CURRICULUM

Subject Code and Course Number: BIT 122

Division :   Business and Engineering Technology

Course Title :   INTERNET RESEARCH FOR BUSINESS

Summarize the need/purpose/reason for this proposal

Students who prepare for careers working in a variety of administrative office positions in business, industry, education, and government need to be educated and trained in Internet research. The Education Development Department (EDD) labels the following professions with a Bright Outlook for number of job openings in California: Executive Secretary, First-Line Supervisors of Office and Administrative Support Workers, Office Clerks, Receptionists & Information Clerks, Secretaries and Administrative Assistants. O*Net further defines research and the ability to organize and communicate information as skills necessary for these professions.

The course, Internet Research, focuses on using the Internet for business research, and organizing those findings to communicate information. In order to ensure success in today’s office environment, training in the latest as well as emerging technologies in the workplace must be provided.

The course is being submitted to C&I to update the title, student learning outcome, student performance objectives, and assignments due to the technology changes since the last review in 2012 and content update to focus on Internet Research. Content described as "Office Communications" is moving to BIT 124. Additionally, the course is being decreased from 2 units to 1 unit of lecture based on content.

Changes made to Course Title, SLOs, SPOs, CCOs, MOIs, MOEs, Assignments, Catalog Description, Units, and Contact Hours.

SLOs (Student Learning Outcomes)

1. Apply research and evaluation techniques to locate, organize and present research findings for business decision making.

SPOs (Student Performance Objectives)

1a. Research the Internet to solve a routine business problem using search engines, directories, and/or online databases.

1b. Compare online material accessible freely on the Internet to that available only through proprietary and subscription databases.

1c. Evaluate the appropriateness and authenticity of information.

1d. Cite information correctly to avoid plagiarism.

1e. Use information legally and ethically.

1f. Design research strategies for a particular research question to locate, evaluate and communicate the information.

CCOs (Course Content Outline)

I. Introduction to the Internet
A. Browser Essentials

II. Internet Research for Business
A. Search Strategies
B. Search Engines
C. Directories
D. Databases
E. Specialized Databases and Library Catalogs
F. Multimedia

III. Evaluate, Manage, and Use Information from the Internet
A. Evaluation Guidelines
B. Manage Files of Text, Images, and Data
C. Use Information Legally and Ethically

IV. Communication on the Internet
A. Email
B. User-Generated Content
C. Creating Web Page

V. Internet Security

VI. Sharing Information
A. Collaborative Websites
B. Document and Knowledge Sharing

Methods of Instruction

Guided observation to view a demonstration with explanation and examples of the Internet research skills and concepts via live and/or video demonstrations, followed by hands-on guided (cued) practice of the skills and concepts, followed by hands-on attempts at skill and concept mastery with little or no guidance and extensive decision making to use the Internet as a tool for business research and to use and apply office communications equipment in a real-world setting.

Methods of Evaluation of Student Performance

Formative assessments: Content-based, hands-on projects within units of instruction. These projects, which consist of the production of research findings, enable the student and the instructor to assess mastery of skills and concepts during a unit of instruction, when adjustments and prescriptive

assignments can be incorporated.

Summative assessments: Authentic outcomes-based assessments that are cumulative—at the end of a unit of instruction and also at the end of the course—which result in a portfolio of research related to office communications methods and equipment and research findings for business information produced by the student with no guidance and that is evaluated using an appropriate analytic rubric that distinguishes novice work from expert work.

Assignments

Assignment 1:

As an intern in the public relations department of Hamilton Mining, you have been asked to create a plan for integrating a mine safety website into Hamilton Mining’s public relations program. The company has an excellent safety record and spends a considerable amount of money every year promoting safety in its mines. Because a mining accident can happen at any time, Hamilton Mining maintains a public relations plan that it can implement immediately when an accident occurs in the industry. You need to research Hamilton Mining’s competitors, and then evaluate each competitor’s safety information. Additionally, you have been asked to find out whether any bills are pending in the U.S. Congress that will affect mine safety regulations, because any public relations campaign must consider the impact of pending legislation. Use the links in Table 1 to find at least three current news reports about mine safety, mining accidents, or the coal mining industry in general. Create a short report summarizing the major issues identified in these news reports, and include citations for each article. Then in your report, list any pending legislation that you found, by using the THOMAS website to locate current activity in congress.

Assignment 2:

As a research assistant at International Executive Reports, a company that publishes weekly newsletters about major trends in economic conditions, you have been asked to create a list of web resources about the economy and economic forecasts. Using a search engine, a web directory, and a metasearch engine, conduct searches using combinations of the search terms economy, economics, forecasts, conditions, and outlook. Expand or narrow your search using each tool until you find five websites that you believe are credible sources of information. Create a short report that lists each URL and a paragraph explaining why you believe the site would be useful to an international business news writer. Identify each site as a guide, a directory, or other resource.

TECHNICAL DETAILS

Catalog Description

Conducting Internet research, and evaluating, managing, and organizing Internet research findings to effectively communicate information in business. Total of 18 hours lecture.

