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

<table>
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<th>ASU</th>
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<td>Non Transferable</td>
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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
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