Module (Course Syllabus) Catalogue

2023-2024

College/ Institute	Mergasor technical institute	
Department	Business Management department	
Module Name	Website Management - Morning	
Module Code	WEM203	
Degree	Technical Diploma ✚ Bachler ☐ High Diploma ☐ Master ☐ PhD ☐	
Semester	Second semester	
Qualification	Software engineering	
Scientific Title	Assistant lecturer	
ECTS (Credits)	6	
Module type	Prerequisite ☐ Core ✚ Assist. ☐	
Weekly hours	4 Hours	
Weekly hours (Theory)	(1)hr Class	(150)Total hrs Workload
Weekly hours (Practical)	(3)hr Class	(150)Total hrs Workload
Number of Weeks	16	
Lecturer (Theory)	Karez Abdulwahhab Hamad	
E-Mail & Mobile NO.	karez.hamad@epu.edu.iq & 0750 4837381	
Lecturer (Practical)	Karez Abdulwahhab Hamad	
E-Mail & Mobile NO.	karez.hamad@epu.edu.iq & 0750 4837381	
Websites	https://academicstaff.epu.edu.iq/faculty/karez.hamad	

Course Book

Course Description	A website management course is designed to teach individuals how to manage and maintain a website effectively. The course covers a range of topics including website design, development, content creation, user experience, search engine optimization, analytics, and security. The course will typically begin by introducing students to the basics of website design and development, including HTML, CSS, and JavaScript. Students will learn how to create and manage different types of websites, such as e-commerce websites, blogs, and corporate websites. Next, the course will cover content creation and management, which involves writing, editing, and publishing content to a website. This includes creating engaging and relevant content for the target audience, optimizing content for search engines, and managing a content calendar. The course will also cover user experience (UX) design, which involves creating a user-friendly and intuitive website interface that enhances the user's experience. This includes understanding user behaviour, designing user flows, and conducting user testing. Finally, the course will cover website security, which is an essential aspect of website management. Students will learn how to protect websites from potential security threats and how to implement security measures such as SSL certificates and firewalls. Overall, a website management course will equip students with the knowledge and skills necessary to manage and maintain a successful website that meets business objectives and user needs.
Course objectives	Some common objectives of website management courses may include: • Understanding the basics of website design and development: This includes learning how to create a website, how to use HTML, CSS, and other web development tools, and how to optimize a website for search engines. • Learning how to manage content on a website: This includes understanding how to create, edit, and publish content, how

	to manage images and multimedia files, and how to organize content in a way that is user-friendly. • Learning how to optimize website performance: This includes understanding how to improve website loading speed, ensuring website security, and optimizing website performance for different devices and screen sizes. • Developing marketing and advertising skills: This includes understanding how to create effective marketing campaigns, promote products or services, and use social media and other platforms to drive traffic to a website. • Learning how to manage website projects: This includes understanding project management methodologies, creating and managing project schedules, and working with teams to deliver projects on time and on budget. Overall, the goal of a website management course is to equip learners with the knowledge and skills needed to effectively manage a website, from design and development to content creation, optimization, and promotion.
Student's obligation	• Student attendance in the class and exams. Attendance is required and will be taken at the beginning of each class. If a student misses a class, it is his/her responsibility to contact me to get his/her assignments. • Students are required to attend class activities. • Students should take their homework properly and submit home works to the course module. • Preparing a report and present it. • Students are required to do a project after learning web design tools. • Students should prepare for taking quizzes for the previous lecture.
Required Learning Materials	**Required texts** **1.Online Courses:** • **Udemy** offers various website management courses, such as "The Complete Web Developer Course" and "WordPress for Beginners." • **Coursera** has courses like "Web Design for Everybody" and "Introduction to Web Development." • **Codecademy** offers courses such as "Learn HTML" and "Learn CSS." **2.Books:** • "The Website Manager's Handbook" by Shane Diffily • "Learning Web Design: A Beginner's Guide to HTML, CSS, JavaScript, and Web Graphics" by Jennifer Niederst Robbins.

3.Online resources:

- W3Schools.com is an excellent resource for learning web development. It offers tutorials on HTML, CSS, JavaScript, and other web technologies.
- Smashing Magazine is a website that provides articles and resources for web designers and developers.

