Multimedia/Internet for Business

Course Design
2015-2016

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: .5 Lecture/1 Lab

Transfer Status

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<td>Non Transferable</td>
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Activity Course: No
CIP Code: 52.0400
Assessment Mode: Pre/Post Test (35 Questions/35 Points)
Semester Taught: Spring
GE Category: None
Separate Lab: No
Awareness Course: No
Intensive Writing 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 resume.
   
   **Learning objectives**
   
   What you will learn as you master the competency:
   a. Create resume in word processing program.
   b. Locate Internet site for on-line resumes.
   c. Complete registration information for on-line site.
   d. Transfer resume 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 resume 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 resume 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.
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:

- In the completion of assigned projects.
- On the Post test.

Criteria - Performance will be satisfactory when:

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

Types of Instruction
Classroom Presentation
Simulated Work Experience

Grading Information

Grading Scale

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