

# Idaho PTE Business Education Course with Essential Learning Outcomes and Learning Indicators

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.**

Learning Indicator: BLaw_2.2.1	Differentiate among goods, service, and real property contracts
Learning Indicator: BLaw_2.2.2	Distinguish between a sale of goods and other transactions relating to goods
Learning Indicator: BLaw_2.2.3	Describe the Uniform Commercial Code (UCC) and explain why the UCC has been adopted by the states
Learning Indicator: BLaw_2.2.4	Identify various types of warranties and describe how each of the warranties may be excluded or modified
Learning Indicator: BLaw_2.2.5	List and explain the remedies of the seller when the buyer breaches the sales contract
Learning Indicator: BLaw_2.2.6	List and explain the remedies of the buyer when the seller breaches the sales contract
Learning Indicator: BLaw_2.2.7	Define the statute of limitations and describe when the time period of this statute usually begins and ends in a sales transaction
Learning Indicator: BLaw_2.2.8	State when a contract for the sale of goods must be in writing
Learning Indicator: BLaw_2.2.9	List and define the performance obligations of the seller and buyer in a typical sales transaction; define the terms F.O.B., F.A.S., C.I.F., C.F., and C.&F. and state the legal consequences of using them
Learning Indicator: BLaw_2.2.10	Discuss the impact of the laws of different countries and the impact of international law on sales transactions

**BLaw\_2.3 Identify and discuss laws that are intended to protect consumers as they relate to contract law and the law of sales.**

Learning Indicator: BLaw_2.3.1	Identify legislation which regulates consumer credit, such as Fair Credit Reporting Act, Fair Credit Billing Act, Equal Credit Opportunity Act, Fair Credit Collection Practices Act, and Consumer Credit Protection Act
Learning Indicator: BLaw_2.3.2	Discuss consumer protection legislation, such as the Federal Trade Commission Act, the Consumer Product Safety Act, and the Consumer Leasing Act
Learning Indicator: BLaw_2.3.3	Discuss the impact of the law of different countries and the impact of international law on consumer protection

## **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.**

Learning Indicator: BLaw_7.1.1	Define the key terms and new issues involved in computer law including security, privacy, computer crime and viruses
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Learning Indicator: BLaw_7.1.2	Determine when a computer program can be protected by a patent or a copyright and explain the steps in applying for each
Learning Indicator: BLaw_7.1.3	Identify the circumstances under which the copyright of a computer program has been violated
Learning Indicator: BLaw_7.1.4	Determine when computer-related contracts are service contracts and when they are sale of goods contracts
Learning Indicator: BLaw_7.1.5	Outline the various claims and defenses that are available in civil suits involving computer contracts
Learning Indicator: BLaw_7.1.6	Explain how common law, constitutional law, statutory law, and administrative regulations can be used to prevent the use of computers to invade privacy
Learning Indicator: BLaw_7.1.7	Outline the various types of federal and state statutes designed to combat computer crime
Learning Indicator: BLaw_7.1.8	Discuss the impact of the law of different countries and the impact of international law on computer law

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## ***Business Law BLaw\_10: Demonstrate Knowledge of Environmental Law and Energy Regulation***

### **BLaw\_10.1 Explain the legal rules that apply to environmental law.**

Learning Indicator: BLaw_10.1.1	Define environmental law
Learning Indicator: BLaw_10.1.2	Relate the historical development of environmental law
Learning Indicator: BLaw_10.1.3	Describe the various federal statutes, such as the National Environmental Policy Act, the Clean Air Act, the Clean Water Act, and the Toxic Substance Control Act, that impact upon the environment
Learning Indicator: BLaw_10.1.4	Describe the various state statutes that impact upon the environment

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## ***Communications Comm\_5: Demonstrate Knowledge of Organizational Communications***

### **Comm\_5.1 Incorporate appropriate customer-service strategies to communicate effectively with various business constituencies.**

Learning Indicator: Comm_5.1.1	Differentiate between internal and external customers
Learning Indicator: Comm_5.1.2	Discuss the use of customer profiles
Learning Indicator: Comm_5.1.3	Discuss the importance of the telephone as a customer service tool
Learning Indicator: Comm_5.1.4	Demonstrate how one might take personal responsibility for customer satisfaction by adopting an entrepreneurial spirit
Learning Indicator: Comm_5.1.5	Employ appropriate strategies for dealing with dissatisfied customers on the telephone, face-to-face, and in writing
Learning Indicator: Comm_5.1.6	Establish reciprocal relationships with customers
Learning Indicator: Comm_5.1.7	Discuss the concept of a comprehensive customer service philosophy
Learning Indicator: Comm_5.1.8	Define corporate culture; compare and contrast corporate cultures of diverse organizations
Learning Indicator: Comm_5.1.9	Analyze the impact of company policies and procedures on communications
Learning Indicator: Comm_5.1.10	Demonstrate initiative to do more than the minimum required
Learning Indicator: Comm_5.1.11	List reasons why customers leave the company
Learning Indicator: Comm_5.1.12	Explain the long-term monetary impact of a lost customer

