MODULE **DESCRIPTOR**

MODULE TITLE	Web Content Management Systems		
MODULE CODE	BT3023 (L6)	**CREDIT VALUE**	20 credits / 10 ECTS
SCHOOL	SCHOOL OF BUSINESS AND MANAGEMENT		

MODULE **AIMS**

Organisations, from micro sized enterprises to large organisation, are using Web Content Management Systems to provide web content and to facilitate easy maintenance of content as well as division of labour into different roles in relation to their web presence. This approach has replaced the creation of web sites from scratch as it was done in the early days of the web and is becoming the standard when it comes to establishing or maintaining a presence on the web.

This module is designed
- to give students an understanding of the Internet and the web and of the technologies used and necessary for the operation of the Internet and the web
- to introduce students to HTML
- to introduce students to PHP
- to introduce students to MySQL
- to help students develop an understanding of Web Content Management Systems and their importance.
- to enable students to plan, design, implement and manage a Web CMS for an organisation with features that are typical of most industry-standard CMS based sites.
- to enable students to explore the far-reaching effects that content management systems have had and are having upon the ways that business is conducted and information is disseminate in society.

MODULE **CONTENT**

Range and depth of material to be covered
Indicative syllabus would include:
- Introduction to dynamic web pages
- Introduction to the World Wide Web, incl. HTML
- Introduction to Dynamic Web pages, incl. PHP
- Introduction to Databases, incl. MySQL
- Introduction to Web Content Management Systems
- Management of Web Content Management Systems

Examples of Web Content Management Systems of different complexity levels

INTENDED **LEARNING OUTCOMES**

On successful completion of this module a student will be able to:

1. Understand the changes to the organisation of business functions, and the changes in business strategy, that are made possible by Web CMSs
2. Practically install and configure a CMS and appreciate the role of the server side scripting that constitutes it.
3. Understand the range of different types of CMS and their uses.
4. Understand the administrative procedures that are necessary for the successful use of a CMS in a large intranet site and in e-commerce.

TEACHING METHODS

The lectures will be used to introduce the background information necessary for students to appreciate the role Web Content Management Systems play in today's world. This will be followed by a series of lectures that will be used to introduce the fundamental ideas in current designs of CMSs and will also present an analysis of the role of CMS in business and society. Students will be given references to specific reading and exercises to follow up the lectures.

A series of workshops will support the practical use of the technology involved.

ASSESSMENT METHODS

This module is assessed through an assignment (65%) and a report (35%).