Business Web Design Course

Name of the subject: **Business Web Design-BSc**	SUBJECT code:	Weekly hours: 2 lectures + 2 practical work	Credit: 6
Subject leader: Darko Brodic (Branislav Ivanov)	Academi Degree: Associate Professor Assistant	Prerequisites: Courses: Informatics I, Informatics II and Business Informatics	

Purpose: The aim of the course is to familiarize students with the independent website design, installation and maintenance.

Outcome: Students are trained for the independent creation of commercial websites, image processing and placement on the site, as well as for the use of MS Office software tools. They acquire the knowledge and skills that make them competent to create a fully-fledged business application.

Course description:
Rules and concepts of web design. Website Planning. Web site navigation. Website structure, HTML and HHTML and CSS (Cascade Style Sheet), JavaScript programming, JavaScript and HTML code integration, Web presentation creation using Dreamweaver, Testing a presentation, Website promotion, Reporting a site to search engines, Maintaining a presentation.

Schedule	
Weeks	**Topics**
1.	Rules and concepts of web design
2.	Website Planning
3.	Web site navigation
4.	Website structure
5.	HTML and HHTML and CSS (Cascade Style Sheet)
6.	JavaScript programming 1
7.	JavaScript programming 2
8.	Colloquium
9.	JavaScript and HTML code integration
10.	Web presentation creation using Dreamweaver
11.	Testing a presentation
12.	Website promotion
13.	Reporting a site to search engines
14.	Maintaining a presentation
15.	Definition and preparation for seminar work

Final grade: 20pt – Class attendance: 10pt lectures and 10pt exercises attendance; 20pt – Seminar project; 20pt – Colloquium; 40pt – Final exam: 20pt written and 20pt oral exam.
0-50 – Mark 5
51-60 – Mark 6
61-70 – Mark 7
71-80 – Mark 8
81-90 – Mark 9
91-100 – Mark 10

Compulsory literature:
1. Станкић, Р., Пословна информатика, Економски факултет, Београд, 2012.

Supplemental literature*:*