

## Global Learning Semesters

### Course Syllabus

Course: MBA-733 Web Design and Development

Department: MBA

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
MBA-733	Web Design and Development	3.7
Semester Offered	Contact Hours	Prerequisites
Summer	42	Completion of at least half of the Core Courses
Department	Level of Course	Language of Instruction
MBA	Upper Division	English

### Course Description

1. Understand the business aspects of Web Design.
2. Describe the various components of WWW sites.
3. Understand the usability aspects of web sites and employ Usability Engineering principles and tools to evaluate a web site design.
4. Explore best practices, possibilities and implementations and propose web site (re)designs that optimize its usability.
5. Explain the principles of customer-centered Web design and develop processes for the development of a customer-centered web site.
6. Design and implement WWW document using HTML.
7. Design and implement WWW documents that incorporate Java Applets.
8. Design Web-ready graphics and incorporate them into a WWW document.
9. Understand how to use Web design patterns that are applicable to a wide variety of site genres and address every aspect of Web site design.

### Instructor

Dr. Angeliki Kokkinaki

### Course Aims and Objectives

This course aims to provide a thorough understanding of the business aspects of Web sites design.

### Teaching Methods

The course is delivered through a mixture of lectures, tutorials and practical exercises and assignments.

### Course Teaching Hours

42 hours (lectures/presentations). The course is delivered during the summer session (10 days module).

## Evaluation and Grading

Mid-Term:	40%
Final Assignment:	50%
Participation:	10%

## Readings and Resources

### Required Textbook

Van Duyne, D., Landay, J. and Hong, J. (2002). The Design of Sites, Addison Wesley Professional, ISBN 020172149X

### Recommended Reading

Musciano, C. and Kennedy, B. (1998). HTML: The Definitive Guide. O'Reilly & Associates. ISBN: 0765561344