



Curriculum - 2023
BBA Hons (Entrepreneurship) Degree Program
Faculty of Management and Finance
University of Ruhuna

BTE 31343: Web Design and Development

Level: 3000

Number of Credits : 03

Course Description

This course leads to gain both theoretical aspects and practical training to enhance the knowledge, skills, and experience needed to design, develop, and maintain a website for a business purpose. In this course, students will learn how to use open-source web-based content management systems to create dynamic and flexible websites and landing pages.

Intended Learning Outcomes

At the end of the course, the student will be able to;

- Explain the fundamentals of web design and development.
- Determine the business requirements and plan a website.
- Design and develop a set of logically related web pages.
- Develop an appropriate database for the requirement.
- Demonstrate the Content Management Systems (CMS) installation including basic functionalities.
- Configure security settings and enhance optimization
- Host the interactive business website.

Teaching/Learning Methods

Lectures and Practical Sessions

Methods of Assessment

In-course Assessments	: 50%
End Semester Examination	: 50%

Course Contents

1. Fundamentals of web design and web development
2. Gathering business requirements
3. Planning and designing the website
4. Introduction to HTML, CSS and JavaScript
5. Developing website with web authoring tools
6. Database development
7. Working with web templates and plugins
8. Security and maintenance
9. Search engine optimization
10. Web hosting

Recommended Readings

1. Brian D. Miller and Jason Ackerman, *Principles of Web Design*/The latest edition
2. Andy Williams, *WordPress for Beginners 2022: A Visual Step-by-Step Guide to Mastering WordPress*/The latest edition

3. Ruchuar Bleirio, *WordPress 2023 Guide for Beginners: Mastering WordPress in Simple Steps*.