

INSTITUTE	FACULTY OF MANAGEMENT STUDIES
PROGRAM	BACHELOR OF BUSINESS ADMINISTRATION (HONS.)
SEMESTER	5
COURSE TITLE	WEBSITE DEVELOPMENT
COURSE CODE	04BH0508
COURSE CREDITS	3

Course Outcomes: After completion of this course, student will be able to:

- 1 Understand the Website Development Basics
- 2 Develop a Website using WordPress
- 3 Evaluate Website Performance by using various tools

Pre-requisite of course:NONE

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
4	0	0	0	30	20	25	25

Contents : Unit	Topics	Contact Hours
1	Basics of Website Designing Planning & conceptualizing a website – Types of Websites (Personal Website, Small Business & Brand), Understanding Domain names & extensions – Booking a Domain name & Hosting, Understanding role of Wireframes at Planning stage – Understanding UX & UI	8
2	Developing a Website through WordPress Understanding WordPress UI - Conceptualizing the Website – Exploring Various Themes -Designing Website, Adding Webpages – Adding other functional Addons – Mapping Domain Name, Content Management – Generating Performance Reports for the website	20
3	Creating Landing Page Understanding Lead Generation for Business – Understanding landing page – Landing Page Vs Website, Building Landing Page through WordPress – Generating Reports for Engagements through Landing Page	8
Total Hours		36

Textbook :

- 1 Digital Marketing, Seema Gupta, TMH , 2020
- 2 Wordpress Websites: Complete Step by Step Guide to Wordpress Website Creation and Blogs: 1 (Wordpress Websites for Beginners), Terence Lawfield, CreateSpace Independent Publisher, 2015
- 3 Digital Marketing - Strategy & Tactic, Jeremy Kagan, Siddharth Shekhar Singh, Wiley, 2020

References:

- 1 Digital Marketing for Dummies , Digital Marketing for Dummies , Ryan Deiss, Russ Henneberry, Wiley, 2020
- 2 The Complete Website Planning Guide, The Complete Website Planning Guide, Darryl King, Ireckon Pty Ltd, 2020
- 3 Social Media and Mobile Marketing, Social Media and Mobile Marketing, Punit Bhatia, Wiley, 2019

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
10.00	20.00	25.00	25.00	10.00	10.00

Instructional Method:

- 1 THEORY