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Course Outline for CIS 9101

INTERNET BUSINESS FUNDAMENTALS

Effective: Fall 2011

I. CATALOG DESCRIPTION:
CIS 9101 — INTERNET BUSINESS FUNDAMENTALS — 1.50 units

Internet Business Fundamentals prepares students to work effectively in today's business environment using the Internet's wide array of useful resources. Learn about the tasks involved in various Web Technology job roles and the skills and technologies to perform them. Review Internet connection methods, protocols, the domain name system, and cloud computing. Study functions of Web browsers, the components of Web addresses, the use and control of cookies. Configure browser preferences, plug-ins. Study databases as they relate to Web search engines, and use search engines to conduct basic and advanced Web searches. Configure e-mail clients and use e-mail for communicating effectively over the Internet using modern Web technologies and social networking and collaboration tools. Learn about the risks associated with being connected to the Internet, and about the security measures that can keep your computer system and your personal information secure. NOTE: This course is one of a series in the Certified Internet Web Professional (CIW: www.ciwcertified.com) program.

1.00 Units Lecture 0.50 Units Lab

Grading Methods:
Letter or P/NP

Discipline:

	MIN
Lecture Hours:	18.00
Lab Hours:	27.00
Total Hours:	45.00

II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: 4

III. PREREQUISITE AND/OR ADVISORY SKILLS:

IV. MEASURABLE OBJECTIVES:

Upon completion of this course, the student should be able to:

A. Learn to use the Internet and its wide array of useful resources
B. Identify the infrastructure required to access and utilize the Internet, including hardware and software components, Internet connection methods, Internet protocols, the Domain Name System (DNS) and cloud computing
C. Demonstrate ways to communicate effectively using modern Web technologies (email, IM, chat), social networking tools, collaboration and sharing tools
D. Identify and configure user customization features in Web browsers, including preferences, caching, cookies, plug-ins, add-ins
E. Utilize databases as they relate to Web search engines, and ways to conduct basic and advanced Web searches
F. Identify security Issues and risks associated with the Internet, and the security measures that can keep your computer system and your personal information secure
G. Fundamental elements of project and program management, and the importance of acquiring these skills for all IT job roles
H. Identify job roles in the Information Technology (IT) industry, including the responsibilities, tasks and skills they require

V. CONTENT:
A. Introduction to IT Business and Careers
    1. Information Technology (IT)
    2. IT Job Roles
    3. IT Industry Career Opportunities
    4. Technical Concepts and Training
    5. Technology Adoption Models
    6. Business Modeling
    7. Data Modeling
    8. The Importance of Standards
B. Introduction to Internet Technology
    1. Internet Technology
    2. Overview of Networks
    3. Overview of the Internet
    4. Connecting to the Internet
    5. Internet Protocols

6. Domain Name System (DNS)
7. Cloud Computing

C. Web Browsing
1. Introduction to Web Browsing
2. Basic Functions of Web Browsers
3. Installing a Web Browser
4. Web Addresses
5. How Browsers Work
6. Browser Choices
7. Resources for Technical Data
8. Browsing Techniques
9. Browser Elements
10. Configuring Web Browser
11. Preferences
12. Cookies
13. Configuring Browser Security
14. Proxy Servers
15. Google Chrome
16. Troubleshooting Internet Client Problems
17. Browsers in the Business World

D. Multimedia on the Web
1. Introduction to Multimedia on the Web
2. Objects, Active Content and Languages
3. Objects and Security Issues
4. Introduction to Plug-in Technology
5. Data Compression and Decompression
6. Plug-in Installation
7. Types of Plug-ins
8. Firefox Add-Ons
9. Types of Viewers
10. Miscellaneous File Formats
11. Downloading Files with a Browser

