Digital Business Applications

EXAM INFORMATION

Exam Number

215

Items

40

Points

41

Prerequisites

COMPUTER TECHNOLOGY I

25 WPM

Recommended Course Length

ONE SEMESTER

National Career Cluster

BUSINESS MANAGEMENT & ADMINISTRATION

INFORMATION TECHNOLOGY

MARKETING

Performance Standards

INCLUDED (OPTIONAL)

Certificate Available

YES

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.

EXAM BLUEPRINT

STANDARD	PERCENTAGE OF EXAM
1- Information and Technology Tools	28%
2- Ethical and Legal Issues	15%
3- Audio and Video Applications	20%
4- Cloud Based Design Graphics	13%
5- Educational and Career Opportunities	4%
6- Globalization of Business	20%

STANDARD 1

Students will utilize information and technology tools to conduct business effectively and efficiently.

Objective 1 Reinforce basic skills and professionalism needed to work in the digital world.

1. Improve internet navigation skills in accessing information.
2. Evaluate the validity and authenticity of a website.
3. Practice effective usage of online resources for professional communication (i.e., e-mail and social media).

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

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

STANDARD 2

Students will understand ethical and legal issues pertaining to business.

Objective 1 Review and evaluate ethical issues pertaining to business.

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

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

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

STANDARD 3

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

Objective 1   Students will incorporate the professional use of digital audio.

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

Objective 2   Identify audio applications for use on digital devices.

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

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

1. Find and download a business-related video to your computer or digital device.
2. Create and insert a video for use in a podcast, presentation, or digital portfolio.
3. Utilize audio/video conferencing (e.g., Skype, Facetime, Eyejot).
4. Explain the pros and cons of telecommuting from both the employer's and employee's perspective.

Objective 4   Demonstrate proper interpersonal communications.

1. Demonstrate proper customer service when interacting with the public face to face or online.

2. Describe personal characteristics that are critical for effective work performance, including honesty, attitude, punctuality etc.
3. Demonstrate proper business etiquette.

STANDARD 4

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

Objective 1   Understand the sources of digital images.

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

Objective 2   Understand the importance of being able to upload images for online backup and print options.

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

STANDARD 5

Students will use technology to explore educational and career opportunities.

Objective 1   Identify career opportunities available for business professionals and find a CTE Pathway supporting that career.

1. Create a presentation to recruit students for a Business Pathway leading to a specific business career.
2. Explore advantages and disadvantages of online educational/training opportunities.
3. Create and complete online applications, resumes, portfolios, and interviews.

STANDARD 6

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

Objective 1   Collaborate using digital technologies working within teams in a global environment.

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

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

1. Create an online survey/form and use it to collect data.
2. Understand the uses of group texting (SMS, MMS, etc.).
3. Understand the impact and influence of Social Media on business (i.e.., Twitter: Hashtags; Facebook, LinkedIn etc...)

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

1. Understand the uses of GPS and Geotagging in the business world.
2. Use Online Mapping Software.

Standard 6 Performance Evaluation included below (Optional)

Digital Business Applications

Performance assessments may be completed and evaluated at any time during the course. The following performance skills are to be used in connection with the associated standards and exam. To pass the performance standard the student must attain a performance standard average of 8 or higher on the rating scale. Students may be encouraged to repeat the objectives until they average 8 or higher.

Student's Name: _____

Class: _____

PERFORMANCE STANDARDS RATING SCALE

| 0 | LIMITED SKILLS | 2 | ⟶ | 4 | MODERATE SKILLS | 6 | ⟶ | 8 | HIGH SKILLS | 10 |

STANDARD 6 - Globalization of Business   Score:

- ☐ Create an online portfolio with 5 of the 6 options:
  - o Post an original student created podcast.
  - o Upload your resume and cover letter
  - o Upload a business document using your print media
  - o Link you online, share calendar
  - o Link to or upload your presentation
  - o Link to or upload your collaborative global business project.

