Course Catalogue Engineering and ICT

EXCHANGE PROGRAMME

Web and Analytics 2024-2025

University of
Applied Sciences
Windesheim

Course summary

VOE Code: ICT.KS.INT   ECTS credits: 1   Level: Bachelor's degree (full-time)

Course Title	International Course
Type	Optional
Learning competences	
Learning outcomes	The student can give a presentation of 30 minutes for a mixed audience about the differences in (inter)cultural aspects between The Netherlands and their home country.
Course content	Content of the presentation shows aspects that vary from food and habits to teaching and/or working in a company. Some theoretical aspects need to be included, like the dimensions of Hofstede (country comparison) or the ones from Hall. It can start with a general introduction of the country itself. The 30 minutes consist of 20 minutes presentation and 10 minutes Q and A with the audience.
Planned learning activities and teaching methods	Presentation for audience
Recommended or required reading and other learning resources / tools	• Student's laptop. • Big monitor/screen in the room.
Prerequisites and co-requisites	You are required to have two years of Bachelor's study experience and English-language skills at B2 level.
Level	Advanced
Grading scale	1 up to 10, 1 dec.
Assessment methods and criteria	Pass of fail
Language of Instruction	English
Name of lecturer	For information about the lecturers you can contact Swen-Peter Ekkebus
Mode of delivery	Face to face

Course summary

VOE Code: ICT.KS.WA.V22   ECTS credits: 24   Level: Bachelor's degree (full-time)

Course Title	Project Web and Analytics
Type	Compulsory
Learning competences	
Learning outcomes	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. 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.

	The feedback, evaluation and supervision focuses on preparing students as much as possible for the final graduation phase of their study program.
Course content	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. 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. 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. 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. 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.).
Planned learning activities and teaching methods	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. The professional skills are scheduled on Mondays. Therefore students will need to be available from Monday to Friday during this semester.
Recommended or required reading and other learning resources / tools	Only freely-accessible learning materials are being used, see ELO (Electronic Learning Environment).
Prerequisites and co-requisites	You are required to have two years of Bachelor's study experience in a relevant field and English-language skills at B2 level.
Level	Advanced
Grading scale	1 up to 10, 1 dec.

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	Face to face