

# Web Development BSc (Hons)



This course will enable you to study the timeless fundamentals of web development so that you can function effectively in the web industry where skill sets change rapidly.

The worldwide web has transformed conventional business models impacting communications, processes, strategy, infrastructure, customer expectations and organisational cultures. The skills of web professionals are therefore highly prized by all types of organisation.

This course explores all the fascinating aspects of the web including the aesthetics of design, the underlying technical knowledge required and the importance of a sound, user-focussed systems approach. You will learn how to design, implement and deploy real-time interactive web pages using visual frameworks, multimedia elements and up-to-date software development technologies. You will explore e-business management and e-business implementation, as well as the legal minefield and security issues associated with online trading.

Throughout your course you will apply this learning to develop computing artefacts, such as the production of a small dynamic online shopping site.

[View a showcase of recent student work.](#)

## UCAS code

UCAS is the central organisation through which applications are processed for entry onto full-time undergraduate courses in Higher Education in the UK.

[Web Development BSc \(Hons\) G452 BSc/WebD](#)

For the latest information, check the UCAS website at [www.ucas.com](http://www.ucas.com)

## Study options

The Web Development BSc (Hons) course is available to study as a 3-year full-time or 4-year sandwich course, with the opportunity to take part in a work placement year.

## Get in touch

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For course specific information, such as module content, please contact course leader.

**Admissions Office**

01905 855111

[admissions@worc.ac.uk](mailto:admissions@worc.ac.uk)

240 UCAS Tariff points and Grade C in GCSE English and Mathematics

The University will consider each application on its individual merits and will recognise a range of qualifications not currently included in the Tariff, including Access courses, European Baccalaureate and pre-2002 qualifications such as GNVQ. Please contact the Admissions Office for advice.

Further information about the UCAS Tariff can be obtained from [www.ucas.com](http://www.ucas.com)

Applicants with no formal qualifications may be considered for Mature Student Entry Routes.

## Modules

### Year 1

The Computing Professional

Introduction to Web Development

Database Applications

Introduction to Application Development

Introduction to Game Design & Development

Two free option modules

### Year 2

Systems Analysis & Design

Systems Development

Object Oriented Design & Development

Interface Analysis

Web Authoring & Design

Computing option module

two free option modules

### Optional 1 Year Business Placement between Year 2 and 3

### Year 3

Professionalism in Context

Nature of Computing

e-commerce Technologies

e-business

Creative Web Design OR Advance Object Oriented Design & Development

Computing option module

Web Development Project (over 2 semesters)

[See the course module diagram](#)

## Assessment

Typically Computing lectures are three hours long. During this time, you will experience a range of learning activities intended to stimulate you and enable you to learn effectively.

Lectures usually begin with a classroom lesson that lasts around 45 minutes, introducing the underpinning concepts of a topic. You will be expected to participate here – by offering your opinion, by using an Electronic Voting System or by interrupting when you wish to challenge what the lecturer is suggesting.

The introductory lecture will usually be followed by a practical or a seminar session. In practical sessions you will develop software and systems using a range of development tools (e.g. Adobe CS3 Flash Professional, Adobe Dreamweaver, UnrealEngine2 Editor). In seminar sessions you may be asked to work with two or three other students on case studies which will enable you to explore the subject in greater depth. We believe that collaborative learning with your fellow students is very important.

Between lectures you will carry out further study - we adopt an 'open door' policy and you will be encouraged to seek the help of lecturers. Most class materials will be uploaded to Blackboard (our VLE) before sessions and these materials can be downloaded at

University or from anywhere with an internet connection. Many modules have set up on-line discussion facilities to enable you to collaborate with other students between sessions.

A wide variety of assessment methods are used including case studies, research projects, reports, presentations, development of software and systems and examinations.

## Ben Botfield

Graduate

Ben has set up his own web design business. Initially following graduation Ben worked at McDonald's to supplement his income. He progressed onto their graduate management programme and gained skills in 'business management' and 'managing people'. He also became involved in the development of their in-house employee website, the UK intranet and a recruitment website.

## Academic department

[Worcester Business School](#)

"We champion an imaginative ethos that combines sound business principles with instinctive commercial drive. Our students ranked us in the top 5% of universities for 'personal development'."

Mark Richardson, Head of Worcester Business School

## Employability

Graduates from this course have practical experience of web-based systems that are valuable to all employers affected by internet developments.

Career options include web design and development, systems analysis, e-business development, web architecture, software development, and IT services and support. A web degree will also provide you with the ideal platform to take on freelance web development work, or to set up a business on your own or with others.

If you wish to continue your studies, our Masters programme in Management or International Management would be a good complement to your first degree.

## Course structure

Download our [module diagrams document](#) to view our course structures in detail. Click on the links in the contents to view a specific course, or browse the complete document for information on all our pathways.

## Undergraduate Prospectus

The Worcester Business School prospectus is available to [read online](#) or as a [downloadable PDF](#).

## Work Experience

Many modules in the course enable students to relate their learning to less formal work experience through part-time, holiday or voluntary work. Many companies offer summer or other short-term placements. These can be an excellent way of building up a network of contacts and getting experience of exciting projects. Worcester Business School advertises short-term vacancies on its intranet. Recent opportunities have included summer internships with Vodafone and Macmillan, and many other national and local vacancies.

## Work Placement

The course includes a paid optional placement year so students can earn as they learn and add full time work experience to their CV. This adds real value to the qualification and helps students to gain an advantage in the graduate job market by developing valuable skills in areas like communication, time and project management, problem solving and team working.

Students can spend their placement year at an organisation of their choice, anywhere in the UK. Worcester Business School has



strong links with local businesses and many of our students take up placements in the locality with a large number of well-known organisations. Placement opportunities are available in all business sectors, including marketing, advertising, PR, HR, business management, finance and economics. Examples of employers who have previously offered placements include Aston Villa, Enterprise rent-a-car, e-on, Groupon, Hays, IBM, Intel, Marks and Spencer, Microsoft, NHS, Price Waterhouse Cooper, The House of Commons, Waitrose, Worcester Bosch and many others.

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<http://www.worcester.ac.uk/courses/web-development-bsc-hons.html>