intervention Team
Inclement Weather/Disaster Policy
Release of Confidential Information
Student Handbook
Teach Act
Textbook Information
Title IX

Student Support

Students enrolled in postsecondary education are required to self-identify if they would like to request services on the basis of disability. Student Disability Services provides or arranges reasonable accommodations and services to qualifying students. You can learn more here:

[Student Disability Services](#)

Students who may need assistance accessing sufficient food to eat every day, lack a safe and stable place to live, or who may be experiencing mental health challenges impacting their performance in the course are urged to contact Student Affairs or HawkReach Counseling Services for support. Additional resources are available through the Food Pantry (NSU-BA) and Rowdy's Resource Room (NSU-Tahlequah). NSU-Muskogee also houses a resource room. An online report may also be submitted through the [Report Concern link](#).

Course Concerns or Complaints

Students who wish to express a concern about a course or academic issue are encouraged to follow this process. Students who want to file a course grade appeal should consult the next section.

First, conference with the faculty member. Most concerns can be handled through dialogue with the course instructor.

Second, if the instructor is unable to resolve the issue, the student may talk with the department chair. If the student does not know who the department chair is, s/he can contact the registrar with the course prefix and number, and that office can provide the information.

Third, if the department chair is unable to resolve the issue, then the student is welcome to contact the assistant or associate dean. If the student does not know who the assistant / associate dean is, s/he can ask the department chair or contact the registrar.

Fourth, if the assistant / associate dean is unable to resolve the issue, the student may contact the college dean.

It is important that the student initiate action (not parents, partners, or other relatives) and begin at the faculty or department chair level as most issues can be resolved there.



Grade Appeal

A student may petition a course grade change by using the [Grade Appeals Timeline and Policy](#) if satisfactory resolution cannot be achieved after informal grade review conferences with the instructor, department chair, and/or Dean's office. The Grade Appeals Process must be formally initiated with a written appeal to the Dean within four months following awarding of the original course grade. Please contact the dean of the college in which the grade was given for a copy of the grade appeals process and the conditions which allow for the appeal of a course grade.

Class Calendar with Assignment Due Dates

[Steps to completing this course.](#)