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Learning Indicator: Comm\_5.1.13 Analyze situations in which technology can positively and negatively impact customer service

**Comm\_5.2 Incorporate appropriate standards of personal ethics to communicate effectively with various business constituencies.**

Learning Indicator: Comm\_5.2.1 Discuss the fact that all organizations are political entities because they distribute the power, resources, and rewards

Learning Indicator: Comm\_5.2.2 Define and discuss office politics

Learning Indicator: Comm\_5.2.3 Express gratitude to colleagues when appropriate

Learning Indicator: Comm\_5.2.4 Discuss the pros and cons of romantic relationships in the workplace

Learning Indicator: Comm\_5.2.5 Discuss the career impact of decisions relating to family and friends

Learning Indicator: Comm\_5.2.6 Discuss sexual harassment and its implications

Learning Indicator: Comm\_5.2.7 Discuss the positive and negative aspects of the "grapevine"

Learning Indicator: Comm\_5.2.8 Promote and gain acceptance for one's ideas and retain credit for them

Learning Indicator: Comm\_5.2.9 Show interest in and support of the ideas of others

Learning Indicator: Comm\_5.2.10 Write personal notes to business colleagues in special circumstances (e.g., congratulations, sympathy, appreciation, etc.)

Learning Indicator: Comm\_5.2.11 Discuss the potential relationship between nonverbal cues and political posturing

Learning Indicator: Comm\_5.2.12 Use assertiveness to overcome feelings of intimidation

Learning Indicator: Comm\_5.2.13 Assess an audience in a social situation and select conversation and behavior accordingly

Learning Indicator: Comm\_5.2.14 Discuss the ramifications of social behavior on professional image

**Computation Comp\_2: Demonstrate Knowledge of Number Relationships and Operations**

**Comp\_2.1 Solve problems containing whole numbers, decimals, fractions, percents, ratios, and proportions.**

Learning Indicator: Comp\_2.1.1 Solve problems that involve whole numbers, decimals, and fractions including use of appropriate conversions when necessary (e.g., fractions to decimals or decimals to fractions)

Learning Indicator: Comp\_2.1.2 Solve problems that involve percents, ratios, and proportions including use of appropriate conversions when necessary (e.g., decimals to percents, percents to decimals, or ratios to percents)

**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.**

Learning Indicator: EcPF\_7.1.1 Define price

Learning Indicator: EcPF\_7.1.2 Describe and give examples of markets for goods and services in our economy

Learning Indicator: EcPF\_7.1.3 Analyze the relationship of relative price to relative scarcity when prices are set by the market forces of supply and demand

Learning Indicator: EcPF\_7.1.4 Describe how relative prices affect buying and selling decisions of producers and consumers and determine what, how, and for whom economic goods and services are produced in our economy

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Learning Indicator: EcPF_7.1.5	Explain how prices are used to ration limited resources, goods, and services in our economy
Learning Indicator: EcPF_7.1.6	Explain market clearing price and graph with supply and demand curves
Learning Indicator: EcPF_7.1.7	Describe why and how consumers in our economy use relative prices to determine the most advantageous combination of goods and services to purchase
Learning Indicator: EcPF_7.1.8	Explain how efficient production and allocation of goods and services in a market economy are based on pricing information
Learning Indicator: EcPF_7.1.9	Explain why changes in relative price rations among resources create incentives for resources to move or be reallocated in our economy
Learning Indicator: EcPF_7.1.10	Describe the difference between absolute and relative prices and how changes in both affect supply and demand
Learning Indicator: EcPF_7.1.11	Describe the effect of global economy on the U.S. markets

## 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.**

Learning Indicator: EcPF_9.1.1	Recognize that buyers and sellers establish prices for identical and similar products in settings called markets
Learning Indicator: EcPF_9.1.2	Explain how competition among sellers of a good or service generally results in lower prices for buyers and lower profits for sellers
Learning Indicator: EcPF_9.1.3	Describe how competition among buyers of a good or service generally results in higher prices for buyers and higher profits for sellers
Learning Indicator: EcPF_9.1.4	Describe monopoly and determine the role of government in preventing private monopolies and regulating public monopolies
Learning Indicator: EcPF_9.1.5	Describe how competition in a purely competitive market encourages the production of higher quality goods and services
Learning Indicator: EcPF_9.1.6	Define oligopoly and explain how such markets function with a few large producers selling a product that has relatively few substitutes
Learning Indicator: EcPF_9.1.7	Describe how collusion affects competitive markets
Learning Indicator: EcPF_9.1.8	Discuss the major barriers to new firms entering a competitive market and how the barriers affect the level of competition in an industry
Learning Indicator: EcPF_9.1.9	Discuss examples of U.S. laws and government regulations that are designed to maintain competition
Learning Indicator: EcPF_9.1.10	Identify examples of U.S. laws and government regulation that have had the effect of reducing competition
Learning Indicator: EcPF_9.1.11	Discuss ways that government can correct for the over- or underproduction or consumption of goods affected by externalities (e.g., tax policies, subsidies, and regulations)

