



## COURSE SYLLABUS

**WARMADEWA UNIVERSITY**

WEBSITE DEVELOPMENT  
AND MANAGEMENT

BNA44M02

International Program



## WEBSITE DEVELOPMENT AND MANAGEMENT

5 ECTS

### COURSE DESCRIPTION

The course "Website development and management" has been designed to build and enhance the needed skillset and knowledge fundamentals to develop, launch, manage and maintain a website. Participants will learn about the essential tools and web development applications such as WordPress, JavaScript, and HTML. At the same time, students will be introduced to important topics such as website planning, website strategies, and the importance of user experience on a website.

### OBJECTIVES

By the end of this course, students should be able to understand:

- How to launch a website
- The basics of WordPress, HTML and JavaScript
- How to design website and to consider the user experience
- How to manage and maintain a website?

### LECTURING METHOD

The course will be presented in lecture activities, classroom assignments and discussions, case studies, special topic presentations, and homework. Students will be working primarily based on real-life stories, though additional materials can be assigned from time to time. To understand the topics covered in this course, students must read the supplied online material before class sessions to contribute thoughtfully to the class discussions and exercises.

### ACADEMIC RESEARCH

This course includes an academic research paper that must be completed during your semester. It will be based on a topic given by the lecturer and requires comprehensive research by the student. This paper will consist of methodological analysis of the latest literature and be handed in at the end of the semester. The academic research will be included in the final course grade.

### ASSESSMENT METHOD

Class attendance 30 %,  
Class participation and assignments 30 %,  
Exam 40 %,

### LECTURER

Dr. Ni Luh Putu Indiani, S.E.,  
M.M. Ni Kd Sioaji Yamayanti,  
S.E., MBA and guest lectures



## LECTURE TOPICS

Week	Topics
1.	Introduction to website development and management
2.	Website structures and preparatory work
3.	Introduction to WordPress
4.	Introduction to java script
5.	Website styling and design
6.	Design your own website: basics
7.	<b>Mid-Term Exam</b>
8.	Responsive web design
9.	User experience
10.	Building website strategies
11.	Website maintenance fundamentals
12.	Customization tools and opportunities
13.	How to launch a website in 30 days
14.	<b>Final Exam</b>

## WORKLOAD

### WEBSITE DEVELOPMENT AND MANAGEMENT (MASTER)

16 weeks

		Weeks per semester																TOTAL hrs
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
INDEPENDENT WORK	Homework, assignments	2	2	2	2	2	2	2			2	2	2	2	2	2		24
	Workshops	4																4
	Exam preparation							9								10		19
	Company visits, excursions															4		4
	Preparation for presentations and papers			2		2		2			2		2		2			12
	Preparation for class	2	2	2	2	2	2	2			2	2	2	2	2	2		24
	Follow-up for class	1	1	1	1	1	1	1			1	1	1	1	1	1		12
	Final essay paper															10		10
	Academic Research															20		20
	Course evaluation															2		2
Workshop and Excursion Paper				2												2		4
																		135
HRS OF EXAMS																		4
MANDATORY CLASS ATTENDANCE	Class Weekly hrs ~ 4	2	2	2	2	2	2	2			2	2	2	2	2	2		26
																		165
																		5
																		TOTAL ECTS