

## Liverpool John Moores University

Title: WEB TECHNOLOGIES FOR BUSINESS  
Status: Definitive  
Code: **4031BUSIS** (108203)  
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School  
Teaching School/Faculty: Liverpool Business School

| Team               | Leader |
|--------------------|--------|
| George Macgregor   | Y      |
| Christopher Taylor |        |

**Academic Level:** FHEQ4      **Credit Value:** 12.00      **Total Delivered Hours:** 30.00  
**Total Learning Hours:** 120      **Private Study:** 90

### Delivery Options

Course typically offered: Runs Twice - S1 & S2

| Component | Contact Hours |
|-----------|---------------|
| Lecture   | 12.000        |
| Tutorial  | 18.000        |

**Grading Basis:** 40 %

### Assessment Details

| Category | Short Description | Description                                                                                | Weighting (%) | Exam Duration |
|----------|-------------------|--------------------------------------------------------------------------------------------|---------------|---------------|
| Report   | AS1               | Website project plan                                                                       | 50.0          |               |
| Practice | AS2               | Website designed according to client specification, with accompanying report (2,000 words) | 50.0          |               |

### Aims

*The module aims to develop students' knowledge of Web technologies in business organisations and to develop practical knowledge of website design and management.*

## Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate knowledge of the structure of the Internet and Web
- 2 Demonstrate knowledge of XHTML and relevant Web authoring software
- 3 Design websites according to a specification, employing use of project planning techniques and software
- 4 Demonstrate understanding of templates, CSS, metadata, search engine optimisation, accessibility and usability in business website design
- 5 Explain the role of the Web in e-commerce
- 6 Analyse the potential of new Web technologies in facilitating improved business information management

## Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

|    |   |   |   |   |   |
|----|---|---|---|---|---|
| CW | 3 | 5 | 6 |   |   |
| CW | 1 | 2 | 3 | 4 | 6 |

## Outline Syllabus

*Web architecture and principles of Web design*  
*Website design using XHTML and appropriate Web authoring software*  
*Usability and accessibility in Web design*  
*Use of the Web in business*  
*Website project management*

## Learning Activities

Lectures complemented by lab sessions.

## References

|                        |                                                                             |
|------------------------|-----------------------------------------------------------------------------|
| <b>Course Material</b> | Book                                                                        |
| <b>Author</b>          | CHAFFEY, D.                                                                 |
| <b>Publishing Year</b> | 2007                                                                        |
| <b>Title</b>           | E-business and e-commerce management: strategy, implementation and practice |
| <b>Subtitle</b>        |                                                                             |
| <b>Edition</b>         |                                                                             |
| <b>Publisher</b>       | Prentice Hall                                                               |
| <b>ISBN</b>            |                                                                             |

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|------------------------|--------------------------|
| <b>Course Material</b> | Book                     |
| <b>Author</b>          | KALBACH, J.              |
| <b>Publishing Year</b> | 2007                     |
| <b>Title</b>           | Designing Web navigation |
| <b>Subtitle</b>        |                          |
| <b>Edition</b>         |                          |
| <b>Publisher</b>       | O'Reilly                 |
| <b>ISBN</b>            |                          |

|                        |                                    |
|------------------------|------------------------------------|
| <b>Course Material</b> | Book                               |
| <b>Author</b>          | MUSCIANO, C. & KENNEDY, B.         |
| <b>Publishing Year</b> | 2007                               |
| <b>Title</b>           | HTML & XHTML: the definitive guide |
| <b>Subtitle</b>        |                                    |
| <b>Edition</b>         |                                    |
| <b>Publisher</b>       | O'Reilly                           |
| <b>ISBN</b>            |                                    |

|                        |                                                             |
|------------------------|-------------------------------------------------------------|
| <b>Course Material</b> | Book                                                        |
| <b>Author</b>          | NAUGHTON, J.                                                |
| <b>Publishing Year</b> | 2001                                                        |
| <b>Title</b>           | A brief history of the future : the origins of the Internet |
| <b>Subtitle</b>        |                                                             |
| <b>Edition</b>         |                                                             |
| <b>Publisher</b>       | Phoenix                                                     |
| <b>ISBN</b>            |                                                             |

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|------------------------|--------------------------|
| <b>Course Material</b> | Book                     |
| <b>Author</b>          | NIEDERST, J.             |
| <b>Publishing Year</b> | 2006                     |
| <b>Title</b>           | Web design in a nutshell |
| <b>Subtitle</b>        |                          |
| <b>Edition</b>         |                          |
| <b>Publisher</b>       | O'Reilly                 |
| <b>ISBN</b>            |                          |

|                        |                                                 |
|------------------------|-------------------------------------------------|
| <b>Course Material</b> | Book                                            |
| <b>Author</b>          | ROSENFELD, L. & MORVILLE, P.                    |
| <b>Publishing Year</b> | 2007                                            |
| <b>Title</b>           | Information Architecture for the World Wide Web |
| <b>Subtitle</b>        |                                                 |
| <b>Edition</b>         |                                                 |
| <b>Publisher</b>       | O'Reilly                                        |
| <b>ISBN</b>            |                                                 |

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|------------------------|------------------------------|
| <b>Course Material</b> | Book                         |
| <b>Author</b>          | SHEA, D. & HOLZSCHLAG, M. E. |

|                        |                                                         |
|------------------------|---------------------------------------------------------|
| <b>Publishing Year</b> | 2005                                                    |
| <b>Title</b>           | The zen of CSS design: visual enlightenment for the web |
| <b>Subtitle</b>        |                                                         |
| <b>Edition</b>         |                                                         |
| <b>Publisher</b>       | New Riders                                              |
| <b>ISBN</b>            |                                                         |

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## Notes

Assessment one is to develop a website design project plan employing planning techniques and software. The website plan will be based on a client specification circulated by the teaching team. The plan will be complemented by a report explaining and justifying the listed tasks, their timing, and the potential contribution the website might make to the client's e-business strategy.

Assessment two involves the design of website based on the client specification, exemplifying good design principles, accessibility and usability, metadata and CSS. The submitted website will be accompanied by a report (circa 2,000 words) documenting the rationale behind the design. Report will also include a website map and examples of how the website could be improved with new, emerging Web technologies.