



2017-2018

Digital Business Communications

OUTLINE

DESCRIPTION:

This course provides an in-depth, hands-on introduction to online tools used for business communications. Online tools will include but are not limited to blogs, wikis, video editing, RSS feeds, multimedia presentations, and Google Apps. Students will be actively engaged in investigating the benefits and issues of each tool, as well as participate in open discussion of ideas and methods for implementation and collaboration of online tools for business communications. Activities in this course include work-based learning that connects students to industry and the local community. ***Digital Business Communications has been UC a-g approved to meet the elective ("g" – Interdisciplinary) requirement.***

INFORMATION:

- A. Pre-requisite: None
- B. Length: One semester
- C. Sector: Information and Communications Technology
- D. Pathway: Information Support and Services

O*Net SOC Codes	
Code #	Title
43-6014.00	Secretaries and Administrative Assistants
43-4171.00	Receptionists and Information Clerks
43-1011.00	First-Line Supervisors of Office and Administrative Support Workers
43-9061.00	Office Clerks, General

Orientation
<ul style="list-style-type: none">A. Introduce the course and facilities.B. Discuss the syllabus and major objectives.C. Explain applicable classroom management procedures, the ROP Student Rules of Conduct, and any operational guidelines.D. Review instructor/student expectations.E. Explain enrollment and attendance requirements and procedures.F. Review grading and student evaluation procedures.G. Discuss the community classroom aspect of the program if applicable.H. Discuss the “next steps” related to additional education, training, and employment.I. Review classroom safety, emergency, and disaster procedures.
1. Communication Skills
<ul style="list-style-type: none">A. Demonstrate positive verbal communication skills using appropriate vocabulary, demeanor, and vocal tone in the classroom and/or worksite.B. Read and interpret written information and directions.C. Practice various forms of written communication appropriate to the occupation.D. Practice positive body language skills.E. Practice professional verbal skills for resolving a conflict.F. Demonstrate active listening skills including techniques for checking for understanding, and for obtaining clarification of directions.
2. Interpersonal Skills
<ul style="list-style-type: none">A. Demonstrate positive teamwork skills by contributing to a group effort.B. Practice the importance of diversity awareness and sensitivity in the workplace.C. Define sexual harassment in the workplace and identify the employee’s role and responsibility.D. Practice participation skills.E. Identify different personality types and strategies for working effectively with each type.F. Practice business and social etiquette skills appropriate to the occupation.G. Discuss the role of business and personal ethics in the decision-making process.H. Evaluate various job-related scenarios and justify decisions based on ethics.I. Demonstrate flexibility and adaptability in working with others.J. Demonstrate the use of time management skills.

3. Personal and Occupational Safety
<ul style="list-style-type: none">A. Demonstrate procedures to be followed in the case of emergencies.B. Discuss ways to report a potential safety hazard to a supervisor.C. Identify and discuss cyber ethics, cyber safety, and cyber security.D. Apply personal safety practices to and from the job.E. Describe the procedure for reporting a work-related hazard or injury.F. Recognize the effects of substance abuse in the workplace.
4. Leadership
<ul style="list-style-type: none">A. Define leadership and identify the responsibilities, competencies, and behaviors of successful leaders.B. Work with peers to promote divergent and creative perspectives.C. Demonstrate how to organize and structure work, individually and in teams, for effective performance and the attainment of goals.D. Explain multiple approaches to conflict resolution and their appropriateness for a variety of situations in the workplace.E. Employ ethical behaviors and actions that positively influence others.F. Use a variety of means to positively impact the direction and actions of a team or organization.G. Analyze the short-term and long-term effects a leader's actions and attitudes can have on productivity, morale, and organizational culture.
5. Netiquette
<ul style="list-style-type: none">A. Describe the responsibilities involved with conducting oneself professionally and effectively online (i.e., Netiquette).B. Identify ways to prevent and respond to cyberbullying.C. Describe standard business rules for computer, internet, data, and software use (i.e., ethical uses at the worksite).D. Identify security issues related to sharing personal information online.E. Identify how to protect against email scams, malware, and other computer security risks.F. Identify how to protect against online predators.G. Define piracy and describe its impact on other industries.
6. Online Research Practices
<ul style="list-style-type: none">A. Demonstrate using critical searching skills when validating resources.B. Define and discuss the differences between copyright and educational fair use.C. Properly cite online sources.

7. Intro to Digital Business Communications

- A. Demonstrate the proper use of assigned online tools for business and personal projects.
- B. Collaborate and present assigned projects using various online tools.
- C. Use email to communicate effectively and professionally.
- D. Identify ways to protect against unsolicited email, viruses, and identity theft.
- E. Identify the differences between instant messaging/chat and texting.
- F. Locate safe messaging and video services.
- G. Identify online storage services that can be used to securely store a variety of digital documents.
- H. Demonstrate how to use apps on different devices (e.g., pc vs. mobile).

8. Using Cloud Services

- A. Explain how cloud services work.
- B. Create a document folder in a cloud drive.
- C. Create a document in a cloud app.
- D. Access and share information in the cloud.
- E. Collaborate on a shared document.
- F. Create a spreadsheet in a cloud app.
- G. Create an online survey to collect and analyze information.
- H. Create a slide presentation in a cloud app.
- I. Use formatting tools in a document.
- J. Insert images and links in a document.
- K. Use formulas to organize and compute large amounts of data in a spreadsheet.
- L. Set up a data table and create a graph or chart in a spreadsheet.
- M. Insert text and pictures into a slide presentation.
- N. Demonstrate editing slides, text, and border formats in a slide presentation.
- O. Utilize a calendar app for organization and collaboration of projects.
- P. Create and manipulate Google Drawings to enhance a presentation.
- Q. Demonstrate how to access and use the features of Google Maps as graphics or communications tools.
- R. Demonstrate how to access and use the features of Google Earth to enhance a presentation.

9. Multimedia

- A. Use editing apps to modify original video or sound footage.
- B. Upload and share a video in a cloud drive.
- C. Demonstrate effective public speaking/presentation skills utilizing a multimedia presentation.
- D. Identify file types and how to convert them.

E. Use online tools to create, capture, and manipulate digital images.

10. Cloud Publishing

- A. Compare and contrast the differences between wikis, regular web pages, and word processing documents.
- B. Publish and edit a wiki using proper wiki etiquette and collaboration techniques.
- C. Use a cloud service app to create a website.
- D. Describe how blogs work and how they differ from other forms of online communication.
- E. Identify how blogs can be used in collaborative projects.
- F. Identify how RSS feeds are related to blogging.
- G. Identify the elements of good and bad web design.
- H. Describe the steps involved in creating a website.
- I. Collect and share safe and free online media.
- J. Insert video or a multimedia presentation into a web page.

11. Workplace Application

- A. Identify current employment opportunities that utilize web tools.
- B. Conduct in-depth career research, including requirements for entry and advancement, related to a chosen career that utilizes web tools.
- C. Identify specific web tools that could be used in a chosen career and provide examples of their use.

Key Assignments

Assignment	Competencies	Career Ready Practices	Anchor Standards	Pathway Standards	CCSS
1. Students will research Internet safety and how to use Social Media wisely. Given a specific set of requirements, students will contribute to a class wiki and post original content and links to online resources based on their research.	1B, C 2A, D, F,G 3C 5A-F 6A, C 7A, B, D 8D 10B, I	1 2 4 5 7 8 10 11 12	2 4 5 6 7 8 9 10	A1.0 A3.0 A5.0 A8.0	LS 11-12.6 SLS 11-12.2 SLS 11-12.1 SLS 11-12.1d WS 11-12.6 WS 11-12.7
2. Students will research and practice using an instructor-approved online tool and create a video tutorial to instruct others on the purpose and use of the tool for business communications.	1A,B, D 2F, J 7A, H 8D 9A, B, D 10I 11C	1 2 4 5 10 11	2 4 5 10	A1.0 A3.0 A8.0	WS 11-12.6 WS 11-12.7
3. Students will research three online tools that are used for similar tasks, (e.g., emaze, Prezi, and PowerPoint). They will compare features, benefits, cost, and ease of use. Using the information from their research, they will use their favored tool to create a presentation and share their findings with the class.	1A-D, F 2F 7A, H 8D 9C, E 10I 11C	1 2 4 5 10 11	2 4 5 10	A1.0 A3.0 A8.0	SLS 11-12.2 WS 11-12.6 WS 11-12.7

<p>4. Students will create and share a blog about a career path of choice and update the blog weekly with industry-based research and personal reflection.</p>	<p>1B, C 2A, D, F, I, J 6A, C 7A, B 10D, E, I 11A-C</p>	<p>1 2 4 5 10 11 12</p>	<p>2 3 4 5 7 10</p>	<p>A1.0 A3.0 A8.0</p>	<p>LS 11-12.6 SLS 11-12.2 SLS 11-12.1 SLS 11-12.1d WS 11-12.6 WS 11-12.7</p>
<p>5. In groups, students will create and execute a cloud-based marketing campaign for an assigned event that will include promotional materials, professional communication tools, budget and organizational documents, as well as an event attendee post-survey and analysis.</p>	<p>1A-F 2A, D, F, I, J 7A-C, H 8B-R 9A-C, E</p>	<p>1 2 4 5 8 9 10 11 12</p>	<p>2 4 5 7 9 10</p>	<p>A1.0 A3.0 A8.0</p>	<p>LS 11-12.6 SLS 11-12.2 SLS 11-12.1 SLS 11-12.1d WS 11-12.6 WS 11-12.7</p>
<p>6. FINAL CAPSTONE PROJECT: DIGITAL PORTFOLIO Students will use a cloud service app to create a personal website that will reflect their work and skills attained in this course.</p>	<p>1B, C 2J 5A, C 7A, H 9E 10C, G-J</p>	<p>1 2 4 5 10</p>	<p>2 4 5 10</p>	<p>A1.0 A3.0 A8.0</p>	<p>WS 11-12.6 WS 11-12.7</p>

