

MAKERERE UNIVERSITY BUSINESS SCHOOL

COURSEWORK THREE TAKE-HOME PROJECT FOR BACHELOR OF BUSINESS ADMINISTRATION OF MAKERERE UNIVERSITY

COURSE NAME: E-BUSINESS AND WEB DESIGN (BUC2204)

ACADEMIC YEAR: 2024/2025, SEMESTER: II, YEAR: TWO

PRESENTATIONS DATES:

**DATE: 09th April, 2025 & 11th April, 2025 –ALL DAY GROUPS
(During class time)**

09th April, 2025 & 11th April, 2025 – EVENING GROUP (During class time)

INSTRUCTIONS: *Welcome to this web programming course! In this course you will be working on developing a web project that will showcase your skills and creativity in web development. To ensure that you complete the project successfully and on time, you will be working on the project in your groups of 10 members. Here are the instructions for the project:*

Project Assignment: Designing a Web Page for Sustainable Development Goals (SDGs) and Vision 2040

In line with Uganda's **Vision 2040** and the **United Nations Sustainable Development Goals (SDGs)**, technology plays a vital role in solving societal challenges, improving livelihoods, and fostering economic growth. Your task is to **brainstorm, design and develop a three page website** that presents a digital solution aligned with at least one of the **SDGs**.

Your project should focus on addressing a **real world challenge** this could be an issue affecting your community, a cause you are passionate about or a societal problem that technology can help solve. The goal is to use **web development skills** to create an informative and engaging platform that highlights your chosen initiative.

Project Guidelines

1. Brainstorming a Project Idea

- Identify a **challenge** in society that aligns with an **SDG** and Uganda's **Vision 2040** (e.g., quality education, affordable clean energy, poverty eradication, gender equality, etc.).
- The project can be an **awareness campaign, a service-based initiative, an educational platform, or a business solution** that contributes to sustainable development.
- Outline your concept and how the website will **communicate its purpose** to visitors.

2. Project Design and Structure

- Create a **basic project plan** (not for submission) that outlines your website's objectives, target audience, and content strategy.
- **Your website must have at least 3 interlinked pages**, such as:
 - **Home Page** – Introduce your project and its goals.
 - **About Page** – Provide background information, mission, and vision.
 - **Contact Page** – Include ways for users to reach out, such as email and social media links.

3. Website Content and HTML Elements

- Use **HTML elements** (headings, paragraphs, links, videos, images, audio, etc.) to structure content on your pages.
- The content must be **relevant, meaningful, and engaging** for visitors.

4. Layout and Styling with CSS

- Use **semantic elements** (`div`, `section`, `nav`, `header` and `footer`) to organize your webpage for clarity and accessibility.
- Apply **CSS styling** to enhance the website's **visual appeal** with properties such as:
 - Font styles and colors
 - Background colors or images
 - Responsive design techniques

5. Final Touches and Presentation

- Review and refine your website to ensure smooth navigation and a visually engaging experience.
- Improve the **styling and responsiveness** for an enhanced user experience.
- Test all **links and interactivity** to confirm they work as intended.

Assessment Criteria

- **Creativity and Innovation** – How well does your website present a unique and meaningful solution?
- **Relevance to SDGs and Vision 2040** – How well does your project align with Uganda's development goals?
- **Website Structure and Functionality** – Are the pages well-organized and easy to navigate?
- **Use of HTML Elements** – Does the website incorporate appropriate HTML tags?

- **CSS Styling and Responsiveness** – Does the design enhance user experience and work across devices?

Submission

- *Include a short write-up explaining your project idea, how it contributes to the SDGs and Vision 2040 with group members details.*

Happy Coding ☺💻☺💻