

Digital Business Applications

Levels:	Grades 10-12
Units of Credit	0.50
CIP Code:	52.0451
Core Code:	32-02-00-00-150
Prerequisite:	Keyboard 35 WPM and Computer Technology
Skill Test:	# 215

Course description:

The business world is progressively more reliant on digital technologies. The Digital Business Applications course is designed to prepare students with the knowledge and skills to be an asset to the collaborative, global, and innovative business world of today and tomorrow. Concepts include the overall digital experience, digital communications with audio and video, and the exploration of career choices. This course also provides an understanding of business concepts and professional development in today's global office.

Standard 1: Students will utilize information and technology tools to conduct business effectively and efficiently

(Integrated use throughout the course)

Objective 1: Reinforce basic skills needed to work in the digital world

Indicators

- a. Improve keyboarding & 10-Key skills
- b. Improve internet navigation skills in accessing Business information
(ie. Financial reports, travel, product info, etc.)
- c. Evaluate the validity and authenticity of a website
- d. Understand effective usage of email for professional communication

Objective 2: Explore the applications of digital technology on the Internet for business and educational use

Indicators

- a. Explore Freeware available on the Internet (i.e. Open Office, Google Apps, Gimp)
- b. Use cloud computing to improve productivity (i.e. Save, access, and design documents in your online account)
- c. Explore Social Networking as a business tool including professional portfolios, blogs, privacy settings and safety issues.
- d. Organize digital information using a filing system for easy retrieval
- e. Utilize cell phone, iTechnology & video technologies to perform tasks

Objective 3: Explain how digital technology expands business opportunities and the features of media devices for use in the Business environment

Standards Updated:
July 2011

Indicators

- a. Explore the pros and cons of E-books in education and from a business perspective
- b. Explore the business concepts and implications of "apps"
- c. Evaluate peripherals devices for productivity (ie., laser keyboards, portable projectors)
- d. Explore business applications of cell phone technology

Standard 2: Students will understand ethical and legal issues pertaining to business

Objective 1: Review & evaluate the fair use policies and acceptable use policies

Indicators

- a. Evaluate components of acceptable use policies and their role in a business environment
- b. Demonstrate ability to follow fair and acceptable use policies on assignments/projects
(Integrated-use throughout)

Objective 2: Understand legal issues with consumer privacy acts and other government regulations dealing with privacy

Indicators

- a. Review & discuss business implications of FERPA and HIPAA
- b. Understand legal issues related to ergonomics, privacy, data transfer, and storage
- c. Understand how technology relates to trade secrets, personal information, and ethical employee behaviors

Standard 3: Students will be introduced to the business applications of audio & video communication

Objective 1: Students will identify the business applications of digital audio

Indicators

- a. Locate and download a business related podcast from the internet
- b. Create a speech advertising a digital product or feature
- c. Deliver the speech to the class
- d. Use the speech to create podcast

Objective 2: Students will identify audio applications for use on digital devices

Indicators

- a. Explore speech/voice recognition technologies for cell phones, tablet PC's, and other devices
- b. Understand technologies for disabled individuals and how these relate to the workplace

Objective 3: Understand and explore how digital video can enhance business

Indicators

- a. Identify and evaluate legitimate video sources
- b. Find and save a business-related video to your computer for use on your personal digital device
- c. Import a video for use in a podcast or presentation

- d. Utilize audio/video Conferencing

Objective 4: Demonstrate proper interpersonal communications

Indicators

- a. Exhibit proper etiquette when placing and receiving calls
- b. Demonstrate face-to-face communication including formal introductions and customer service

Standard 4: Students will work with digital images and print media

Objective 1: Understand the sources of obtaining digital images

Indicators

- a. Obtain and utilize images from iTechnologies, cell phones or cameras
- b. Download and use images from online image libraries
- c. Explain how to save, share, and manage digital images
- d. Use basic enhancement features to improve the quality of photos and documents (ie. cropping, resize, colorize, etc.)

Objective 2: Students will be able to upload images for online backup and print options

Indicators

- a. Explore online backup and digital imaging resources
- b. Identify the features of different types of printers that are available for printing photos including uploading to local businesses
- c. Evaluate how digital images enhance print media for businesses

Standard 5: Students will use technology to explore educational and career opportunities

Objective 1: Identify the career opportunities available for business professions and find a CTE Pathway supporting that career

Indicators

- a. Create a presentation to recruit students for a Business Pathway leading to a chosen business career
- b. Save the presentation in a more than one format (i.e. pdf, web publishing, slide show)
- c. Explore online educational/training opportunities
- d. Explore how technology is changing business career opportunities (i.e. online applications, resumes, portfolios)
- e. Explain the pros and cons of telecommuting from both the employer's and employee's perspective

Objective 2: Develop skills in professionalism and improve career opportunities

- a. Describe personal characteristics that are critical for effective work performance
- b. Demonstrate professionalism through appearance, manners, and etiquette
- c. Develop decision making and problem-solving abilities

Standard 6: Students will understand the impact of technology relating to the globalization of business

Objective 1: Students will be able to use digital technologies to work with team members in a global environment

Indicators

- a. Use translation software to convert text to another language
- b. Use the internet to convert currency from different countries
- c. Research business customs from at least 3 different countries
- d. Study the effects of outsourcing

Objective 2: Understand how to use digital technologies to gather information from colleagues and/or customers

Indicators

- a. Create an online survey/form and use it to collect data
- b. Understand the uses for group texting and Quick Response (QR) codes
- c. Find RSS Feeds that promote business careers and educational opportunities

Objective 3: Students will be able to use technologies to navigate the business world

Indicators

- a. Understand uses of GPS in the business world
- b. Use Online Mapping Software

Standard 7: Students will be able to use online tools for collaboration with team members regardless of location

(Integrated-use throughout the course)

Objective 1: Use a reminder/time management system(s) to calendar and prioritize work activities

Indicators

- a. Use online calendar sharing
- b. Use an online drawing tool to create & share flow charts for team members
- c. Organize a business meeting
(Arranging for facilities, tracking participants, catering and menus, getting conference bids for meetings and overnight stays, conducting, setting up facilities, preparing agendas and minutes, preparing name badges, reviewing contracts, etc.)

Objective 2: Compose Business documents

(i.e. Letters, envelopes, reports, other business documents.)

Indicators

- a. Use online collaboration and/or track changes
- b. Demonstrate the use of reference materials