FUNDAMENTALS OF WEB AND APP DESIGN

Course code	*IT105*
Compulsory in the programmes	*Compulsory*
Year of study	*2*
Semester	*Autumn*
Level of studies	*Undergraduate*
Number of credits	*6 ECTS (48 in-class hours; 2 consultation hours; 112 hours of individual work)*
Course coordinator (title and name)	*Dokt. Dovile Kurpytė-Lipnickė*
Prerequisites	*None*
Language of instruction	*English*

THE AIM OF THE COURSE:

The course aims to give the students the foundations for the development of a webpage (including a mobile version) and a mobile application, using a range of technologies. A particular emphasis is placed on the usability and accessibility and the fact that one does not need to have deep technological skills and be fluent in programming language to develop an attractive and well-functioning we/app. The syllabus is strongly focused on the application of practical skills and knowledge. By the end of this course, the students will be able to put a website or a development a social media app present for the idea they are developing as part of their Complex Project as part of the overall BA programme.

MAPPING OF COURSE LEVEL LEARNING OUTCOMES (OBJECTIVES) WITH DEGREE LEVEL LEARNING OBJECTIVES (See Annex), ASSESMENT AND TEACHING METHODS

Course level learning outcomes (objectives)	Degree level learning objectives (Number of LO)	Assessment methods	Teaching methods
CLO1. The student is able to apply gained knowledge to build basic website and mobile app	LO11	Web / app	Lectures; practical work
CLO2. The student can discuss the trends and critical issues between different approaches used in web development	LO2	Reflections	Lectures
CLO3. The student can create the content that attracts attention and leads to future monetary returns		Video reflection	Lectures, discussions
CLO4. The student can build an actionable approach to web/app development based on consumer and market insights.	LO9	Web/app Video reflections	Lectures, discussions, case studies

ACADEMIC HONESTY AND INTEGRITY

The ISM University of Management and Economics Code of Ethics, including cheating and plagiarism are fully applicable and will be strictly enforced in the course. Academic dishonesty, and cheating can and will lead to a report to the ISM Committee of Ethics. With regard to remote learning, ISM remind students that they are expected to adhere and maintain the same academic honesty and integrity that they would in a classroom setting.

Current structure of the course reflects regular student feedback that is highly appreciated and collected both formally (after completing the course) and informally (during the course). The variety of learning methods used in the course assumes regular

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check-ups including student presentations during workshops, as well as the final research project evaluation allowing for student guidance regarding the individual learning progress.

COURSE OUTLINE

Week (and class)	TOPICS	IN-CLASS HOURS	
		In-class hours	Readings
1	Website structure and hosting: how websites function, their structure, and the ins and outs of choosing a website name and selecting an online host	2	TBA
2	Introduction to web design: Building sites from scratch, template, framework	2	TBA
3	Web usability and accessibility	2	[1] [2]
4	Phases of web design: wireframe/design sketches; coding; validation and review	2	TBA
5	HTML basics: setting up template, creating links, working with images and tables	2	TBA
6	Cascading style sheets (CSS) for graphical design and layout	2	[1]
7	Creating HTML forms	2	TBA
8	WordPress: create/edit content, links and images; add/organise widgets	2	TBA
9	Basics of Java	2	TBA
10	APIs	2	TBA
11	Creating mobile apps: optimising content	2	TBA
12	Building Android App	2	TBA
	Total:	24	
	CONSULTATIONS	2	

FINAL GRADE COMPOSITION

Type of assignment	Evaluation (%)
Group components 40%	
Developed website	40

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Individual components 60%	
Video to reflect on how the website was created	30
Final exam	30
Total:	**100**

DESCRIPTION AND GRADING CRITERIA OF EACH ASSIGNMENT
Final exam. The final exam covers material from topics 1-11 (including the required reading). The exam will consist of multiple-choice and open-ended questions and be given in class according to the schedule. Note that questions are comprehension and application, so you must know the definition, but also know how concepts are applied in real marketing situations.

Discussion assignments. This is where exploratory learning happens and ideas and perspectives can be presented beyond the readings and assignments. The discussion questions will be presented for each class based on case studies. Opinions and arguments must be supported with citations to readings, research and relevant examples. In an online semester, discussion will happen in posts and comments on the eLearning system. In an on-campus semester, discussions will happen during the seminars.

RETAKE POLICY
If final (cumulative) mark of the course, including final exam score, is insufficient, students will be allowed to exercise their right of retake. The retake exam will cover all lectures topics discussed in class during the course. It will be held during the last week of the exam session and will replace the individual components and will have 60 % of the mark.

RECOMMENDED READINGS
[1] Steve Krug Don't Make Me Think: A Common Sense Approach to Web Usability, 2nd Edition

[2] Paco Underhill (2000) Why we buy: The science of shopping, Simon and Schuster

ADDITIONAL READINGS

ADDITIONAL REMARKS

Self-study. The large component of the class is based on self-study. The lectures are there only to guide you. The responsibility to study and advance in the subject rests with you as a student.

Participation. Your participation will be evaluated based on the individual/group assignments you submit on eLearning system and peer-evaluation.

Deadlines. All assignments must be submitted at the specified day and time and late submissions will not be accepted.

Ethics. The strength of the university depends on academic and personal integrity. In this course, you must be honest and truthful. Ethical violations include cheating on exams, plagiarism, reuse of assignments, improper use of the Internet and electronic devices, unauthorized collaboration, alteration of graded assignments, forgery and falsification, lying, facilitating academic dishonesty and unfair competition.

DEGREE LEVEL LEARNING OBJECTIVES

Learning objectives for the <u>Bachelor of Business Management</u>
Programmes:
International Business and Communication, Business Management and Marketing,
Finance, Industrial Technology Management, Entrepreneurship and Innovation

Learning Goals	Learning Objectives
Students will be critical thinkers	BLO1.1. Students will be able to understand core concepts and methods in the business disciplines
	BLO1.2. Students will be able to conduct a contextual analysis to identify a problem associated with their discipline, to generate managerial options and propose viable solutions
Students will be socially responsible in their related discipline	BLO2.1. Students will be knowledgeable about ethics and social responsibility
Students will be technology agile	BLO3.1. Students will demonstrate proficiency in common business software packages
	BLO3.2. Students will be able to make decisions using appropriate IT tools
Students will be effective communicators	BLO4.1. Students will be able to communicate reasonably in different settings according to target audience tasks and situations
	BLO4.2. Students will be able to convey their ideas effectively through an oral presentation
	BLO4.3. Students will be able to convey their ideas effectively in a written paper