## 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.**

Learning Indicator: EcPF_15.1.1	Give examples of various types of jobs
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Learning Indicator: EcPF_15.1.2	Explain how types and availability of jobs are determined by consumer demand
Learning Indicator: EcPF_15.1.3	Assess personal interests, abilities, and life goals
Learning Indicator: EcPF_15.1.4	Differentiate among various occupational choices (e.g., service, manufacturing, agricultural, public service, professional, technical)
Learning Indicator: EcPF_15.1.5	Analyze the characteristics and requirements of occupations of interest
Learning Indicator: EcPF_15.1.6	Discuss the factors that affect income such as supply and demand, location, level of education, type of industry, union or non-union membership, gender, ethnicity, skill levels, and work ethics
Learning Indicator: EcPF_15.1.7	Identify trends that cause change in the labor market
Learning Indicator: EcPF_15.1.8	Describe the role of entrepreneurs in our economy, and assess entrepreneurship as a career option
Learning Indicator: EcPF_15.1.9	Use a rational decision-making process in the selection of possible career choices
Learning Indicator: EcPF_15.1.10	Produce a plan for preparing to enter a specific career

## **Entrepreneurship Entr\_2: Demonstrate Knowledge of Marketing**

### **Entr\_2.1 Develop a marketing plan for identifying the market.**

Learning Indicator: Entr_2.1.1	Determine the wants of specific consumers
Learning Indicator: Entr_2.1.2	Determine potential buyers of specific products at various price levels
Learning Indicator: Entr_2.1.3	Define and give examples of market segmentation
Learning Indicator: Entr_2.1.4	Define and give examples of target markets for specific products
Learning Indicator: Entr_2.1.5	Define and give examples of the concept of market share
Learning Indicator: Entr_2.1.6	Estimate market share for the specific product or service
Learning Indicator: Entr_2.1.7	Identify target markets for potential new businesses

### **Entr\_2.2 Develop a marketing plan for reaching the market.**

Learning Indicator: Entr_2.2.1	Identify the components of marketing (i.e., product, place, price, promotion, people)
Learning Indicator: Entr_2.2.2	Design/select products to meet customer wants
Learning Indicator: Entr_2.2.3	Explain the importance of the location of a business
Learning Indicator: Entr_2.2.4	Price a product in order to yield a profit
Learning Indicator: Entr_2.2.5	Create promotional activities for a given product
Learning Indicator: Entr_2.2.6	Discuss factors that affect pricing
Learning Indicator: Entr_2.2.7	Select an appropriate location for a specific business
Learning Indicator: Entr_2.2.8	Select/prepare appropriate publicity activities for a business
Learning Indicator: Entr_2.2.9	Select/prepare appropriate advertising activities for a business
Learning Indicator: Entr_2.2.10	Design a new product to meet unfilled consumer wants
Learning Indicator: Entr_2.2.11	Design a marketing plan for a specific business

### **Entr\_2.3 Develop a marketing plan for keeping and increasing your market.**

Learning Indicator: Entr_2.3.1	Discuss the importance of responding to customer concerns
Learning Indicator: Entr_2.3.2	Identify ways to respond to customer concerns
Learning Indicator: Entr_2.3.3	Discuss the importance of a business giving back to the community
Learning Indicator: Entr_2.3.4	Discuss the impact of competition on keeping/increasing market share

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Learning Indicator: Entr_2.3.5	Develop strategies for obtaining customer feedback
Learning Indicator: Entr_2.3.6	Identify ways a business can contribute to the community
Learning Indicator: Entr_2.3.7	Discuss how networking can help maintain/increase market share
Learning Indicator: Entr_2.3.8	Identify networking opportunities
Learning Indicator: Entr_2.3.9	Select appropriate methods to respond to customer concerns
Learning Indicator: Entr_2.3.10	Identify new product/service opportunities
Learning Indicator: Entr_2.3.11	Establish strategies for maintaining customer loyalty
Learning Indicator: Entr_2.3.12	Participate in a business-sponsored community service activity
Learning Indicator: Entr_2.3.13	Establish quality control procedures
Learning Indicator: Entr_2.3.14	Develop policies and procedures for serving customers

## Entrepreneurship Entr\_3: Demonstrate Knowledge of Economics

### Entr\_3.2 Demonstrate an understanding of the characteristics of a market economy when making decisions for an entrepreneurial venture.

Learning Indicator: Entr_3.2.1	Define scarcity
Learning Indicator: Entr_3.2.2	Describe the relationship between private ownership and a market economy
Learning Indicator: Entr_3.2.3	Define how a market economy resolves the problems of what, how, for whom, and how much to produce
Learning Indicator: Entr_3.2.4	Explain the determinants of supply and demand
Learning Indicator: Entr_3.2.5	Explain how supply and demand markets interact to determine price
Learning Indicator: Entr_3.2.6	Define the different types of market structures (e.g., competition and monopoly)
Learning Indicator: Entr_3.2.7	Explain the effect of different market structures on market price

### Entr\_3.3 Apply price considerations when making decisions for an entrepreneurial venture.

Learning Indicator: Entr_3.3.1	Define what is meant by the "cost" of a good or service
Learning Indicator: Entr_3.3.2	Define what is meant by the "price" of a good or service
Learning Indicator: Entr_3.3.3	Describe the interrelationship between cost and price
Learning Indicator: Entr_3.3.4	Describe the difference between fixed costs and variable costs
Learning Indicator: Entr_3.3.5	Describe the role of variable costs on pricing
Learning Indicator: Entr_3.3.6	Explain how market prices ration goods and services among those who want them
Learning Indicator: Entr_3.3.7	Explain how market prices provide an incentive to produce goods and services

## Entrepreneurship Entr\_5: Demonstrate Knowledge of Accounting

### Entr\_5.2 Identify, describe, and compare various types of business records.

Learning Indicator: Entr_5.2.1	Identify types of financial records
Learning Indicator: Entr_5.2.2	Describe the type of data that is kept in each business record
Learning Indicator: Entr_5.2.3	Compare and contrast the various types of records
Learning Indicator: Entr_5.2.4	Describe the interrelationships of various records
Learning Indicator: Entr_5.2.5	Describe the effect that an inaccurate or missing record has on other records
Learning Indicator: Entr_5.2.6	Identify essential records needed for the day-to-day operation of a planned business
Learning Indicator: Entr_5.2.7	Identify the relationship of recordkeeping and tax reporting

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## *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.**

Learning Indicator: IntB\_3.1.1 Identify basic words and phrases in languages used in business throughout the world

Learning Indicator: IntB\_3.1.2 Recognize challenges in business related to people speaking various languages

Learning Indicator: IntB\_3.1.3 Discuss complications involved when speaking or interpreting a language incorrectly abroad

Learning Indicator: IntB\_3.1.4 Use words and phrases important to business people in a given language

Learning Indicator: IntB\_3.1.5 Explain modifications of conversation with a person who speaks English as a second language

Learning Indicator: IntB\_3.1.6 Compare the use of business cards throughout the world

Learning Indicator: IntB\_3.1.7 Explain usage of names, titles, and ranks in different cultures and countries

Learning Indicator: IntB\_3.1.8 Prepare international trade documentation

Learning Indicator: IntB\_3.1.9 Compose effective business communication based on an understanding of the relevant environments and differences in tone, style, and format

Learning Indicator: IntB\_3.1.10 Analyze the effectiveness of individuals communicating in an international environment given a specific situation

Learning Indicator: IntB\_3.1.11 Analyze international business blunders resulting from ineffective or incorrect communications patterns and discuss appropriate corrective actions

**IntB\_3.3 Apply technology to communication in a necessary and appropriate manner for effective and profitable international business relations.**

Learning Indicator: IntB\_3.3.1 Communicate internationally using electronic communications such as the telephone, fax, telex, and other electronic communication channels such as the Internet and e-mail

Learning Indicator: IntB\_3.3.2 Evaluate which telecommunication methods are most appropriate for given international business situations

## *Information Systems IS\_2: Demonstrate Knowledge of Industry Standard Software Applications*

**IS\_2.1 Select and apply word processing software.**

Learning Indicator: IS\_2.1.1 Explain the purposes, functions, and common features of word processing software

Learning Indicator: IS\_2.1.2 Explain the meaning of common word processing terminology

Learning Indicator: IS\_2.1.3 Sequence and define steps of an information processing cycle

Learning Indicator: IS\_2.1.4 Use word processing software to demonstrate file functions including creating, modifying, storing, retrieving, printing, and merging documents

Learning Indicator: IS\_2.1.5 Demonstrate editing functions including cutting, pasting, importing and exporting text and graphics

Learning Indicator: IS\_2.1.6 Apply layout and insert functions including tabs, margins, hanging indents, word-wrap, columns, headers/footers, and tables

Learning Indicator: IS\_2.1.7 Apply formatting functions including fonts, sizes, styles, and positioning

Learning Indicator: IS\_2.1.8 Apply word processing functions including spell checking, thesaurus, grammar checking, and the help functions of the software

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Learning Indicator: IS\_2.1.9 Proofread and edit documents for accuracy and content, and for correct grammar, spelling, and punctuation

Learning Indicator: IS\_2.1.10 Input, edit, store, and output letters, memorandums, tables, and reports

Learning Indicator: IS\_2.1.11 Use an office operations manual

## IS\_2.2 Select and apply spreadsheet software.

Learning Indicator: IS\_2.2.1 Explain the purposes, functions, and common features of spreadsheet software

Learning Indicator: IS\_2.2.2 Explain the meaning of common spreadsheet terms

Learning Indicator: IS\_2.2.3 Use spreadsheet software to demonstrate file functions including creating, saving, loading, printing, and merging documents

Learning Indicator: IS\_2.2.4 Demonstrate editing functions including inserting, cutting, pasting, and importing of text into spreadsheets

Learning Indicator: IS\_2.2.5 Apply formatting functions including fonts, styles, size, and formulas

Learning Indicator: IS\_2.2.6 Apply layout functions including columns, rows, and sheets

Learning Indicator: IS\_2.2.7 Demonstrate ability to apply tool functions including sorting, navigating, and searching

Learning Indicator: IS\_2.2.8 Apply tools including spell checking, thesaurus, grammar checking, and the help functions of the software

Learning Indicator: IS\_2.2.9 Design and enter common formulas that permit users to analyze spreadsheet data

Learning Indicator: IS\_2.2.10 Test spreadsheet formulas and design for accuracy

## IS\_2.3 Select and apply database software.

Learning Indicator: IS\_2.3.1 Explain the purposes, functions, and common features of database software

Learning Indicator: IS\_2.3.2 Explain the meaning of common database terminology

Learning Indicator: IS\_2.3.3 Identify the differences between integrated and dedicated software

Learning Indicator: IS\_2.3.4 Use database software to demonstrate file functions including creating, saving, loading, printing, and merging documents

Learning Indicator: IS\_2.3.5 Demonstrate editing functions including inserting and deleting records and fields

Learning Indicator: IS\_2.3.6 Demonstrate ability to apply layout functions including creating fields, tags, and records

Learning Indicator: IS\_2.3.7 Demonstrate ability to apply functions such as query, sorting, navigating, and retrieval of data

Learning Indicator: IS\_2.3.8 Demonstrate ability to apply word processing tools including spell checking, thesaurus, and grammar checking

Learning Indicator: IS\_2.3.9 Demonstrate ability to plan, create, modify, and print reports

## IS\_2.4 Select and use multimedia software to create media rich projects.

Learning Indicator: IS\_2.4.1 Select and apply multimedia software appropriate for specific tasks

Learning Indicator: IS\_2.4.2 Explore three emerging multimedia software programs and identify differences

Learning Indicator: IS\_2.4.3 Create multimedia projects collaboratively

Learning Indicator: IS\_2.4.4 Identify and select appropriate multimedia file formats and properties

Learning Indicator: IS\_2.4.5 Create multimedia content and prepare it for delivery

Learning Indicator: IS\_2.4.6 Configure multimedia delivery tools

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## 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.**

Learning Indicator: IS\_3.3.1 Diagnose and solve application software problems

## Information Systems IS\_4: Demonstrate Knowledge of File and Database Management Systems

**IS\_4.1 Enter, sort, retrieve, and evaluate data from databases.**

Learning Indicator: IS\_4.1.1 Explain the nature and interrelationships of fields, records, files, and databases

Learning Indicator: IS\_4.1.2 Sequence and define steps of an information processing cycle

Learning Indicator: IS\_4.1.3 Describe search strategies and use them to solve common information problems

Learning Indicator: IS\_4.1.4 Sort and retrieve data from files and databases

Learning Indicator: IS\_4.1.5 Locate requested information on a computer printout

Learning Indicator: IS\_4.1.6 Edit and verify printout information

**IS\_4.2 Plan, develop, and modify file specifications and database schema.**

Learning Indicator: IS\_4.2.1 Plan and develop record specifications

Learning Indicator: IS\_4.2.2 Use database application development tools to create information systems to solve organization problems

Learning Indicator: IS\_4.2.3 Identify and describe electronic and microform storage media

Learning Indicator: IS\_4.2.4 Evaluate and select electronic and microform storage media appropriate to tasks

Learning Indicator: IS\_4.2.5 Explain, compare, and contrast sequential, direct, and indexed sequential file structures

Learning Indicator: IS\_4.2.6 Identify and select file structures appropriate to specific applications

Learning Indicator: IS\_4.2.7 Modify record structures

## 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.**

Learning Indicator: IS\_5.1.1 Identify the types of communications hardware and explain their functions and use

Learning Indicator: IS\_5.1.2 Identify the types of communications software and explain their functions and use

Learning Indicator: IS\_5.1.3 Select communications hardware appropriate for specific tasks

Learning Indicator: IS\_5.1.4 Select communications software appropriate for specific tasks

Learning Indicator: IS\_5.1.5 Demonstrate knowledge of basic telecommunication concepts in relation to technology, applications, and system components

Learning Indicator: IS\_5.1.6 Perform computer activities in communications with modems

Learning Indicator: IS\_5.1.7 Identify and describe the different components of the telecommunications industry

Learning Indicator: IS\_5.1.8 Identify and explain various types of on-line services (e.g., Internet, Intranet, and Extranet)

Learning Indicator: IS\_5.1.9 Access, navigate, and use on-line services (e.g., Internet, Intranet, and Extranet)

Learning Indicator: IS\_5.1.10 Send and receive e-mail messages, voice messages, and faxes

Learning Indicator: IS\_5.1.11 Identify the basic components of any communications system

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- Learning Indicator: IS\_5.1.12 Transfer files between varying types of computers, both local and remote
- Learning Indicator: IS\_5.1.13 Communicate between varying computer platforms

## 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.

- Learning Indicator: IS\_7.1.1 Identify and explain property, privacy, access, and accuracy issues pertaining to information systems
- Learning Indicator: IS\_7.1.2 Analyze various information systems to distinguish ethical issues and problems
- Learning Indicator: IS\_7.1.3 Develop a code of ethics for information systems
- Learning Indicator: IS\_7.1.4 Apply ethical considerations to the operation and management of information systems common to organizations
- Learning Indicator: IS\_7.1.5 Demonstrate knowledge of laws and statutes relative to use of technology including copyright, equal access, fair use, educational opportunity, and least restrictive learning environment
- Learning Indicator: IS\_7.1.6 Discuss ethical and human issues relative to the use of technology in schools

## 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.

- Learning Indicator: IS\_10.1.1 Describe various types of operating systems, environments, and utilities
- Learning Indicator: IS\_10.1.2 Describe emerging operating systems technology
- Learning Indicator: IS\_10.1.3 Perform "start-up" procedures on a computer system
- Learning Indicator: IS\_10.1.4 Use operating system commands
- Learning Indicator: IS\_10.1.5 Demonstrate a knowledge of operating systems/languages
- Learning Indicator: IS\_10.1.6 Prepare flow charts for business applications
- Learning Indicator: IS\_10.1.7 Import, export, and merge data stored in different formats
- Learning Indicator: IS\_10.1.8 Compare and contrast the functions and features of different operating systems, environments, and utilities
- Learning Indicator: IS\_10.1.9 Select operating systems, environments, and utilities appropriate to specific hardware and software
- Learning Indicator: IS\_10.1.10 Organize and maintain directories and files using various operating systems
- Learning Indicator: IS\_10.1.12 Diagnose and repair installation and operational problems of operating systems, environments, and utilities
- Learning Indicator: IS\_10.1.11 Install 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.

- Learning Indicator: IS\_11.1.1 Identify sources for information systems hardware and software
- Learning Indicator: IS\_11.1.2 Develop design specifications for reports, screens, and data stores
- Learning Indicator: IS\_11.1.3 Complete appropriate documentation for information systems

# Idaho PTE Business Education Course with Essential Learning Outcomes and Learning Indicators

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Learning Indicator: IS_11.1.4	Identify and describe various structured analysis and design tools
Learning Indicator: IS_11.1.5	Using structured systems analysis tools, analyze the current system
Learning Indicator: IS_11.1.6	Using structured systems analysis tools, define the system requirements
Learning Indicator: IS_11.1.7	Design information systems interfaces appropriate to end-user needs
Learning Indicator: IS_11.1.8	Develop a training plan

## Information Systems IS\_12: Demonstrate Knowledge of Programming

### IS\_12.7 Demonstrate ability to use User Interfaces.

Learning Indicator: IS_12.7.1	Construct a query-driven terminal interface
Learning Indicator: IS_12.7.2	Construct a menu driven terminal interface
Learning Indicator: IS_12.7.3	Construct a graphical user interface
Learning Indicator: IS_12.7.4	Format text, including numbers, for output
Learning Indicator: IS_12.7.5	Handle number format exceptions during input

## Information Systems IS\_13: Demonstrate Knowledge of Communications Systems and Networking

### IS\_13.1 Design and implement security plans and procedures for information systems.

Learning Indicator: IS_13.1.1	Identify risks to information systems facilities, data, communications systems, and applications
Learning Indicator: IS_13.1.2	Identify and select controls for information systems facilities, data, communications, and applications appropriate to specific risks
Learning Indicator: IS_13.1.3	Apply procedures used to restart and recover from situations such as system failure and viral infection
Learning Indicator: IS_13.1.4	Identify federal and state legislation pertaining to computer crime, fraud, and abuse
Learning Indicator: IS_13.1.5	Design and implement a security plan for an information system
Learning Indicator: IS_13.1.6	Develop and implement data retention and destruction schedules
Learning Indicator: IS_13.1.7	Develop and implement disaster prevention and recovery procedures

## Information Systems IS\_15: Demonstrate Knowledge of Database Design

### IS\_15.1 Demonstrate knowledge and the use of Elements for Database Design.

Learning Indicator: IS_15.1.1	Identify and examine data
Learning Indicator: IS_15.1.2	List reasons for significance of data and tracing and sorting
Learning Indicator: IS_15.1.3	Measure importance of describing information requirements
Learning Indicator: IS_15.1.4	Distinguish between a conceptual model and physical implementation
Learning Indicator: IS_15.1.5	Define and give an example of an entity
Learning Indicator: IS_15.1.6	Distinguish between an entity and an instance of an entity
Learning Indicator: IS_15.1.7	Identify aspects of a business about which data must be known
Learning Indicator: IS_15.1.8	Name and describe attributes for a given entity
Learning Indicator: IS_15.1.9	Distinguish between an attribute and its value
Learning Indicator: IS_15.1.10	Select and justify a unique identifier (UID) for an entity
Learning Indicator: IS_15.1.11	Identify an entity relationship diagram (ERD)

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Learning Indicator: IS_15.1.12	List the major types of databases
Learning Indicator: IS_15.1.13	Interpret and describe relationship optionality
Learning Indicator: IS_15.1.14	Interpret and describe relationship cardinality
Learning Indicator: IS_15.1.15	Related entities by applying the rules of cardinality and optionality

## IS\_15.5 Demonstrate knowledge and apply modeling change in a database design.

Learning Indicator: IS_15.5.1	Distinguish between using date as an attribute and DAY as an entity in a data model, depending on business requirements
Learning Indicator: IS_15.5.2	Solve the problem of keeping characteristics of a date by constructing a model that uses DAY as an entity
Learning Indicator: IS_15.5.3	Identify at least three time-related constraints that can result from a time sensitive model
Learning Indicator: IS_15.5.4	Define and give an example of conditional nontransferability in a time-constraint
Learning Indicator: IS_15.5.5	Solve the business requirement of tracking changes in price or values by constructing a model that uses a historical entity
Learning Indicator: IS_15.5.6	Describe the meaning of journaling/logging
Learning Indicator: IS_15.5.7	Apply the rule of using DATE as an entity successfully

## IS\_15.6 Describe the terminology mapping between a conceptual model and a relational database model.

Learning Indicator: IS_15.6.1	Apply the rule of basic mapping to transform n entity into a table
Learning Indicator: IS_15.6.2	Apply the rule of relationship mapping to correctly transform one-to-many and barred relationships
Learning Indicator: IS_15.6.3	Apply the rule of relationship mapping to correctly transform many-to-many relationships
Learning Indicator: IS_15.6.4	Apply the rule of relationship mapping to correctly transform one-to-one relationships

## Information Systems IS\_14: Demonstrate Knowledge of Information Systems Careers

### IS\_14.1 Describe positions and career paths in information systems.

Learning Indicator: IS_14.1.1	Identify positions and career paths in the field of information systems
Learning Indicator: IS_14.1.2	Identify common tasks performed by information systems workers
Learning Indicator: IS_14.1.3	Describe education, experience, skills, and personal requirements for careers in information systems
Learning Indicator: IS_14.1.4	Recognize the impact of technological change on information systems positions and the resulting need for lifelong learning and retraining

## Information Systems IS\_21: Demonstrate Knowledge of Using Authoring Tools for Web Design

### IS\_21.4 Demonstrate ability to create animations.

Learning Indicator: IS_21.4.1	Create frame-by-frame animations
Learning Indicator: IS_21.4.2	Create motion-tweened animations
Learning Indicator: IS_21.4.3	Work with motion guides
Learning Indicator: IS_21.4.4	Create animation effects
Learning Indicator: IS_21.4.5	Animate text

# Idaho PTE Business Education Course with Essential Learning Outcomes and Learning Indicators

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## IS\_21.5 Demonstrate ability to create special effects.

- Learning Indicator: IS\_21.5.1 Create shape tween animations
- Learning Indicator: IS\_21.5.2 Create a mask effect
- Learning Indicator: IS\_21.5.3 Add sound
- Learning Indicator: IS\_21.5.4 Add scenes
- Learning Indicator: IS\_21.5.5 Create an animated navigation bar

## IS\_21.10 Demonstrate ability to add sound and video.

- Learning Indicator: IS\_21.10.1 Work with sound
- Learning Indicator: IS\_21.10.2 Specify synchronization options
- Learning Indicator: IS\_21.10.3 Use Action Script with Sound
- Learning Indicator: IS\_21.10.4 Work with video

## 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.

- Learning Indicator: IS\_22.3.1 Create unordered and ordered lists using Web design software
- Learning Indicator: IS\_22.3.2 Create, apply, and edit cascading style sheets using Web design software
- Learning Indicator: IS\_22.3.3 Add styles and attach cascading style sheets using Web design software
- Learning Indicator: IS\_22.3.4 Insert and align graphics using Web design software
- Learning Indicator: IS\_22.3.5 Enhance an image and use alternate text using Web design software
- Learning Indicator: IS\_22.3.6 Insert a background image and perform site maintenance using Web design software

