

# **COURSE OUTLINE**

## **BMGT-114**

### **Website Management for the Non-Technical Manager 1 Semester Hour**

## **HOWARD COMMUNITY COLLEGE**

### **Description**

This course is designed to help managers develop plans for business websites. Students will be able to identify the various uses and benefits of websites and learn how to optimize the website resources. Procedures for dealing with web designers, web developers and other IT staff will be covered. The student will learn about search engine optimization including the use of page descriptions and metatag keywords. (1 hour weekly)

### **Overall Course Objectives**

Upon completion of this course, the student will be able to:

1. Identify practical and easy-to-navigate web page layout.
2. Develop a website plan to meet the business objectives.
3. Review and compare existing websites.
4. Establish a vocabulary of terms often used in web design.
5. Write web content to highlight benefits.
6. Write page descriptions and metatags and research the effects on various search engines.
7. Differentiate between various types of search engines and spiders.
8. Learn to deal with web developers and IT staff. Weigh the advantages and disadvantages for in-house staff and outsourcing this function.

### **Major Topics**

- I. Website planning
  - a. Navigation layouts and general rules
  - b. Defining the overall purposes for website
- II. Dealing with Web developers and IT staff
  - a. Identification of resources (internal staff or outsourced)
  - b. Efficient use of resources
  - c. Tactics for being “in the loop”

III. Marketing and sales functions of the website

- a. Search engine optimization (keywords, page descriptions and paid placement)
- b. E-commerce uses and strategies
- c. Use for recruiting purposes. Discuss the company culture portion of the web.

IV. Review of Websites

- a. Comparison of various types of websites
- b. Develop strategies for “fixing” sites

**Course Requirements**

Grading/exams: Grading procedures will be determined by individual faculty. Requirements will include a written report, evaluation of websites, class activities, and written exam(s).

**Other Course Information**

Each student will be able to apply the course content to his/her own type of business. Assignments and activities will be modified to encourage application to the specific interests of the student.