PERFORMANCE STANDARD AVERAGE SCORE:

Evaluator Name: _____

Evaluator Title: _____

Evaluator Signature: _____

Date: _____

Digital Business Application Vocabulary:

STANDARD 1:

Objective1

- **Electronic mail-** commonly called email or e-mail, is a method of exchanging digital messages from an author to one or more recipients
- **Etiquette**-code of behavior that defines expectations for social behavior
- **Social media application**-inform, educate, and entertain people through shared blog posts, bookmarks, images, music, video, podcasts, and other online media
- **Social networking application**-allows users to create profiles for sharing information about themselves and to designate as friends or contacts users with whom they share a common interest
- **Wikis-**(named after the Hawaiian word for quick), collection of searchable, linked Web pages that one or more user can create or edit collaboratively

Objective 2

- **Application software -** also known as an **application** or an app, is computer software designed to help the user to perform singular or multiple related specific tasks
- **Authentication**-browser sends your username and password to the application to check the credentials entered with those on file
- **Blogosphere**-the online community of all bloggers and their blogs
- **Blogs**-(short for Web logs), function as online journals, containing a collection of articles or posts.
- **Cloud computing**-describes how applications are stored and deployed on a network of Internet servers
- **Corporate blog**-communicate information about the company to their customers, and can provide a forum for customers to comment and provide immediate feedback

- **Freeware**- computer software that is available for use at no cost or for an optional fee, but usually with one or more restricted usage rights
- **Hashtag**-used to find related posts when searching Twitter
- **Retweets**-forwarded message sent by Twitter
- **Tweet**-message sent on twitter

STANDARD 2:

Objective 1
- **Acceptable Use Policies-** is a set of rules applied by the owner/manager of a network, website, or large computer system that restricts the ways in which the network site or system may be used
- **Fair Use**-The conditions under which you can use material that is copyrighted by someone else without paying royalties

Objective 2
- **Business Ethics**-The application of ethical standards to business behavior
- **Copyright**-Method of protecting the rights of an originator of a creative work – such as text, piece of music, painting or computer program through law
- **FERPA** (Federal Educational Rights and Privacy Act)**-** protects the privacy of student education records
- **Society**-A structured community of people bound together by similar traditions and customs

STANDARD 3:

Objective 1
- **Podcast** (Personal On Demand broadcast)-a Web feed distributed as audio or video
- **Podcast reader application**-(pod catcher, media aggregator) used to subscribe to a podcast series

☐ **Podcast reader**-simplifies the process of checking each podcast to which you are subscribed to see whether new audio or video content is available, i.e. iTunes

Objective 2

☐ **Speech recognition technology-** converts spoken words to text, include voice user interfaces such as voice-dialing, call routing, simple data entry, preparation of structured documents speech-to-text processing

Objective 3

☐ **Telecommuting**-employment from a remote or offsite location while communicating with the workplace by phone or internet.

Objective 4

☐ **Culture**-a particular set of attitudes, beliefs, and practices that characterize a group of individuals

☐ **Etiquette**-code of behavior that defines expectations for social behavior

STANDARD 4:

Objective 1

☐ **Compressed image format**-reduces the file size with only negligible loss of image quality

☐ **Image editing software**-programs designed to edit, manipulate, or modify digital photographs

Objective 2

☐ **Upload**-refers to the sending of data from a local system to a remote system such as a server with the intent of storing a copy of the data being transferred.

STANDARD 6:

Objective 1

☐ **Customs**-practices followed by people of a particular group or region

Objective 2

- **RSS** (Really Simple Syndication)-most popular type of Web feeds for syndicating frequently updated Web content

- **RSS feed**-contains a summary of information about a blog or Web site and lists of items that are being syndicated

Objective 3

- **Geotag**-contains the latitude and longitude coordinates of where a photo was taken in order to plot it on a map

- **GPS**-Global Positioning System