

Course Catalogue Engineering and ICT

EXCHANGE PROGRAMME

Web and Analytics 2023-2024

University of
Applied Sciences

Windesheim



Course summary	
VOE Code: ICT.KS.WA.V22	ECTS credits: 24
Level: Bachelor's degree (full-time)	
Course Title	Web and Analytics
Type	Compulsory
Learning competences	
Learning outcomes	<p>In Web and Analytics students (re)design, implement and help improve the exploitation of a web application for actual clients. The success of a web application does not only depend on a good technical development, but also involves carefully considered features, a good infrastructure, as well as that the web application is designed in such a way that end users have an optimal experience achieving their business goals. Together with the client's product owner students will specify the goals and requirements of the web application. Once you have built a new feature, you will measure whether the intended goals have been met or not, and tweak the application or customer journey to further improve it. The students strive to realize a web app that can be used by the client's company after the semester is accomplished.</p> <p>Web and Analytics is one of the elective semesters of HBO-ICT. In these semesters, students learn to participate in projects in a professional and agile working environment. This is done in multidisciplinary teams for an actual client or a real-life setting. In this way, students learn about the professional environment, as well as other disciplines in the project.</p> <p>The feedback, evaluation and supervision focuses on preparing students as much as possible for the final graduation phase of their study program.</p>
Course content	<p>The projects and clients in Web and Analytics can range from building a minimum viable product (MVP) to optimizing an existing customer facing e-commerce platform. The assignments can vary considerably regarding the subject and contents. There is only one main requirement: at the end of the semester there must be a working web app realizing previous set business goals. Within the assignment there can be topics like requirement engineering, user research, legal aspects, security issues, marketing, data science and other challenges.</p> <p>In Web and Analytics, every project is different, which means that the learning opportunities can vary as well. It is up to the student how you choose to shape your semester. The assignment is mainly conducted at the client's premises and partly at the ICT Community at Windesheim.</p> <p>To help the students with their projects, a number of workshops can be attended. Some of them are obligatory (e.g., project management, planning), others are elective (Scrum, growth hacking, game design). The workshops are not graded individually, but are aimed to contribute to the success of the concerning project.</p> <p>During the semester, students lead knowledge-sharing sessions in which they present acquired knowledge to the rest of the class. In this way, we ensure that knowledge of innovative techniques is also passed on to the other teams. Company visits and guest lectures might also be a part of this elective semester program.</p> <p>Students enrolled in this minor will select two Professional Skills (3ECTS each course) from our list of elective courses (Leadership, Financial Management, 7 Habits etc.).</p>
Planned learning activities and teaching methods	<p>Students work on a large project for 20 weeks. The project is done for actual client or in a real-life setting. The multidisciplinary student teams of 3 to 5 students work on the project for 32 hours every week (Tuesday to Friday) at school or at the client's location. As part of the project there are project coaching sessions, workshops contributing to your project and regular presentations in which students share their obtained knowledge and progress.</p> <p>The professional skills are scheduled on Mondays. Therefore students will need to be available from Monday to Friday during this semester.</p>
Recommended or required reading and other learning resources / tools	<p>Only freely-accessible learning materials are being used, see ELO (Electronic Learning Environment).</p>

Prerequisites and co-requisites	To be able to enroll in this minor you need to have 105 ECTS and finished your propaedeutic phase.		
Level	Bachelor		
Grading scale	Portfolio assessment = 1 up to 10, 1 dec., Professional Attitude – Not Achieved/Achieved		
Assessment methods and criteria	Type of assessment	Grade weighting	Criteria
	Portfolio assessment	1	Higher or equal to 5.5
	Professional Attitude	0	Higher or equal to 5.5
Language of Instruction	English		
Name of lecturer	For information about the lecturers you can contact Swen-Peter Ekkebus		
Mode of delivery	Students are coached in their project groups on a weekly basis. Workshops will contribute to the project's needs		