

# EASTERN ARIZONA COLLEGE

## Multimedia/Internet for Business

Course Design  
2018-2019

**Course Information**

**Division** Business  
**Course Number** AIS 239C  
**Title** Multimedia/Internet for Business  
**Credits** 1  
**Developed by** Dana Barnett/Revised by Tammy Campbell  
**Lecture/Lab Ratio** 0.5 Lecture/1 Lab

**Transfer Status**

ASU	NAU	UA
Non Transferable	Elective Credit	Non Transferable

**Activity Course** No  
**CIP Code** 52.0400  
**Assessment Mode** Final Exam (35 Questions/35 Points)  
**Semester Taught** Spring  
**GE Category** None  
**Separate Lab** No  
**Awareness Course** No  
**Intensive Writing Course** No  
**Diversity and Inclusion Course** No

**Prerequisites**

None

**Educational Value**

This course is for Business/AIS students. Students should have basic experience in navigating the Internet.

**Description**

One of three multimedia modules designed to give students a higher level of office technology skills. In this module, students learn and apply the tools, language, and culture of the Internet. Important ethical issues are addressed as individual and team Internet projects are completed. Projects will include web site design and research. Identical to CMP 239C.

**Supplies**

None

## **Competencies and Performance Standards**

### **1. Use the Internet to plan a business trip.**

#### **Learning objectives**

*What you will learn as you master the competency:*

- a. Locate airline schedules and fares using the Internet.
- b. Locate hotel accommodations using the Internet.
- c. Locate car rental information using the Internet.

#### **Performance Standards**

*Competence will be demonstrated:*

- o in the completion of assigned project
- o on the post test

*Criteria - Performance will be satisfactory when:*

- o learner locates airline schedules and fares using the Internet
- o learner locates hotel accommodations using the Internet
- o learner locates car rental information using the Internet

### **2. Create an on-line résumé.**

#### **Learning objectives**

*What you will learn as you master the competency:*

- a. Create résumé in word processing program.
- b. Locate Internet site for on-line resumes.
- c. Complete registration information for on-line site.
- d. Transfer résumé for word processing program to on-line site.

#### **Performance Standards**

*Competence will be demonstrated:*

- o in the completion of assigned project
- o on the post test

*Criteria - Performance will be satisfactory when:*

- o learner creates résumé in word processing program
- o learner locates Internet site for on-line resumes
- o learner completes registration information for on-line site
- o learner transfers résumé for word processing program to on-line site

### **3. Complete a web research analysis.**

#### **Learning objectives**

*What you will learn as you master the competency:*

- a. Identify evaluation criteria.
- b. Evaluate web sites.

#### **Performance Standards**

*Competence will be demonstrated:*

- o in the completion of project

- o on the Post test
- Criteria - Performance will be satisfactory when:*
- o learner identifies evaluation criteria
  - o learner evaluates web sites

**4. Develop a business website.**

***Learning objectives***

*What you will learn as you master the competency:*

- a. Develop content and design of web page.
- b. Apply image formatting.
- c. Apply links to other pages.

***Performance Standards***

*Competence will be demonstrated:*

- o in the completion of assigned projects
- o on the Post test

*Criteria - Performance will be satisfactory when:*

- o learner develops content and design of web page
- o learner applies image formatting
- o learner applies links to other pages

***Types of Instruction***

Classroom Presentation

Simulated Work Experience

***Grading Information***

***Grading Rationale***

Projects/Assignments	70%
Quizzes/Exams	20%
Final Exam	10%

***Grading Scale***

A	90%-100%
B	80%-89%
C	70%-79%
D	60%-69%
F	Below 60%