SUBJECT TEACHING GUIDE

M612 - Planning of Corporate Web Presence

Master's Degree in Business and Information Technologies

Academic year 2022-2023

1. IDENTIFYING DATA					
Degree	Master's Degree in Business and Information Technologies			Type and Year	Optional. Year 1
Faculty	Faculty of Economics and Business Studies				
Discipline	Professional Orientation Subjects				
Course unit title and code	M612 - Planning of Corporate Web Presence				
Number of ECTS credits allocated	2,5	Term	Semester based (1)		
Web	https://moodle.unican.es				
Language of instruction	Spanish	English Friendly	No	Mode of delivery	Face-to-face

Department	DPTO. ADMINISTRACION DE EMPRESAS
Name of lecturer	PEDRO SOLANA GONZALEZ
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Other lecturers	ELIANA ROCIO ROCHA BLANCO

3.1 LEARNING OUTCOMES
- Ability to plan the presence of organizations on the web.
- To evaluate accessibility and usability on websites.
- To know the applications and technologies that organizations can use to be present on the Internet.
- Ability to implement content management systems in organizations.

4. OBJECTIVES
To know the strategies and technologies to be used by organizations to be present on Internet and especially through the Web 2.0.
To acquire the knowledge and skills needed to plan the presence of organizations on the web.
To know the web accessibility standards and usability criteria of the applications.
To know the systems for the management of contents and to acquire the competences for its use and application in the organizations.

6. COURSE ORGANIZATION	
	CONTENTS
1	Unit 1. Corporate web planning: 1.1 Introduction to planning and corporate web presence. 1.2 Web 2.0 presence: web portals, social networks and corporate blogs 1.3 SEM - SEO positioning in search engines 1.4 Online reputation
2	Unit 2. Content management: 2.1 Technologies and tools for content management. 2.2 Content Management Systems (CMS): advantages for organizations and selection criteria. 2.3 CMS for building corporate portals. 2.4 Open source tools for content management.
3	Unit 3. Standards and web technologies: 3.1 W3C Standards and technologies. 3.2 Web accessibility and usability.
4	Group work of construction of a corporate web portal.
5	Tutorial sessions.
6	Exam.

7. ASSESSMENT METHODS AND CRITERIA				
Description	Type	Final Eval.	Reassessn	%
Exam	Written exam	Yes	Yes	40,00
Group work	Work	Yes	Yes	60,00
TOTAL				100,00
Observations				
Examination and evaluation activities may be carried out remotely if health conditions require it.				
Observations for part-time students				
Part-time students will take a test and do an individual work.				

8. BIBLIOGRAPHY AND TEACHING MATERIALS
BASIC
MATERIALES DOCENTES A DISPOSICIÓN DE LOS ESTUDIANTES EN EL AULA VIRTUAL DE LA ASIGNATURA.
Mariscal, A. B. (2018). UF1644-Canales de distribución y publicación utilizados en los sistemas gestores de información. Editorial Elearning.
Cabello, A. L. (2015). Implantación de aplicaciones web en entornos internet, intranet y extranet. IFCD0210. IC Editorial.
Fernández, J. P. (2015). Aplicación de técnicas de usabilidad y accesibilidad en el entorno cliente. IFCD0210. IC Editorial.
Celaya, J. (2008): La empresa en la web2.0: El impacto de las nuevas redes sociales en la estrategia empresarial. Gestión 2000.