STUDY SUBJECT DESCRIPTION

INTERNET SOLUTIONS FOR BUSINESS PRACTICE

Title of Study Programme and Code	Type (compulsory/optional)	Cycle	Year of study when the component is delivered (if applicable)
BUSINESS MANAGEMENT AND INNOVATIONS	Compulsory	1st	2nd year
Semester/trimester when the component is delivered	Number of ECTS credits allocated	Language of instruction	Mode of delivery (face-to-face/e- learning/…)
3rd	3 ECTS	Lithuanian	face-to-face, e-learning
Learning outcomes		Study methods	Assessment methods
After completion of the study subject, a student should be able: **LO 1** to know the content requirements for websites **LO 2** to know the criteria for assessing the quality of websites. **LO 3** to install the tools needed to build a website. **LO 4** to create a promotional website which design and content reflect the nature of the company's business. **LO 5** to find and install a module to connect an e-shop to a website. **LO 6** to perform internal optimisation of a website, helping it to achieve higher positions on search engine results pages. **LO 7** to present visual objects and text on a website in accordance with the quality requirements for website content. **LO 8** to know how to choose the right tools for website design and promotion.		Individual practical work Analysis of information sources Tutorial	Assessment of practical work Defending the results of the practice
Prerequisites (these courses must have successfully completed before she/he can take this course)			

-

1. Analysis of the criteria for selecting the design of a business website.
2. Analysis of the requirements for the textual and graphic material presented on the website.
3. Evaluating the quality of websites using an assessment tool.
4. Analysis of a variety of content management systems and selection of one for website development.
5. Website structure design.
6. Installation and configuration of the selected content management system.
7. Choosing, connecting and configuring the website template.
8. Adding menu items to the website.
9. Creating entries.
10. Creating an entry and menu interface
11. Creating a section, category and menu interface
12. Installation of additional modules, components, plug-ins.
13. Creating several different levels of users and defining their rights.
14. Uploading visual information (banners, logo, etc.) to the website.
15. Gallery setup and management.
16. Choosing and installing a plug-in to connect the e-shop.
17. Internal search engine optimisation.
18. Preparing the practice report.

Recommended or required reading and other learning resources/tools

1. Methodological guidance on the compliance of websites of public and municipal authorities and bodies with the general requirements. https://ivpk.lrv.lt/uploads/ivpk/documents/files/IVPK_leidiniai/bendieji_galut_docas_fin241.pdf
2. The main evaluation criteria for ranking a website in google search. https://www.vipartneriai.lt/seo-naujienos/pagrindiniai-google-vertinimo-kriterijai-lemiantys-svetaines-pozicijas-paieskoje/
3. Totoraitiene J. Overview of content management systems. http://medziaga.puslapiai.lt/pilnas.pdf
4. WordPress tutorial. http://wordpressakademija.lt/category/wordpress-pamokos/
5. Colours and web design. http://svetainiu-kurimas.websvetaines.lt/spalvos-ir-web-dizainas