

EASTERN ARIZONA COLLEGE

Multimedia/Internet for Business

Course Design
2018-2019

Course Information

Division Business
Course Number CMP 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
Elective Credit	Elective Credit	Non Transferable

Activity Course No
CIP Code 11.0100
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 AIS 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%