	Task		Weight (Marks)	Due Week	Relevant Learning Outcome
Evaluation	Paper Review				
	A s s i g n m e n t s	Homework	10	4 to 12	Help students to get in deeper understand what has been discussed in the previous lecture
		Class Activity	2	1 to 15	This leads students to carefully focus on the lectures provides by instructor
		Report & Seminar	8	3 to 14	Helps students for searching and collecting worth information on internet related to the module ,and seminars help Students becoming good public speakers.
		Essay			
		Project	8	12	A project is required after finalizing the topics needed to design a website and this help students to conclude what they have learned in practical lectures.

	Quiz	8	1 to 15	Became familiar with final and mid-term exam questions.
	Lab.			
	Midterm Exam (Theory and Practical)	24	7	
	Final Exam Practical	25		
	Final Exam Theory	15		
	Total	100		
Specific learning outcome:	Upon completion of this course: • Understanding website design principles: Students should be able to understand the basic principles of website design, including layout, typography, colour, and imagery. • Creating and managing website content: Students should be able to create and manage website content using a content management system (CMS) or other web development tools. This should include creating and formatting text, images, and other multimedia content, as well as managing site navigation and page structure. • Search engine optimization (SEO): Students should be able to understand the basics of SEO and how it can help improve a website's visibility in search engine results. • Analytics and metrics: Students should be able to use web analytics tools to track and analyse website traffic, user behaviour, and other key metrics. • Website maintenance and security: Students should be able to perform routine website maintenance tasks, such as backing up data, updating software and plugins, and troubleshooting common issues. Overall, a website management course should provide students with a broad understanding of website design and development principles, as well as the practical skills and knowledge needed to create, manage, and optimize a website.			
Course References:	• "The Website Manager's Handbook" by Shane Diffily. • "Learning Web Design: A Beginner's Guide to HTML, CSS, JavaScript, and Web Graphics" by Jennifer Niederst Robbins.			

Course topics (Theory) and (Practical)	Week	Learning Outcome
• Course module description • Introduction to Website Management • HTML (Practical session) • Lecture revision (What discussed)	W1	• Understanding the basics of website management. • website management importance. • and its role in achieving business objectives. • Basic structure of HTML documents • HTML tags and attributes
• Previous lecture revision. • Website Planning and Development • HTML (Practical session) • Lecture revision	W2	• Website planning and development process's introduction • Requirements gathering, wireframing, prototyping, and design. • HTML formatting and layout • Semantic HTML
• Previous lecture revision. • Website Design and Usability • HTML (Practical session) • Lecture revision	W3	• Design principles. • web usability guidelines. • and user interface design best practices. • HTML forms and input elements • Creating hyperlinks and anchors with HTML
• Previous lecture revision. • Students' presentations+ feedback. • Content Creation and Management • HTML (Practical session) • Lecture revision	W4	• Creating and managing website content, including text, images, and multimedia. • HTML tables • Accessibility and web standards
• Previous lecture revision. • Students' presentations+ feedback. • Search Engine Optimization (SEO). • HTML (Practical session) • Lecture revision	W5	• Understanding the principles of SEO • optimizing web content • and measuring and reporting SEO performance • HTML media include media, video, audio, plug-ins and YouTube.
• Previous lecture revision. • Students' presentations+ feedback	W6	• Using web analytics tools to track website performance • analyse user behaviour

• Website Analytics and Reporting • CSS (Practical session) • Lecture revision		• and optimize website design and content. • Basic syntax and selectors • CSS box model
<mark>Mid-term exam</mark>	W7	-
• Previous lecture revision. • Students' presentations+ feedback • Website Maintenance and Security • CSS (Practical session) • Lecture revision	W8	• Maintaining website security • troubleshooting website issues • and updating website software and plugins. • Styling text and fonts • Working with colours and backgrounds
• Previous lecture revision. • Students' presentations+ feedback • E-Commerce Management • CSS (Practical session) • Lecture revision	W9	• Managing an e-commerce website. • including online shopping cart management • payment processing. • and order fulfilment. • CSS layout and positioning • CSS floats and clears
• Previous lecture revision. • Students' presentations+ feedback • Social Media Integration • CSS (Practical session) • Lecture revision	W10	• Integrating social media platforms into a website • including social media sharing • social media marketing • and user-generated content. • CSS grid and flexbox • CSS animations and transitions
• Previous lecture revision. • Students' presentations+ feedback • Website Performance Optimization. • JavaScript (Practical session) • Lecture revision	W11	• Optimizing website performance • including page load times • website responsiveness • and website accessibility • Basic syntax and data types • Variables, functions, and control structures
• Previous lecture revision. • Students' presentations+ feedback • Mobile Website Design and Development	W12	• Understanding mobile website design principles • and development best practices for mobile devices. • JavaScript events and event handling

