



Faculty of Arts and Social Science
Information Systems

Syllabus

Business by Web and Web Analytics

Course Code:	ISGA97
Course Title:	Business by Web and Web Analytics <i>Business by Web och webbanalys</i>
Credits:	7.5
Degree Level:	Undergraduate level
Progressive Specialisation:	First cycle, has only upper-secondary level entry requirements (G1N)

Major Field of Study:

FOA (Business Administration)
IKA (Information Systems)

Course Approval

The syllabus was approved by the Faculty of Arts and Social Science 2016-09-12, and is valid from the Spring semester 2017 at Karlstad University.

Prerequisites

General admission requirements.

Learning Outcomes

Upon completion of the course, students should be able to:

- discuss the concept "Business by Web" in relation to systems development 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

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 writes 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 offered by the departments of Information Systems and Business Administration in conjunction. The course includes guest lecturers or visits to local enterprises with international focus. The visits are arranged in cooperation with a variety of regional industrial clusters.

Reading List

See separate document.

Examination

Assessment is based on written individual assignments presented and discussed in seminars.

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 evaluation is partly based on student views and experiences obtained in accordance with current regulations and partly on other data and documentation. Students will be informed of the result of the evaluation and of any measures to be taken.

Course Certificate

A course certificate will be provided upon request.

Additional information

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