Course Specifications
Valid as from the academic year 2018-2019

Advanced Website Management (A704030)

Course

Lecturers in academic year 2018-2019
Bastiaansen, Stef LW22 staff member
Vanroy, Bram LW22 staff member
Lefever, Els LW22 lecturer-in-charge

Offered in the following programmes in 2018-2019
Postgraduate Certificate Computer-Assisted Language Mediation 5 A

Course offerings and teaching methods in academic year 2018-2019
A (semester 1) English seminar: practical PC room classes 22.5 h
self-reliant study activities 22.5 h

Course size (nominal values; actual values may depend on programme)
Credits 5.0 Study time 150 h Contact hrs 45.0 h

Teaching languages
English

Keywords
Website management, HTML, CSS, CMS, content management system

Position of the course
This course’s main objective is to offer students:
· the skills to both develop and maintain a professional website;
· a solid technical background of HTML, CSS and CMS;

Contents
The course covers the whole process of building and maintaining a professional website driven by a content management system (CMS). Though the main focus is on the more technical aspects of how such a website is built and maintained, the students are also introduced to the basic principles of web design and the functioning of web teams. Basically, this course comprises four modules:
• Basic module: how does the internet work (servers, clients, proxies, protocols, DNS, ...), how does a web team work (developers, frontend, backend, ...), the conceptual part of creating a website (define target audience, writing for the web, ...).
• HTML/CSS module: learn the principles of (x)html and css to design, develop and maintain a website.
• Database/CMS module: learn the basic principles of databases, and how to build and maintain a website using a CMS (e.g. Drupal or Wordpress).
• Use cases: the student gets a hands-on introduction to real life problems and successes a web team might encounter

Initial competences
The student:
· Has a good command of English;
· Has good computer skills: Windows (explorer), Office (Word)

Final competences
1 The student has a solid technical background (HTML, CSS, Wordpress) to build and maintain a website driven by a content management system.
2 Additionally the student is able to translate a concrete business strategy to design and develop an appropriate website using a designated CMS;
3 Additionally the student is able to write in an appropriate web-based style;
4 Additionally the student is able to understand and communicate about technical

(Approved)
Condition for credit contract
This course unit cannot be taken via a credit contract

Condition for exam contract
This course unit cannot be taken via an exam contract

Teaching methods
Self-reliant study activities, seminar: practical PC room classes

Learning materials and price
- Slides
- Exercises on learning platform: additional materials and exercises
- Estimated extended price: 0 €

References

Course content-related study coaching
Individual feedback on the exercises. Students may solicit assistance or extra information during the seminars or during the teacher’s consultation hours.

Evaluation methods
- end-of-term evaluation and continuous assessment

Examination methods in case of periodic evaluation during the first examination period
- Written examination

Examination methods in case of periodic evaluation during the second examination period
- Written examination

Examination methods in case of permanent evaluation
- Assignment, skills test

Possibilities of retake in case of permanent evaluation
- examination during the second examination period is possible

Extra information on the examination methods
First session:
- Skills tests (small assignments during the course): 50%
- Assignment (website made with Wordpress) (25%)
- Theoretic examination about the terminology (25%)

Second session:
- Assignment (website made with Wordpress) (30%)
- Theoretic examination about the terminology (70%)

Calculation of the examination mark
- Skills test (50%)
- Assignment (25%)
- Theoretic examination about the terminology (25%)

Second session:
- assignment (30%)
- Theoretic examination: (70%)

Facilities for Working Students
Can be requested from the learning track counsellor.