Standards Assessed in this Program

Career Ready Practices

1. Apply appropriate technical skills and academic knowledge.
2. Communicate clearly, effectively, and with reason.
3. Develop an education and career plan aligned to personal goals.
4. Apply technology to enhance productivity.
5. Utilize critical thinking to make sense of problems and persevere in solving them.
6. Practice personal health and understand financial well-being.
7. Act as a responsible citizen in the workplace and the community.
8. Model integrity, ethical leadership, and effective management.
9. Work productively in teams while integrating cultural/global competence.
10. Demonstrate creativity and innovation.
11. Employ valid and reliable research strategies.
12. Understand the environmental, social, and economic impacts of decisions.

Anchor Standards

2.0 Communications

- Acquire and use accurately sector terminology and protocols at the career and college readiness level for communicating effectively in oral, written, and multimedia formats.

3.0 Career Planning and Management

- Integrate multiple sources of career information from diverse formats to make informed career decisions, solve problems, and manage personal career plans.

4.0 Technology

- Use existing and emerging technology, to investigate, research, and produce products and services, including new information, as required in the sector workplace environment.

5.0 Problem Solving and Critical Thinking

- Conduct short, as well as more sustained, research to create alternative solutions to answer a question or solve a problem unique to the sector using critical and creative thinking, logical reasoning, analysis, inquiry, and problem-solving techniques.

6.0 Health and Safety

- Demonstrate health and safety procedures, regulations, and personal health practices and determine the meaning of symbols, key terms, and domain-specific words and phrases as related to the sector workplace environment.

7.0 Responsibility and Flexibility

- Initiate, and participate in, a range of collaborations demonstrating behaviors that reflect personal and professional responsibility, flexibility, and respect in the sector workplace environment and community settings.

8.0 Ethics and Legal Responsibilities

- Practice professional, ethical, and legal behavior, responding thoughtfully to diverse perspectives and resolving contradictions when possible, consistent with applicable laws, regulations, and organizational norms.

9.0 Leadership and Teamwork

- Work with peers to promote divergent and creative perspectives, effective leadership, group dynamics, team and individual decision making, benefits of workforce diversity, and conflict resolution.

10.0 Technical Knowledge and Skills

- Apply essential technical knowledge and skills common to all pathways in the sector following procedures when carrying out experiments or performing technical tasks.

Pathway Standards

Information and Communication Technologies - Information Support and Services Pathway

- A 1.0** Describe the role of information and communication technologies in organizations.
- A 3.0** Access and transmit information in a networked environment.
- A 5.0** Identify requirements for maintaining secure network systems.
- A 8.0** Manage and implement information, technology, and communication projects.

Common Core State Standards

ENGLISH LANGUAGE ARTS

Language Standards

LS 11-12.6: Acquire and use accurately general academic and domain-specific words and phrases, sufficient for reading, writing, speaking, and listening at the (career and college) readiness level, demonstrate independence in gathering vocabulary knowledge when considering a word or phrase important to comprehension or expression.

Speaking and Listening Standards

SLS 11-12.2: Integrate multiple sources of information presented in diverse formats and media (e.g., visually, quantitatively, orally) in order to make informed decisions, and solve problems, evaluating the credibility and accuracy of each source and noting any discrepancies among the data.

SLS 11-12.1: Initiate and participate effectively in a range of collaborative discussions (one-on-one, in groups, and teacher-led) with diverse partners, building on others ideas and expressing their own clearly and persuasively.

SLS 11-12.1d: Respond thoughtfully to diverse perspectives, synthesize comments, claims and evidence made on all sides of an issue, resolve contradictions when possible, and determine what additional information or research is required to deepen the investigation or complete the work.

Writing Standards

WS 11-12.6: Use technology, including the Internet, to produce, publish, and update individual or shared writing products in response to ongoing feedback including new arguments and information.

WS 11-12.7: Conduct short as well as more sustained research projects to answer a question (including a self-generated question) or solve a problem,

narrow or broaden the inquiry when appropriate, synthesize multiple sources on the subject, demonstrating understanding of the subject under investigation.