



BROWARD COMMUNITY COLLEGE COURSE OUTLINE

LAST REVIEW: 2008-2009

(i.e. 2003-2004)

NEXT REVIEW: 2013-2014

(i.e. 2008-2009)

STATUS: A

(A, I, D)

COURSE TITLE: Certified Internet Webmaster Foundations

COMMON COURSE NUMBER: CTS 1851C

CREDIT HOURS: 4

CONTACT HOUR BREAKDOWN

(per 16 week term)

CLOCK HOURS:

(Voc. Course ONLY)

Lecture: **48**

Lab: **16**

Clinic:

Other:

PREREQUISITE(S): None

COREQUISITE(S): None

PRE/COREQUISITE(S):

COURSE DESCRIPTION:

This course is an entry-level course that provides students with baseline technical knowledge and skills of Internet, intranet, and extranet technologies. Students will gain a basic knowledge and/or competency of Internet skills and tasks in 3 core content areas: Internet Business Foundations, Site Development Foundations, and Network Technology Foundations. The skills developed by students completing this course will help prepare them for the CIW Foundations certification exam.

UNIT TITLES

- 1. Internet Business Foundations**
- 2. Site Development Foundations**
- 3. Network Technology Foundations**



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EVALUATION:

Please provide a brief description (250 characters maximum) that details how students will be assessed on the course outcomes.

Evaluation instruments will include written and/or skills-based examinations and individual in-class and/or take-home assignments. Evaluation methods may also include group in-class and/or take-home assignments.

**** Complete the following only if course is seeking general education status ****

GENERAL EDUCATION Competencies and Skills*:

Please highlight in green font all Competencies/Skills from the list below that apply to this course. In the box to the right of the Competency/Skill, enter all specific learning outcome numbers (i.e. 1.1, 2.7, 5.12) that apply.

1. Read with critical comprehension	
2. Speak and listen effectively	
3. Write clearly and coherently	
4. Think creatively, logically, critically, and reflectively (analyze, synthesize, apply, and evaluate)	
5. Demonstrate and apply literacy in its various forms: (highlight in green ALL that apply) (1. technological, 2. informational, 3. mathematical, 4. scientific, 5. cultural, 6. historical, 7. aesthetic and/or 8. environmental)	
6. Apply problem solving techniques to real-world experiences	
7. Apply methods of scientific inquiry	
8. Demonstrate an understanding of the physical and biological environment and how it is impacted by human beings	
9. Demonstrate an understanding of and appreciation for human diversities and commonalities	
10. Collaborate with others to achieve common goals.	
11. Research, synthesize and produce original work	
12. Practice ethical behavior	
13. Demonstrate self-direction and self motivation	
14. Assume responsibility for and understand the impact of personal behaviors on self and society	
15. Contribute to the welfare of the community	

** General Education Competencies and Skills endorsed by '05-'06 General Education Task Force*



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UNITS

Unit 1: Internet Business Foundations

General Outcome:

- 1.0 The student shall identify and understand Internet connection methods and protocols, the Domain Name System (DNS), basic functions of Web browsers, the components of Web Addresses, the use and control of cookies, how plug-ins can improve Web browsing, databases (as they relate to Web search engines), email client configuration, instant messaging and newsgroup use, the risks associated with being connected to the Internet and security measures that can keep their system and their personal information secure, and the fundamental elements of project management and the importance of acquiring these skills for all IT job roles.**

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

- 1.1. Identify job roles in the Information Technology (IT) industry, including the responsibilities, tasks and skills they require.
- 1.2. Identify the infrastructure required to access the Internet, including hardware and software components.
- 1.3. Define important Internet communications protocols and their roles in delivering basic Internet services.
- 1.4. Identify the basic principles of the Domain Name System (DNS).
- 1.5. Identify the functions of Web browsers, and use them to access the World Wide Web and other computer resources.
- 1.6. Use e-mail clients to send simple messages and files to other Internet users.
- 1.7. Define and use additional networking and Internet services.
- 1.8. Demonstrate ways to communicate effectively using Internet technology.
- 1.9. Identify and configure user customization features in Web browsers, including: preferences, caching, cookies.
- 1.10. Identify security issues related to Internet clients (e.g., Web browsers, e-mail, instant messaging) in the workplace, including: certificates, malware, illicit servers, viruses.
- 1.11. Use different types of Web search engines effectively.
- 1.12. Identify and use principles of Personal Information Management (PIM), including: common applications.