• JavaScript (Practical session) • Lecture revision		• Manipulating HTML and CSS with JavaScript
• Previous lecture revision. • Students' presentations+ feedback • Website Project Management • JavaScript (Practical session) • Lecture revision	W13	• Managing website projects • including project planning, budgeting, and resource allocation. • JavaScript libraries and frameworks (e.g., jQuery, React) • Asynchronous JavaScript and AJAX
• Previous lecture revision. • Website Hosting and Domain Management • PHP (Practical session) • Lecture revision	W14	• Understanding web hosting and domain management • choosing the right web hosting service • registering and managing domain names • Basic syntax and language constructs of PHP • Variables, data types, and constants in PHP • Control structures like if/else, loops, and switch statements
Course revision and exam preparation	W15	
Final Exam	W16	

Questions Example Design

1. Compositional:

Q: What are some key elements of website management?

A: Key elements of website management include website design and layout, content creation and management, website performance and speed, search engine optimization (SEO), website security, and analytics and tracking.

Q: What are some best practices for website management?

A: Best practices for website management include regularly updating content, performing backups and security checks, optimizing website speed and performance, using responsive design, implementing user-friendly navigation, and monitoring website analytics to track user behavior and improve the user experience.

2. True or false type of exams:

True or False: Search engine optimization (SEO) is only important for e-commerce websites.
Answer: False. SEO is important for all types of websites, as it helps to improve your website's visibility and ranking on search engines, which in turn can increase traffic to your website.

True or False: It's important to regularly update your website's content.
Answer: True. Regularly updating your website's content is important for keeping your visitors engaged and ensuring that your website remains relevant and useful.

3. Multiple choices:

1. What is a domain name?

   a) A website's internet protocol address
   b) A website's name and address on the internet
   c) A website's database management system
   d) A website's security certificate
   Answer: b) A website's name and address on the internet

2. What is SEO?
   a) Search Engine Optimization
   b) Search Engine Observation
   c) Social Engineering Observation
   d) Social Engineering Optimization
   Answer: a) Search Engine Optimization

3. Which of the following is not a common website analytics tool?
   a) Google Analytics
   b) Adobe Analytics
   c) Alexa Analytics
   d) WordPress Analytics
   Answer: d) WordPress Analytics

3. Practical Questions:
Question: Create an HTML page with the following elements:

- A header with the text "My Website"

- A navigation bar with links to three pages: Home, About Us, and Contact Us

- An image with the source "https://www.example.com/image.jpg"

- A footer with the text "Copyright © 2023 My Website"

Answer:

<!DOCTYPE html>

<html>

```html
<head>
        <title>My Website</title>
</head>
<body>
        <header>
                <h1>My Website</h1>
        </header>
        <nav>
                <ul>
                        <li><a href="#">Home</a></li>
                        <li><a href="#">About Us</a></li>
                        <li><a href="#">Contact Us</a></li>
                </ul>
        </nav>
        <main>
                <img src="https://www.example.com/image.jpg" alt="Example Image">
        </main>
        <footer>
                <p>&copy; 2023 My Website</p>
        </footer>
</body>
</html>
```

Question: Create a CSS style that changes the background color of all paragraphs to light blue and the text color to white when they are hovered over.

Answer:

```css
p:hover {
  background-color: lightblue;
  color: white;
}
```

Question: How can you add an image to an HTML page?

Answer: You can add an image to an HTML page using the <img> tag. The syntax is:

<img src="image-url" alt="image-description">

Question: What is the difference between margin and padding in CSS?

Answer: Margin is the space outside of an element's border, while padding is the space between an element's content and its border.

Question: What is the difference between the <div> and <span> tags in HTML?

Answer: The <div> tag is a block-level element that is used to group larger sections of HTML content, whereas the <span> tag is an inline element that is used to group smaller sections of content within a larger block of text.

Extra notes: