

Idaho PTE Business Education Course w/Essential Learning Outcomes

Course Title	WEB DESIGN III		
SDPTE Course ID	BE 0338	IBED	IBED 10201

A course designed to integrate knowledge from Web Design I and II to develop E-commerce through incorporation of sales, marketing, and customer interfaces. Students will increase their knowledge of design and application as they focus on the client and database functionality. Students will have the opportunity to explore server side scripts, server application interaction, and increase their skills in dynamic design.

Term	Semester/Trimester	Preq	BE 0328
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Notes:

Business Law BLaw_2: Demonstrate Knowledge of Contract Law, Law of Sales, and Consumer Law

BLaw_2.2 Identify and describe legal issues involved with the sale of goods as they relate to contract and consumer law.

BLaw_2.3 Identify and discuss laws that are intended to protect consumers as they relate to contract law and the law of sales.

Business Law BLaw_7: Demonstrate Knowledge of Computer Law

BLaw_7.1 Explain how the advances in computer technology impact upon such areas as property law, contract law, criminal law, and international law.

Business Law BLaw_10: Demonstrate Knowledge of Environmental Law and Energy Regulation

BLaw_10.1 Explain the legal rules that apply to environmental law.

Communications Comm_5: Demonstrate Knowledge of Organizational Communications

Comm_5.1 Incorporate appropriate customer-service strategies to communicate effectively with various business constituencies.

Comm_5.2 Incorporate appropriate standards of personal ethics to communicate effectively with various business constituencies.

Computation Comp_2: Demonstrate Knowledge of Number Relationships and Operations

Comp_2.1 Solve problems containing whole numbers, decimals, fractions, percents, ratios, and proportions.

Economics and Personal Finance EcPF_7: Demonstrate Knowledge of Markets and Prices

EcPF_7.1 Describe the role of markets and prices in the U.S. economy.

Economics and Personal Finance EcPF_9: Demonstrate Knowledge of Competition

EcPF_9.1 Describe different types of competitive structures and illustrate the role of competitive markets in the U.S. and other economies.

Economics and Personal Finance EcPF_15: Demonstrate Knowledge of Making Career Choices

EcPF_15.1 Relate personal interests, wants and abilities to career choices and assess how conditions in the labor market may affect career choices.

Entrepreneurship Entr_2: Demonstrate Knowledge of Marketing

Entr_2.1 Develop a marketing plan for identifying the market.

Entr_2.2 Develop a marketing plan for reaching the market.

Entr_2.3 Develop a marketing plan for keeping and increasing your market.

Entrepreneurship Entr_3: Demonstrate Knowledge of Economics

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Entr_3.2 Demonstrate an understanding of the characteristics of a market economy when making decisions for an entrepreneurial venture.

Entr_3.3 Apply price considerations when making decisions for an entrepreneurial venture.

Entrepreneurship Entr_5: Demonstrate Knowledge of Accounting

Entr_5.2 Identify, describe, and compare various types of business records.

International Business IntB_3: Demonstrate Knowledge of International Business Communications

IntB_3.1 Apply oral and written communication strategies necessary and appropriate for effective and profitable international business relations.

IntB_3.3 Apply technology to communication in a necessary and appropriate manner for effective and profitable international business relations.

Information Systems IS_2: Demonstrate Knowledge of Industry Standard Software Applications

IS_2.1 Select and apply word processing software.

IS_2.2 Select and apply spreadsheet software.

IS_2.3 Select and apply database software.

IS_2.4 Select and use multimedia software to create media rich projects.

Information Systems IS_3: Demonstrate Knowledge of Common Applications of Information Systems

IS_3.3 Diagnose and solve problems occurring from an application software's installation and use.

Information Systems IS_4: Demonstrate Knowledge of File and Database Management Systems

IS_4.1 Enter, sort, retrieve, and evaluate data from databases.

IS_4.2 Plan, develop, and modify file specifications and database schema.

Information Systems IS_5: Demonstrate Knowledge of Communications Systems and Networking

IS_5.1 Use, select, and evaluate communications and networking systems software and hardware to include hubs, switches and routers.

Information Systems IS_7: Demonstrate Knowledge of Information Systems Ethical Issues

IS_7.1 Establish and use a personal code of ethics for information systems use and management.

Information Systems IS_10: Demonstrate Knowledge of Operating Systems, Environments, and Utilities

IS_10.1 Identify, select, evaluate, use, install, upgrade, customize, diagnose and solve problems with various types of operating systems, environments, and utilities.

Information Systems IS_11: Demonstrate Knowledge of Information Systems Planning, Acquisition, Analysis and Design

IS_11.1 Plan the selection and acquisition of information systems; analyze and design information systems using appropriate development tools.

Information Systems IS_12: Demonstrate Knowledge of Programming

IS_12.7 Demonstrate ability to use User Interfaces.

Information Systems IS_13: Demonstrate Knowledge of Communications Systems and Networking

IS_13.1 Design and implement security plans and procedures for information systems.

Information Systems IS_15: Demonstrate Knowledge of Database Design

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- IS_15.1 Demonstrate knowledge and the use of Elements for Database Design.
 - IS_15.5 Demonstrate knowledge and apply modeling change in a database design.
 - IS_15.6 Describe the terminology mapping between a conceptual model and a relational database model.
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Information Systems IS_14: Demonstrate Knowledge of Information Systems Careers

- IS_14.1 Describe positions and career paths in information systems.
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Information Systems IS_21: Demonstrate Knowledge of Using Authoring Tools for Web Design

- IS_21.4 Demonstrate ability to create animations.
 - IS_21.5 Demonstrate ability to create special effects.
 - IS_21.10 Demonstrate ability to add sound and video.
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Information Systems IS_22: Demonstrate Knowledge of Using Industry Standard Software for Web Design

- IS_22.3 Demonstrate ability to work with text and images using industry standard Web design software.
 - IS_22.4 Demonstrate ability to work with links using industry standard Web design software.
 - IS_22.6 Demonstrate an understanding of the need for a Web server and files when using Web design software.
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Marketing Mktg_3: Demonstrate Knowledge of External Factors to Business

- Mktg_3.5 Identify and explain how technology influences/dictates marketing decisions.
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Marketing Mktg_5: Demonstrate Knowledge of Price

- Mktg_5.1 Explain the role of pricing in the marketing process.
 - Mktg_5.2 Describe and use various pricing strategies.
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Marketing Mktg_9: Identify Characteristics of a Market

- Mktg_9.1 Identify buying motives and strategies to influence buying.
 - Mktg_9.2 Differentiate between the types of markets.
 - Mktg_9.3 Describe market segmentation, why it is important, and how a business uses market segmentation to reach market goals.
 - Mktg_9.4 Explain why market positioning and repositioning are important.
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