Bachelor of Business Administration
B.B.A (ITM) Semester – III

Course Code	UM03MABBI02	Title of the Course	Fundamentals of Web Designing
Total Credits Of the Course	4	Hours per Week	

Course Objectives:	1. Become familiar with graphic design principles that relate to web design and learn how to implement theories into practice. 2. Develop skills in analyzing the usability of a web site. Understand how to plan and conduct user research related to web usability. 3. Learn the language of the web: HTML and CSS.

Course Content		
Unit	Description	Weightage*(%)
1.	**Web Page Designing -I** An introduction to HTML, HTML tags, Structure of an HTML document, Text and paragraph formatting, Ordered and unordered lists -nested lists, Hyperlinks, Images	25%
2.	**Web Page Designing –II** HTML tables, Images, Frames, framesets - nested framesets, Designing HTML forms, Multimedia tags	25%
3.	**DHTML & Cascading Style Sheets** What is DHTML? Applications of DHTML, Components of DHTML, HTML5 – Introduction, Basic tags, Introduction to Cascading Style Sheets (CSS), Ways of specifying style – inline, internal, external, Basic syntaxes	25%
4.	**Advanced Cascading Style Sheets** ID and CLASS selectors, SPAN, DIV, Font, Color, Background, Text, Border	25%

Teaching- Learning Methodology	Lectures covering the theoretical part using classroom discussion, PowerPoint presentations as well as practical demonstration.

Evaluation Pattern As per Sardar Patel University Letter: (E-3/2384) (06/01/2024)		
Sr.No.	Details of the Evaluation	Weightage
1.	Internal Written/MCQ(As per CBCSR.6.8.3)	25%
2.	Internal Continuous Assessment in the form of Practical, Viva- voce, Quiz, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	25%
3.	UniversityExamination	50%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Analyze a web page and identify its elements and attributes.
2.	Use the HTML programming language.
3.	Create web pages using XHTML and Cascading Style Sheets.
4.	Make changes on the Site.

Suggested References:	
Sr.No.	References
1.	Ivan Bayross, "Web Enabled Commercial Applications Development using HTML, DHTML, Javascript, Perl CGI", BPB, 2004.
2.	Douglas E Comer: The Internet, PHI, Second Edition, May 2000.
3.	Xavier C: World Wide Web Design with HTML, Tata McGraw Hill Publication, 2000.
4.	Eric Meyer: Cascading Style Sheets –The Definitive Guide, O'Reilly –SPD, First Edition, 2000.

On-line resources to be used if available as references material:
On-line resources:
https://www.w3schools.com/html/
https://runestone.academy/ns/books/published/webfundamentals/index.html

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