E. Databases and Web Search Engines
1. Introduction to Data Searching Tools
2. Overview of Databases
3. Introduction to Web Search Engines
4. Registering a Web Site with a Search Engine
5. Types of Web Searches
6. Basic Web Searching Techniques
7. Boolean Operators
8. Advanced Web Searching Techniques
9. Using Web Searches to Perform Job Tasks
10. Unexpected Web Search Results
11. Web Search Strategies
12. Evaluating Resources
13. Organizing Internet Research
14. Citing Copyrighted Online
15. Resources

F. E Mail and Personal Information Management
1. Introduction to Electronic Mail (E Mail)
2. How E Mail Works
3. E Mail Configuration Requirements
4. E Mail Message Components
5. Creating and Sending E Mail Messages
6. Receiving and Viewing E Mail Messages
7. E Mail in the Workplace
8. E Mail Problems and Solutions
9. Personal Information Management
10. (PIM)

G. Internet Services and Tools
1. Internet Resource Tools
2. Newsgroups
3. List Servers and Listserve Groups
4. Telnet
5. File Transfer Protocol (FTP)
6. Managing Downloaded Files
7. Virtual Network Computing (VNC) and Microsoft Terminal Services
8. Peer-to-Peer Networks
9. Lightweight Directory Access
10. Protocol (LDAP)
11. Concurrent Versions System (CVS)
12. Troubleshooting Using TCP/IP Tools
13. Universal Development Models
14. Open-Source Development
15. Proprietary Software and EULAs
16. Software Patents

H. Internet Communication
1. Communicating via the Internet
2. Modern Web Technologies
3. Social Networking
4. Messaging
5. Blogging
6. Communicating Effectively over the Internet
7. Convergence and Unified Communications Technologies

I. Internet Security
1. Introduction to Internet Security
2. Encryption
3. Authentication
4. Firewalls
5. Malware (Malicious Software)

6. Virus Detection and Prevention
7. Spyware
8. Updates and Patches
9. Screen Savers
10. Security-Related Ethical and Legal
11. Issues
12. Typosquatting

J. IT Project and Program Management
1. Overview of IT Project and Program Management
2. Project Management Fundamentals
3. Project Management Skills
4. Project Management Phases
5. The Project Triangle
6. Project Management Software
7. Creating Project Schedules
8. Documenting Projects
9. Planning and Scheduling Meetings
10. Reviewing Projects
11. Quality Assurance
12. Business Implications of IT Projects
13. Project Management Institute (PMI)
14. Program Management ConceptsManaging
15. Downloaded

VI. METHODS OF INSTRUCTION:
A. Lecture and classroom discussion
B. Computer demonstrations with overhead display panel
C. Read text and other supplemental sources (example, Internet sites)
D. Discussion boards
E. PowerPoint presentations
F. Chat rooms
G. Lab experience: hands-on lab assignments

VII. TYPICAL ASSIGNMENTS:
A. Lecture 1. Interests, Aptitudes, and Career Exploration 2. Project Management Phases: Initiating, Planning, Executing, Controlling, Closing B. Reading 1. Read the chapter on Internet Security 2. Read the U.S. Department of Labor Bureau of Labor Statistics Occupational Outlook Handbook web site designer jobs C. Hands-on lab assignment; control content in Internet Explorer by disabling image loading

VIII. EVALUATION:
A. **Methods**

1. Exams/Tests
2. Quizzes
3. Class Participation
4. Lab Activities
5. Other:
    a. Methods
        1. Quizzes and final examination
        2. Graded hands-on lab assignments
        3. Relevant active participation

B. **Frequency**

1. Frequency
    a. Two to three quizzes, examinations (mid-term, final)
    b. Weekly hands-on lab assignments to reinforce and demonstrate mastery of the various tools

IX. TYPICAL TEXTS:
1. - *Internet Business Foundations v2.0.*, ComputerPrep, 2009.
2. Schneider, Gary, Jessica Evans *New Perspectives on the Internet, Sixth Edition, Comprehensive.*, Course Technology, 2010.

X. OTHER MATERIALS REQUIRED OF STUDENTS:
A. Mobile storage device: web storage, flash drives, CD RW
B. Access to the World Wide Web with any major Web browser