Prerequisite(s)

Corequisite(s)

Recommended Preparation

Enrollment Limitations

Instructional Activities associated with TBA

Units : 1.0

CREDIT COURSE OUTLINE

Credit Type :   D Credit – Degree Applicable

Maximum Course Units :

Minimum Course Units:

Computed Total Carnegie Units :

Course Unit Totals in Agreement? :   No

Course Units Carnegie Compliant by Type and Mode? :   Yes

Course Units Carnegie Compliant in Total?:   Yes

Total Course Hours by Type and Mode

COURSE HOURS	LECTURE	LAB	ACTIVITY
Scheduled Class Meetings			
TBA Hours, Determinate Schedule			
*Other Arranged Hours, Variable Schedule			

(*Student is required to meet the same number of arranged hours each day or each week)

Override Computed Course Units if Necessary

COURSE HOURS	LECTURE	LAB	ACTIVITY
Scheduled Class Meetings			
TBA Hours, Determinate Schedule			
***Other Arranged Hours, Variable Schedule**			

Projected Student Registration and Attendance

COURSE ATTENDANCE

Registration Capacity

Projected Census Enrollment [Total]

Projected Census Enrollment [Resident]

Projected Census Enrollment [NonResident]

Projected PA Hours [Total]

Projected PA Hours [Resident]

Projected PA Hours [NonResident]

COURSE VALUES (TOTAL)

	Scheduled Class Hours			Regular TBA Hours			Variable Arranged Hours			
	LEC	**LAB**	**ACTV**	**LEC**	**LAB**	**ACTV**	**LEC**	**LAB**	**ACTV**	**TOTALS**
Course Hours										
Course Units										
Load Factor										
LHE										
FTEF										

STUDENT AND FACULTY WORKLOADS (WEEKLY, FULL-TERM)

Scheduled Class Hours	Regular TBA Hours	Variable Arranged Hours

STUDENTS	LEC	LAB	ACTV	LEC	LAB	ACTV	LEC	LAB	ACTV	TOTALS
Instructional Hours										
Study Hours										
Total										

FACULTY										
Instructional Hours										
Preparatory Hours										
Total										

Repeatability : **Not Repeatable**

The repeatable restrictions apply for Credit Courses do not apply to Non-Credit Courses. Only Non-Credit Courses can be repeated on unlimited number of times.

Reason for Repeatability:

☐ Courses for which repetition is necessary to meet major requirements of CSU or UC for completion of a bachelor's degree.

☐ Intercollegiate academic or vocational competition

☐ Intercollegiate Athletics

Methods of Delivery

☑ Face-to-Face   ☑ On-Line – Primarily taught via Internet

☑ Hybrid – Blend of On-Campus and On-Line   ☐ ITV – Instructional T.V.

Maximum Class Size (NCN)   **32**

Minimum Qualifications (Discipline)

BUSINESS
Office Technologies - Non-Masters

Semester of First Offering   **Summer 2015**

Defaul Grading Option

L - Course taken for letter grade only

Non-Default Grading Option

☐ B - Course for grade or pass/no pass

☐ E - CE - By Exam

☐ U - NG - Non-Graded course

☐ N - Non-Credit course

☐ P - Course taken for pass/no pass

☐ L - Course taken for letter grade only

☐ A - Audit

COURSE APPLICABILITY, TRANSFER AND ARTICULATION

Course Credit Status: **D Credit – Degree Applicable**

State Transfer Code: **C1 Not Transferable, AA/AS Degree**

State Classification Code: **I Career-Technical Education**

Basic Skills Status/Level: **Y NA**

☐ Aligns with C-ID Decriptor

Purpose of Course

☐ UC Transferable

☐ IGETC Area: Specify Area

☐ Gen Ed. Local AA degree: Please specify

☐ AA/AS Diversity Requirement in:

☐ Global Studies

☐ Ethnic & Gender Studies

☐ Other: Please specify

☑ CareerTech Certificate: Indicate name of Certificate(s)

Business Information Technology - Administrative Assistant
Business Information Technology - Business Software Specialist

REPRESENTATIVE TEXTBOOKS OR OTHER MATERIALS

Book 1   Author :   Schneider and Evans
             Title :   The Internet
             Publisher: Cengage
             Date of Publication: 2013
             Edition: 9th

Other materials and/or supplies required of students:

RESOURCES & DEPARTMENT PLANNING

Additional Resources Needed:

None

Facilities Needed to Teach this Course:

Computer classroom

Equipment Needed to Teach this Course:

Computers

PROGRAM APPLICABILITY

Program Information

- [x] In an approved program.
- [ ] Part of a new program.
- [ ] Not part of an approved program.

Program Category

- [ ] General Education
- [x] Career and Technical Education Program
- [ ] Noncredit Program

Instructional Methods

- [x] Lecture
- [ ] Lab
- [ ] Lecture & Lab
- [x] Distance Ed / Online Course
- [ ] Work Experience
- [ ] Independent Study
- [ ] TBA

TOP Code Information   Program title - TOP Code:

051400 *Office Technology/Office Computer Applic

SAM Code

☐ A - Apprenticeship course (Courses offered to apprentices only.)

☐ B - Advanced occupational (Courses taken in the advanced stages of an occupational program. Each "B" level course must have a "C" level prerequisite in the same program area.)

☑ C - Clearly occupational (Courses taken in the middle stages of an occupational program. Should provide the student with entry-level job skills.)

☐ D - Possibly occupational (Courses taken in the beginning stages of an occupational program.)

☐ E Non-occupational

NON CREDIT ONLY

Funding Category

☐ A English as a Second Language

☐ B Immigrant Education

☐ C Elementary & Secondary Education

☐ D Health & Safety Education

☐ E Education Programs for Persons with Substantial Disabilities

☐ F Parenting Education

☐ G Family & Consumer Sciences

☐ H Education Programs for Older Adults

☐ I Short-term Vocational Programs With High Employment Potential

☐ J Workforce Preparation Enhanced Funding

☐ K Other Non-Credit Enhanced Funding

☐ L Non-enhanced Funding