



Faculty of Economic Sciences, Communication and IT  
Information Systems

## Syllabus

### Course Approval

The syllabus was approved by the Faculty Board of Economic Sciences, Communication and IT on 1 June 2011, and is valid from the Autumn semester of 2011 at Karlstad University.

**Course Code:** ISGA97

**Business by Web and Web Analytics, 7.5 ECTS Credits**

**(Business by Web och webbanalys, 7.5 Swedish credit points)**

**Degree Level:** Bachelor

**Progressive Specialisation:** G1N (First cycle, has only upper-secondary level entry requirements)

### Language of Instruction

English.

### Prerequisites

General admission requirements. Upper secondary English B or equivalent.

### Major Field of Study

IKA (Information Systems)

### Learning Outcomes

Having successfully completed the course, a student will be able to

- discuss the concept "Business by Web" from different perspectives such as information technology and business administration,
- apply basic web analytics methods,
- discuss marketing and business communication in relation to digital media, and
- explain the influence and business value of web-based enterprise solutions.

### Content and Form of Instruction

The core of the course is a seminar series with seminar leaders from industry and academia. Different approaches to doing business by web are discussed in the seminars. Each student will write several short reports on the topics discussed in the seminars: one on web usability, one on web analysis based on traffic data from a sample web site, and one on marketing in relation to digital media.

The course is arranged by the departments of Information Systems and Business Administration. During the course, guest lecturers or visits to local enterprises with international focus will take place. The visits are arranged in cooperation with chambers of commerce and regional clusters of different industry branches.

### Reading List

See separate document.

### Examination

The examination consists of three short papers (3 pages each) on selected issues of IT in relation to business development based on the course literature, laboratory exercises, and seminars. Each student must present and discuss her/his papers in seminars. The grading of the student is based on the papers, the presentations and the discussions.

#### Grades

One of the grades Distinction (VG), Pass (G) or Fail (U) is awarded in the examination of the course.

#### Quality Assurance

Follow-up relating to learning conditions and goal-fulfilment takes place both during and upon completion of the course in order to ensure continuous improvement. Course assessment is based on student views and experiences as reported in written course evaluations and/or group discussions. Students will be informed of the result of the evaluation and of the measures to be taken.

#### Course Certificate

A course certificate will be provided upon request.

#### Additional Information

Students who enrolled before 1 July 2007 will complete their studies in accordance with the requirements of the earlier admission. Upon completion students may request degree and course certificates to be issued under the current ordinance if they meet its requirements.

The local regulations for studies at the Bachelor's and Master's levels at Karlstad University stipulate the obligations and rights of students and staff.

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