

<b>Module Title</b>	<b>Web Publishing for Business</b>
<b>Class-Contact Hours</b>	45 hours
<b>Module Value</b>	0.75
<b>Module Rationale/Aims</b>	The Internet, particularly the World Wide Web, has become an indispensable tool for business. Training in basic Web publishing skills and techniques will help our graduates to better understand the full potential and power of the internet as well as to build up their self confidence in their hunt for the first job.
<b>Pre-requisites/Co-requisites</b>	None
<b>Learning Objectives</b>	Students will be able to: <ul style="list-style-type: none"><li>• Explain the structure of the Internet and the key technical concepts behind the World Wide Web.</li><li>• Design and develop Web contents for marketing, information dispersal, and collection of business intelligence using a structured approach.</li><li>• Use advanced tools to simplify the creation and maintenance of web contents.</li></ul>