

<b>Unit Title</b>	Website Development: A Business Focus
<b>Programme(s)/Course</b>	Business
<b>Level</b>	5
<b>Semester</b>	Semester 1
<b>Ref No:</b>	MIS-2-205
<b>Credit Value</b>	20 CAT points
<b>Student Study hours</b>	Contact hours: 52 Student managed learning hours: 148
<b>Pre-requisite learning</b>	Business Systems unit at level 4 or equivalent
<b>Co-requisites</b>	None
<b>Excluded combinations</b>	None
<b>Unit Coordinator</b> <b>[Name + e mail address]</b>	Ralph Gharibi <a href="mailto:gharibr@lsbu.ac.uk">gharibr@lsbu.ac.uk</a>
<b>Parent Department</b>	Business Studies
<b>Parent Course</b>	BA Business Studies & BA Business Administration
<b>Description</b> <b>[100 words max]</b>	This unit focuses on business related Internet and website development and is aimed at Business Studies students. It covers broad issues relating to the Internet community and websites, search engines and common basic strategies concerning website promotion & security. The unit also includes development of a successful business website using Dreamweaver software application (currently CS5 version) + hosting the site at an ISP or the LSBU. The unit also enables students to use the server technology and introduce a database link in a website.
<b>JACS Code</b>	
<b>Aims</b>	To provide students with the practical as well as theoretical knowledge necessary to satisfactorily address the issues that help with the development and promotion of a successful business website.
<b>Learning outcomes</b>	<b>Knowledge and Understanding:</b> To understand the hierarchical structure of a website and issues relating to the design of a successful website and the copyright. Gain practical experience of creating and hosting a website. To have the knowledge on how search engines operate

	<p><b>Intellectual Skills:</b> To understand the factors that contribute to the development of a good business website. Comparing search engines Working with and relating to others</p> <p><b>Practical Skills:</b> To be able to design a website</p> <p><b>Transferable Skills:</b> Use of software applications Communication Thinking critically Report writing</p>
<b>Employability</b>	To have the necessary skills to design and host a well structured business website.
<b>Teaching &amp; Learning Pattern</b>	<p>Lectures, seminars, and practical sessions.</p> <p>Lecture: 1 hour per week Seminar and practical session: 3 hours per week</p>
<b>Indicative content</b>	<p>The technology and structure behind the Internet and ISPs.</p> <p>Broad issues relating to the Internet community and business websites, search engines and type of search methods (Boolean, Meta).</p> <p>Strategies concerning business website promotion including the third party promotion services, security and copyright issues, attractive website features, Internet marketing resources, technical issues of developing a successful business site and understanding the importance of HTML (hypertext mark up language), SGML (standard generalised mark up language) &amp; XML (extensible mark up language).</p> <p>Practical-</p> <p>Hands-on with search engines, good and bad websites, basic maintenance (files &amp; folders) and developing &amp; hosting a business website using Dreamweaver software application (currently CS5 version). The website would also include a search, linked to a basic database.</p>

<b>Assessment method (Please give details – elements, weightings, sequence of elements, final component)</b>	<p><b>Two part assessment;</b></p> <p>The first part (Coursework 1) will be practical and will include the development of a business website and hosting the site.</p> <p>The second part of the assessment will be a written assignment (Coursework 2) and can include topics and case studies relating to the search engines, business website security, promotion, comparison and latest web development tools and techniques. This coursework will also test student's ability to critically appraise/compare/ contrast business websites.</p> <p>Coursework 1 50% Coursework 2 50%</p> <p>Minimum pass mark for coursework is 30%. To pass, the average mark must be at least 40%.</p>
<b>Indicative Reading</b>	<p><b>CORE READING:</b></p> <p>Adobe Dreamweaver CS5 hand-outs</p> <p>Adobe Dreamweaver CS5 in 24 Hours, Betsy Bruce, SAMS</p> <p>Web Page Design in Easy Steps (in Full Colour), Brian Austin.</p> <p><b>OPTIONAL READING:</b></p> <p>As Dreamweaver CS5 is very new, soon there will be many more new and interesting books on the market. You may like to check.</p> <p>Creating Web Pages for Dummies, Bud E. Smith and Arthur Bebak</p> <p>Curt Cloninger, Fresh Styles for Web Designers, new Riders Publishing.</p> <p>James G. Lengel, The Web Wizard's Guide to Web Design, Addison Wesley.</p> <p>Jennifer Niederst, Web Design in a Nutshell, A quick Reference, O'Reilly.</p> <p>Joel Sklar, Principles of Web Design, Thomson Learning..</p> <p>Barry Haynes, Wendy Crumpler, Photoshop Artistry, New Riders.</p>
<b>Other Learning Resource:</b>	<p>Use of Electronic Medium (e.g. LSBU's computer based resources- Our Intranet and the Internet). Visit: <a href="http://www.adobe.com/">http://www.adobe.com/</a></p> <p>Magazines, Journals &amp; relevant articles in newspapers.</p>