

# Morgan Community College MASTER SYLLABUS

*(This format will be used as the foundation of a class syllabus.)*

Course Number:	ABM 137	Course Title:	Web Productivity/Utilization I		
	Lecture Hours:				Competency Based
Credits:	9	15	Private Hours:	22.5	Co-op Hrs:

**Course Description:**

Improved understanding and use of the Internet for business productivity. Emphasis will be on understanding and utilizing the tools available and the technical capabilities of the present business in order to develop a web use plan for the business.

**Text(s)/Study Guides(s), Manuals:**

Class materials are available on CD-ROM or hard copy and are provided with enrollment. The instructor may suggest supplemental resource material for individual students.

**Expected Student Outcomes or Competencies:**

Instructional Goal:

The student shall assess their present use of the Internet in their business. (25%)

Expected Student Outcomes:

- Description of the business' current use of the Internet.
- Inventory of communication methods presently used by the business to communicate with customers, vendors, lenders and other providers.
- Review of the existing marketing plan.
- Analysis of local and global competitors' web presence.

Instructional Goal:

The student will understand common Internet technology and terminology. (25%)

Expected Student Outcomes:

- Identify key security concepts including firewall, virus protection, spyware, identity theft and others pertinent to the business.
- Identify common browsing software used on the Internet.
- Identify common types of Internet connections available to the business.
- Identify major categories of Internet use.
- Identify Internet Service Providers available to the business.
- Compare features vs. price for the types of internet connections and ISPs.

Instructional Goal:

The student will understand the minimum technical requirements expected of Internet users. (25%)

Expected Student Outcomes:

- Identify processor, memory, and operating system of the business' present computer.
- Identify existing Internet-related software on the computer.
- Evaluate the need for upgrading computer and/or software and estimate the cost of upgrading.

Instructional Goal:

The student will begin development of a web use plan that considers: the business and its product(s); customer and vendor expectations and technical capabilities; cost to the business in time and money; and technical capabilities now available to the business. (25%)

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Received:			Fall		Telephone	
			Spring		First Semester Offered	

Expected Student Outcomes:

- Profile of customer’s web use and desires.
- Cost/benefit analysis of the changes to web plan being considered.
- Summary of existing technical capability.
- Statement of minimum technical standards expected of the customer.
- Explanation of the business and analysis of how appropriate web use is for the business.

Requisites for the course: Internet connection

Integration of Critical Skills:

The skills learned in this class are attached as competencies. Critical skills of reading, writing, computing, speaking/listening, technology, and diversity are integrated through the materials and skill development.

Requirements for course outline:

Attendance and Assessment: Classroom attendance, participation in private instruction, and coop are components for this course. It is the student’s responsibility to notify the instructor if a scheduling conflict for the on-site instruction arises. The assessment tool will be a performance-based checklist addressing the concepts of web productivity and utilization pertaining to the business environment plus a final product agreed on between student and instructor. Ability of student skills will be observed. The important attribute is that the student works to his/her fullest potential.

Topical Outline:

- I. Overview of the present business
  - A. The product(s)/service(s) marketed
  - B. Existing market strategy
  - C. Customer analysis
    1. Wants and needs
    2. Geographic locations
    3. Demographics
  - D. Existing communication method(s)
    1. US Mail
    2. Telephone
    3. Fax
    4. Email
    5. Instant Messaging
  
- II. Introduction to the Internet
  - A. Terminology
    1. ISP
    2. Domain Name
    3. IP Address
    4. Browser
    5. World Wide Web
  - B. Hardware and connection types
    1. Dialup
    2. DSL
    3. Wireless
    4. Satellite
  - C. Software Used

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- 1. Browsers
- 2. Email
- D. Security Issues
  - 1. Viruses / Spyware / Authenticity of site
- E. Privacy Issues
  - 1. Customer/Vendor information transmitted over the Internet
  - 2. Customer/Vendor email address visible to others
- F. HyperText Markup Language basics
  
- III. Communicating over the Internet
  - A. Email
    - 1. Standards/methods (POP3 and Web)
    - 2. Ethics and Spam
  - B. List Serves/Mailing Lists
  - C. Instant Messaging
  
- IV. Searching on the Internet
  - A. Web Browsers
    - 1. Internet Explorer
    - 2. Netscape
    - 3. MSN
  - B. Search engines and content guides
    - 1. Yahoo
    - 2. Google
    - 3. MSN
  - C. Home Pages/Gateways/Portals
    - 1. Importance of ad placement
    - 2. How to change a home page
    - 3. Pop-ups and blocking them
    - 4. Spyware
  
- V. Web Use Plan
  - A. Customer/vendor expectations and needs
  - B. Minimum standards (hardware, software) expected of the customer/vendor
  - C. Technical capabilities of the present system
  - D. Cost analysis for increasing technical capability

**Drop Policy:** Students dropping a course during the first 15% of the course will be allowed a refund and no grade will be entered on their permanent record. Students dropping a course after the first 15% of the course will not be eligible for a refund. Students may withdraw anytime within the first 80% of a term and a grade of "W" will be placed on their transcript.

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