EPHEC
HAUTE ÉCOLE

Fiche de cours 2025-2026

Bachelier en	Erasmus	**Bloc**	1	**Niveau CEC**	6
Code UE	ERA216			**Nom de l'UE**	Websites creation
Responsable(s)					
Enseignant(s) inervenant(s)					
Crédits ECTS	5.0	**Quadrimestre**	2	**Obligatoire**	Oui
Catégories compétences					
Prérequis	N/A				
Co-requis	N/A				
Est prérequis de	N/A				

Langue Anglais

Acquis d'Apprentissage Terminaux
C3.1. Use various IT tools for management and communication
C3.3. Use management IT techniques oriented towards the Internet
C3.6. Comply with national and international legislation
C4.5. Choose relevant tools adapted to the problems encountered and foreseeable developments

This learning activity aims to enable the student to:
Carry out a project consisting of the design and development of a new website, teamwork, and the management of business requirements
Master the technical principles of website auditing: technical impacts on user experience and technical impacts on SEO
Master the technical principles of website design: content management (semantic and optimized HTML), website administration (hosting, networks, server, email, security, etc.)
Gain initial technical experience with a CMS (WordPress): technical implications of the solutions and basic maintenance (installation, backup, migration, etc.)

Contenu

IT Infrastructure:
Basics of computer networks (IP protocol)
Domain names and URLs
HTTP(S)
Basics of server administration (LAMP)
Web hosting management and tools
Email management

CMS:
Installation and use of a CMS (WordPress)
Configuration and parameter management
Backup, migration, and restoration
Updates and upgrades
Theme & plugin management
Understanding the PHP engine

UX:
Technical impacts on user experience (accessibility, performance, etc.)
Code and content optimization (from a technical perspective)

SEO:
History and current logic of SEO
Understanding indexing techniques
Technologies applied to SEO within a website, particularly in a CMS
Impact of artificial intelligence on the design of a showcase website

Méthode d'enseignement
Theoretical learning followed by hands-on practice through the implementation of a complete CMS for a client
Work in small groups
Individual work

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Acquis d'apprentissage intermédiaires et/ou spécifiques	**At the end of this course unit, the student will be able to:** Translate business requirements specific to the web into technical and functional specifications Understand infrastructures and technical environments specific to the web Configure and technically maintain a hosted CMS (showcase website) Design and technically optimize a website with regard to usability and visibility (SEO) Gain initial experience with ad hoc tools

Supports de cours indispensables

Supports de cours indispensables, sans lesquels l'apprentissage n'est pas possible, sans lesquels l'étudiant ne peut suivre les cours de manière effective et qui sont essentiels pour la préparation de l'évaluation (ex. : exercices, TP,...)

Forme	Description
Support de présentation	Course support in English consisting of slides and documents provided digitally by the lecturer.

Supports de cours complémentaires

Supports complémentaires (ex. : syllabi, ouvrages ou supports plus volumineux diffusés par la CIACO)

Forme	Description

Modalités d'évaluation générales

%	Période	Nature
20	Evaluation permanente du deuxième quadrimestre	Participation active aux activités pédagogiques en présentiel
80	Evaluation de fin de deuxième quadrimestre	Epreuve écrite et/ou orale

Modalités d'évaluation spécifiques (MES)

%	Période	Nature
Néant		

Modalités d'évaluation de seconde session

%	Période	Nature
60	Evaluation de seconde session	Travail
40	Evaluation de seconde session	Epreuve écrite et/ou orale

Commentaires concernant les évaluations	1. The permanent assessment grade of the second quadrimester includes active participation in class, the home preparation of tasks that are the subject of a reporting activity during the following class period, as well as the creation and presentation of a website based on a real case at the end of term. 2. Under no circumstances can the course be validated if the student has not obtained the pass grade of 10/20 for the creation of a website.