

# STRANDS AND STANDARDS

## DIGITAL BUSINESS APPLICATIONS



### 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, digital media and the exploration of career choices. This course also provides practical experience in professionalism using various forms of presentation skills, including speaking, podcasting and digital portfolio relating to the globalization of business.

<b>Intended Grade Level</b>	9-12
Units of Credit	0.5
Core Code	32.02.00.00.150
Concurrent Enrollment Core Code	32.02.00.13.150
Prerequisite	Computer Technology 1, Keyboarding Skills
Skill Certification Test Number	215
Test Weight	0.5
<b>License Type</b>	CTE and/or Secondary Education 6-12
<b>Required Endorsement(s)</b>	
Endorsement 1	Business and Marketing (CTE/General)
Endorsement 2	Information Technology

## STRAND 1

**Students will utilize information and technology tools to conduct business effectively and efficiently. (Integrated use throughout the course.)**

### Standard 1

Reinforce basic skills and professionalism needed to work in the digital world.

- Improve Internet navigation skills in accessing information.
- Evaluate the validity and authenticity of a website.
- Practice effective usage of online resources for professional communication (e.g., e-mail, etiquette, cell phone and social media).

### Standard 2

Explore the applications of digital technology on the Internet for business and educational uses.

- Create a digital portfolio (e.g., website, blog, etc.) and include all projects created during the class.
- Explore Freeware available on the Internet (e.g., Open Office, Google Apps, Gimp, etc.)
- Use cloud computing to improve productivity by designing, saving and uploading documents in an online account. (e.g., Dropbox, OneDrive, Dropittome, iCloud, etc.)
- Use online collaboration tools such as calendar, document and presentation sharing, etc.
- Explore the benefits of social networking as a business tool, including professional portfolios, blogs, privacy settings and safety issues.
- Understand the personal and business use of “apps” on digital devices.
- Use and understand file conversion software to convert multiple types of files.
- Save documents as .pdf to maintain the integrity and increase accessibility when sharing.

## STRAND 2

**Students will understand ethical and legal issues pertaining to business.**

### Standard 1

Review and evaluate ethical issues pertaining to business.

- Evaluate components of acceptable use policies, code of ethics, and their role in a business environment.
- Demonstrate ability to follow fair use and acceptable use policies on assignments/projects. (Integrated use throughout the course.)
- Understand the difference between fair use and acceptable use policy.

### Standard 2

Understand legal and privacy issues with consumer privacy acts and other government regulations.

- Understand legal issues related to FERPA (privacy) and posting on the Internet.
- Understand how technology relates to trade secrets, Creative Commons, copyrights, personal information, and ethical employee behaviors.

## STRAND 3

**Students will communicate through the utilization of audio and video applications.**

### Standard 1

Students will incorporate the professional use of digital audio.

- Locate and download a business-related podcast from the Internet.
- Create a speech advertising a digital product or feature. Save the document in more than one format (e.g., pdf, web publishing, slideshow, etc.).
- Deliver the speech to the class demonstrating professionalism through appearance, manners, etiquette, and enunciation.
- Use the speech to create a podcast and post to your digital portfolio.

### Standard 2

Identify audio applications for use on digital devices.

- Explore speech/voice recognition technologies for cell phones, tablet PCs, and other devices.
- Understand technologies for disabled individuals and how these relate to the workplace.
- Distinguish the difference between audio file types (e.g. midi, mp3, wav).

### Standard 3

Understand and explore how digital video can enhance business.

- Find and download a business-related video to your computer or digital device.
- Create and insert a video for use in a podcast, presentation, or digital portfolio.
- Utilize audio/video conferencing (e.g., Skype, Facetime, Eyejot).

- Explain the pros and cons of telecommuting from both the employer's and employee's perspective.

### Standard 4

Demonstrate proper interpersonal communications.

- Demonstrate proper customer service when interacting with the public face to face or online.
- Describe personal characteristics that are critical for effective work performance, including honesty, attitude, punctuality, etc.
- Demonstrate proper business etiquette.

## STRAND 4

**Students will work with digital images and print media using cloud-based design graphics (e.g., canva, easel.ly, piktochart, etc.).**

### Standard 1

Understand the sources of digital images.

- Obtain and utilize images from digital devices such as cell phones, tablets or cameras.
- Explain how to save, compress, share, and manage digital images.
- Create an infographic, poster, or other online print media and save as a .pdf or another format.
- Download and use images from online image libraries.
- Use basic enhancement features to improve the quality of photos for use in documents (e.g., cropping, resizing, colorizing, etc.).
- Generate and include a Quick Response (QR) code on a print media.

### Standard 2

Understand the importance of being able to upload images for online backup and print options.

- Explore online backup and digital imaging resources.
- Identify the features of printers available for printing photos, including uploading for commercial printing.
- Evaluate how digital images enhance print media for business.

## STRAND 5

**Students will use technology to explore educational and career opportunities.**

### Standard 1

Identify career opportunities available for business professionals and find a CTE Pathway supporting that career.

- Create a presentation to recruit students for a Business Pathway leading to a specific business career.
- Explore advantages and disadvantages of online educational/training opportunities.

- Create and complete online applications, resumes, portfolios, and interviews.

## STRAND 6

**Students will understand the impact and advantages of technology relating to the globalization of business.**

### Standard 1

Collaborate using digital technologies working within teams in a global environment.

- Use translation software to convert text to another language.
- Use the Internet to convert currency from different countries.
- Research business cultures and customs from at least three different countries.
- Research advantages of using technology relating to working with teams.

### Standard 2

Understand how to use digital technologies to communicate and to gather information from colleagues and/or customers.

- Create an online survey/form and use it to collect data.
- Understand the uses of group texting (SMS, MMS, etc.).
- Understand the impact and influence of Social Media on business (e.g., Twitter, hashtags, Facebook, LinkedIn, etc.).

### Standard 3

Students will be able to use technologies to navigate the business world.

- Understand the uses of GPS and geotagging in the business world.
- Use online mapping software.

### Performance Objective

Create an online portfolio with 5 of the 6 options:

- Post an original student created podcast.
- Upload your resume and cover letter.
- Upload a business document using your print media.
- Link to your online, shared calendar.
- Link to or upload your presentation.
- Link to or upload your collaborative global business project.

## Skill Certificate Test Points by Strand

Test Name	Test #	Number of Test Points by Strand										Total Points	Total Questions
		1	2	3	4	5	6	7	8	9	10		
<b>Digital Business Applications</b>	215	13	7	9	6	2	9	-	-	-	-	46	40