



Faculty of Arts and Social Sciences
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 Sciences 2020-01-29, and is valid from the Autumn semester 2020 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 goals,
- apply basic web analytics methods,
- discuss marketing and business communication in relation to digital media,
- explain and discuss the value of web-based enterprise solutions, and
- express themselves in writing in a way which is structured and analytically convincing, and use formatting features in word processing software.

Content

The course is co-arranged by the subjects Information Systems and Business Administration, and comprises a series of seminars led by business and academic representatives. The business representatives are from local enterprises in the Karlstad area that have an international focus. Different approaches to doing business by web are discussed in the seminars. Students practice professional writing through producing a number of 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.

Reading List

See separate document.

Examination

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

If students have a decision from Karlstad University entitling them to special pedagogical support due to a documented disability, the examiner has the right to give such students an adapted examination or to examine them in a different manner.

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.