### IS\_22.4 Demonstrate ability to work with links using industry standard Web design software.

- Learning Indicator: IS\_22.4.1 Create external and internal links using Web design software
- Learning Indicator: IS\_22.4.2 Create internal links to named anchors using Web design software
- Learning Indicator: IS\_22.4.3 Insert rollovers using Web design software
- Learning Indicator: IS\_22.4.4 Create, modify, and copy a navigation bar using Web design software
- Learning Indicator: IS\_22.4.5 Create an image map using Web design software
- Learning Indicator: IS\_22.4.6 Manage Web site links using Web design software

### IS\_22.6 Demonstrate an understanding of the need for a Web server and files when using Web design software.

- Learning Indicator: IS\_22.6.1 Perform Web site maintenance using Web design software
- Learning Indicator: IS\_22.6.2 Publish a Web site and transfer files using Web design software
- Learning Indicator: IS\_22.6.3 Check files out and in using Web design software
- Learning Indicator: IS\_22.6.4 Cloak files using Web design software
- Learning Indicator: IS\_22.6.5 Import and export a site definition using Web design software
- Learning Indicator: IS\_22.6.6 Evaluate Web content for legal use

## Marketing Mktg\_3: Demonstrate Knowledge of External Factors to Business

### Mktg\_3.5 Identify and explain how technology influences/dictates marketing decisions.

- Learning Indicator: Mktg\_3.5.1 Identify current technological advances affecting market strategy

# Idaho PTE Business Education Course with Essential Learning Outcomes and Learning Indicators

Course Title	WEB DESIGN III		
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Learning Indicator: Mktg_3.5.2	Explain the importance of having a technological edge over competition (e.g., faster to market with new products)
Learning Indicator: Mktg_3.5.3	Determine new ways of marketing products using emerging technologies (e.g., Internet, television shopping)
Learning Indicator: Mktg_3.5.4	Demonstrate the ability to use the latest technology in marketing activities

## Marketing Mktg\_5: Demonstrate Knowledge of Price

### Mktg\_5.1 Explain the role of pricing in the marketing process.

Learning Indicator: Mktg_5.1.1	Identify the various objectives of pricing (e.g., revenue maximization, profit maximization)
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### Mktg\_5.2 Describe and use various pricing strategies.

Learning Indicator: Mktg_5.2.1	Identify the factors that will influence a product's price (e.g., cost, quality, competition, brand loyalty)
Learning Indicator: Mktg_5.2.2	Identify various pricing policies (e.g., line, loss leader, psychological) and the situations in which each is applicable
Learning Indicator: Mktg_5.2.3	Explain the use of break-even analysis to determine price
Learning Indicator: Mktg_5.2.4	Calculate a product's price using a variety of methods (e.g., break-even, cost-plus)
Learning Indicator: Mktg_5.2.5	Explain the concept of price elasticity and how it affects price
Learning Indicator: Mktg_5.2.6	Describe the alternative new product pricing strategies of skimming and penetration, and explain when each is applicable
Learning Indicator: Mktg_5.2.7	Explain how international currency exchange rates affect the prices of exported products
Learning Indicator: Mktg_5.2.8	Calculate a break-even point using cost and price information
Learning Indicator: Mktg_5.2.9	Explain the relationship between price and perceived quality
Learning Indicator: Mktg_5.2.10	Describe how economies of scale attained through mass production affect pricing strategy

## Marketing Mktg\_9: Identify Characteristics of a Market

### Mktg\_9.1 Identify buying motives and strategies to influence buying.

Learning Indicator: Mktg_9.1.1	Differentiate between rational and emotional buying motives
Learning Indicator: Mktg_9.1.2	Develop strategies to influence rational and emotional buying motives

### Mktg\_9.2 Differentiate between the types of markets.

Learning Indicator: Mktg_9.2.1	Differentiate between the consumer market and non-consumer market (e.g., government, industry, organizations)
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### Mktg\_9.3 Describe market segmentation, why it is important, and how a business uses market segmentation to reach market goals.

Learning Indicator: Mktg_9.3.1	Describe various methods of market segmentation (e.g., demographics, psychographics, benefits, product usage)
Learning Indicator: Mktg_9.3.2	Identify a target market for a given product or service
Learning Indicator: Mktg_9.3.3	Explain why market segmentation is important to the achievement of market goals

## Idaho PTE Business Education Course with Essential Learning Outcomes and Learning Indicators

Course Title	WEB DESIGN III		
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Learning Indicator: Mktg\_9.3.4 Explain the marketing strategies used to reach a given target market

Learning Indicator: Mktg\_9.3.5 Devise a plan to market a given product to a specific target market

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**Mktg\_9.4 Explain why market positioning and repositioning are important.**

Learning Indicator: Mktg\_9.4.1 Explain why the characteristics of a given product or service have a competitive edge

Learning Indicator: Mktg\_9.4.2 Identify why manufacturing locations are often close to the market served

Learning Indicator: Mktg\_9.4.3 Determine extended product features that give a product the competitive edge

Learning Indicator: Mktg\_9.4.4 Contrast a domestic and international marketing plan for a given product/service

Learning Indicator: Mktg\_9.4.5 Adjust the marketing plans of a product for different international markets

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