Akademia Wychowania Fizycznego J. Kukuczki in Katowice		
Faculty of Sport and Tourism Management		
Field of study and level of education:	Management – II degree	Mode of study: Full / Part time
Course title	**WEB CONTENT MANAGEMENT**	
Name of the group of items and its symbol	**Module in the area of social sciences**	**GNS**
Education profile	General - academic	
Language of instruction	English	
Type of education module	mandatory	optional	X
Specialty	**All specialties**	
Year of study	First degree	
Semester	Second	
Number of ECTS points	Third	
Title / degree, name and surname lecturer	Luis Ochoa Siguencia PhD	
Directional learning effects - symbols	Learning outcomes	

KNOWLEDGE		
K_W01, K_W02, K_W37	K1	knows the basic principles and concepts of the theory of organization and management from its first creators to modern times, list the various schools that make up the history of this discipline
K_W17, K_W18, K_W19	K2	knows the principles of evaluation of entrepreneurial and effective activities and proper communication within the organization as well as its surroundings
K_W04, K_W09, K_W39	K3	define and select the correct type of organizational structure of the company (eg service, production) with the selected activity profile
SKILLS		
K_U02, K_U04, K_U14	S1	can use the acquired skills to create small, uncomplicated sports and tourist organizations, set its goals and assess their role in the social environment. can recognize effective actions and apply the appropriate method of managing them and choose the appropriate management style
K_U25, K_U26, K_U28	S2	can classify organizational structures useful for a given type of sports and tourist organization taking into account the specificity of their activities
K_U16, K_U19, K_U25	S3	can design organizational structures for a selected company
SOCIAL COMPETENCE		
K_K01, K_K02, K_K04	C1	is aware that knowledge in the scope of the organization's functioning as well as methods of managing it depends on many macroeconomic factors in the country and in the world, and consequently is not stable and requires constant updates and adjustments to new trends prevailing in the global economy
K_K06, K_K07, K_K08	C2	is aware that proper communication facilitates running a business and allows for optimal decision making
K_K03, K_K08	C3	is aware of the role of management in enterprises / institutions
Course contents	1. Introduction to Web Content Management. 2. Set up the CMS using the CMS web site. 3. Install the CMS on a web host.	

	4. Build a blog, including creating and organizing posts.
	5. Change the site theme and make minor customizations.
	6. Create new pages and menus for the site.
	7. Customize the CMS site with plug-ins.
	8. Create picture and media galleries.
	9. Create and manage multi-user accounts for the CMS site.
	10. Edit the CMS theme to make unique creations.
	11. Edit the code in a CMS theme.
	12. Use advanced CMS tools for backup and customization.
	13. Develop a strategy for the storage, organization, and utilization of large amounts of content on the web.
Prerequisites and additional requirements	knowledge of the English language at an advanced level in speech, writing and understanding
compulsory literature	1. Blokdyk, G. (2020). Web Content Management System A Complete Guide - 2020 Edition. 5STARCooks; p.310 2. Ochoa Siguencia, L. (2018). Contemporary Information Technologies In Business Management. Publishing House of the Research and Innovation in Education Institute, Czestochowa, p. 231.
Additional literature	1. Barker D. (2016). Web Content Management Systems, Features, and Best Practices, O, Reilly Media, p. 352. 2. Marzano G., Ochoa Siguencia L. (2017) Challenges of web-based participatory learning. [https://www.researchgate.net/publication/317169482] 3. Gródek-Szostak Z., Ochoa Siguencia L., et all., Knowledge management and ICT competencies. Case study of social inclusion of adults in a digital environment. [https://www.researchgate.net/publication/347245093] 4. Shailesh K. (2016). Enterprise Content and Search Management for Building Digital Platforms 1st Edition p. 464.
Planned forms / activities / didactic methods	Lecture: lecture with elements of discussion Workshops / exercises • Simulation and case study analysis - conducted with activating methods; • solving selected problems in task-design teams
Assessment methods	Grading / assignments
Assessment methods of learning outcomes	Lecture: written test with open / closed questions or computational tasks Exercises / workshops: students perform specific tasks and solve team problems in group work;
Criteria for assessing the achievement of the learning outcomes	Assessment criteria for passing: 1. To develop independently or in a group a given problem - a project, a multimedia presentation, an oral presentation, and activity during classes 2. It is considered to be of sufficient value when the student: a) develop the given issue - project 3. Formal requirements for receiving the pass mark: a) **very good** (5) - the student will develop a very well-designed project, and a multimedia presentation, which will be presented in the form of a speech and will show significant activity during classes b) **good plus (4+)** - the student will develop a very well-designed project, but with some shortcomings and a multimedia presentation, which will be presented in the form of an appearance will also show activity during classes c) **good-student (4)** - will develop a well-designed project and multimedia presentation, which will be presented in the class d) sufficient plus (3+) - the student will develop a well-designed project,

	but with some shortcomings and prepare a multimedia presentation e) **Sufficient (3)** - the student will develop a satisfactorily project f) **Insufficient (2)** - the student will not develop a given project or develop it badly
Professional training	not applicable
FULL TIME STUDIES Balance of ECTS points	participation in lectures = 26 hours project preparation = 13 hours preparation for passing = 13 hours total number of hours = 52 hours direct contact with the teacher 50% hours number of ECTS points = 2 points Minimum number of student work hours 2 x 26h = 52h

Evaluation of learning outcomes				
Learning outcomes	**Form of assessment**			
	Test	Project	Teaching discussion.	Presentation
K1	X	X		X
K2	X	X		X
K3	X	X		X
S1			X	X
S2		X	X	X
S3			X	
C1			X	
C2			X	
C3			X	