esade

TEACHING GUIDE - 2025-2026

Web App Programming

UGRA_004801

Departments	Data, Analytics, Technology and Artificial Intelligence (DATA), Dept. of Operations, Innovation & Data Sciences
Teaching Languages	English
ECTS	2
Teacher responsible	Jordi Tarda Valls - jordi.tarda@esade.edu

Course Goals

The objective of the web programming course is to provide students with the technical skills necessary to develop and manage effective websites. The course aims for students to understand the basic principles of HTML, CSS, and JavaScript, enabling them to create attractive and functional web pages. Additionally, students are expected to acquire knowledge about optimization and web positioning to improve online visibility. The course also includes content management and the use of web analytics tools to make informed decisions. Finally, it emphasizes the importance of web security and data protection.

Previous knowledge

No prior knowledge of programming is required.

Prerequisits

This course has no prior prerequisites.

Teaching methodology

The course follows a 100% hands-on methodology where concepts explained in class are continuously practiced. Students will develop an application that incorporates all the technologies covered during the course, including HTML5, CSS3, and JavaScript Each session involves practical exercises and real-world projects, ensuring that students apply what they learn immediately. This approach provides a comprehensive understanding of client-server architectures and web development, enabling students to build a fully functional and dynamic web application by the end of the course.

Description

Course contribution to

This course significantly contributes to the student's education by providing essential technical skills for today's digital world. Students learn to develop and manage websites, which is fundamental for any modern business. This training allows them to create attractive and functional platforms,

program

enhancing the company's online presence.

Furthermore, by becoming familiar with web analytics tools and optimization techniques, students gain the ability to improve the visibility and performance of websites. This skill is crucial for making informed and strategic decisions based on real data.

The course also promotes an understanding of the importance of web security and data protection, which are vital aspects for any organization. Overall, this technological training prepares students to lead digital projects and improve efficiency and competitiveness in the business environment.

Short description

In an increasingly digital business environment, the skills acquired in courses like this allow future managers to better understand the development and management of the company's online presence, optimizing its visibility and reach. Additionally, knowledge of digital tools and web analytics is crucial for making data-driven strategic decisions. This cross-disciplinary training in technology ensures that students are prepared to lead digital initiatives and improve efficiency in all areas of the company.

Content

#	Topic
1	Introduction: Internet, Webpages, Domain NAmes, Client - server architecture
2	HTML 5 language
3	Programming in Javascript
4	Google Analytics

Assessment

Tool	Assessment tool	Category	Weight %
Other	Attendance & Participation	Retake and ordinary round	10.00%
Group project	SEO & Analytics Strategies	Retake and ordinary round	10.00%
Quizzes/tests	Individual Quizzes	Retake and ordinary round	40.00%
Group project	Team project	Retake and ordinary round	40.00%

PROGRAMS

- BBA20-Bachelor of Business Administration (BBA) (Undergraduates: Business)
  - BBA20 Year 4 (Optative)
  - BBA20 Year 2 (Optative)
  - BBA20 Year 3 (Optative)
- BBA23-Bachelor of Business Administration (BBA) (Undergraduates: Business)
  - BBA23 Year 4 (Optative)
  - BBA23 Year 2 (Optative)
  - BBA23 Year 3 (Optative)
- DBAI21-Double Degree in Business Administration and Artificial Intelligence for Business (Undergraduates: Business)
  - DBAI21 Year 3 (Optative)
  - DBAI21 Year 4 (Optative)
  - DBAI21 Year 2 (Optative)
- DBAI23-Double Degree in Business Administration and Artificial Intelligence for Business (Undergraduates: Business)
  - DBAI23 Year 4 (Optative)
  - DBAI23 Year 1 (Optative)
  - DBAI23 Year 3 (Optative)
  - DBAI23 Year 2 (Optative)
- GBL24-Double Degree in Business Administration and Global Governance, Economics and Legal Order (Undergraduates: Business)
  - GBL24 Year 1 (Mandatory)