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- 1.13. Efficiently transmit text and binary files using popular Internet services.
- 1.14. Identify security-related ethical and legal issues faced by IT professionals.
- 1.15. Relate project management concepts and terms to the IT profession.
- 1.16. Recognize essential database concepts.



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Unit 2: Site Development Foundations

General Outcome:

- 2.0 The student shall develop Web sites using Hypertext Markup Language (HTML) and Extensible HTML (XHTML) by writing code manually, as well as through graphical user interface (GUI) authoring tools and use CGI to connect Web pages to databases. Additionally, the student shall learn to validate XHTML code, recognize the importance of marketing, implement fundamental design concepts, identify ecommerce solutions and relate Web site development to business goals as a productive part of a Web site development team.**

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

- 2.1. Add images and graphical formatting to HTML files.
- 2.2. Identify and use design and color principles for Web pages.
- 2.3. Create a basic HTML form that accepts user input.
- 2.4. Create HTML frames.
- 2.5. Define Extensible Markup Language (XML), and identify its features and appropriate use.
- 2.6. Identify essential Web site navigation issues, and ensure page/site accessibility.
- 2.7. Define and apply essential aspects of the Cascading Style Sheets (CSS) standard.
- 2.8. Use Extensible Hypertext Markup Language (XHTML) to create Web pages.
- 2.9. Identify technologies for enhancing the user's Web experience, including: programming languages, multimedia technologies.
- 2.10. Use GUI-based HTML editing software to create Web pages.
- 2.11. Test and analyze Web site performance issues.
- 2.12. Identify steps in the Web site planning and development process.
- 2.13. Identify essential issues in developing and maintaining a Web site, including: project management, testing, legal issues.
- 2.14. Plan and deliver oral presentations of your Web site, during and after site development.
- 2.15. Define electronic commerce (e-commerce) and related technologies and concepts necessary to develop a secure, useful interface (i.e., storefront).
- 2.16. Demonstrate knowledge of languages commonly used to provide database connectivity to Web sites.
- 2.17. Identify the benefits and drawbacks of running your own Web server versus using a service provider.



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- 2.18. Identify common strategies for managing an end user's experience and improving site creativity.
- 2.19. Consider copyright and ethical issues when creating Web pages.



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Unit 3: Network Technology Foundations

General Outcome:

- 3.0 The student shall demonstrate the use of various network components and protocols that enable users to share data quickly and easily, and explain how network architecture and topologies provide for efficient and secure communication. In addition, the student will learn about the OSI reference model and its relationship to packet creation, and will be able compare and contrast the OSI model with the Internet architecture model. The student will study the functions and features of internetworking server types, and will achieve competency in performing basic hardware and operating system maintenance procedures. In addition, the student will learn about the importance of RFCs and where to locate the most recent RFC documents. The student will also be able to explain routing and its use of IP addressing, IP address classes and subnet masks. The student will also be able to demonstrate an understanding of network security concepts, including authentication, encryption and firewalls.**

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

- 3.1. Demonstrate knowledge of basic data communications components, and demonstrate technical knowledge of the Internet.
- 3.2. Identify the role of networking hardware, and configure common hardware for operation.
- 3.3. Identify the relationship between IP addresses and domain names, including: assignment of IP addresses within a subnet.
- 3.4. Identify the functions and components of servers commonly used on the Internet.
- 3.5. Identify common Internet security and availability issues, including: user-level and enterprise-level concerns.
- 3.6. Identify common performance issues affecting Internet clients, including: analysis, diagnosis.
- 3.7. Perform basic hardware and system maintenance for network-aware systems.
- 3.8. Manage fundamental elements of modern network-based client operating systems.
- 3.9. Configure and troubleshoot wireless networks.
- 3.10. Manage career opportunities in the IT industry.
- 3.11. Represent technical issues to a non-technical audience.