



Web Foundations Series

Internet Business Associate

Internet Business Associate prepares students to work effectively in today's business environment. In this course, you will learn about the tasks involved in various Information Technology (IT) job roles, and explore career opportunities in the IT industry. You will also learn about Internet connection methods, Internet protocols, the Domain Name System (DNS) and cloud computing. You will study the basic functions of Web browsers, the components of Web addresses, the use and control of cookies, and browser use in the business world. You will learn how browser plug-ins and add-ons can improve your Web-browsing experience, and you will use browsers to download and manage files.

You will learn about databases as they relate to Web search engines, and you will use search engines to conduct basic and advanced Web searches. This course also teaches you to configure e-mail clients and use e-mail, and it provides guidelines for communicating effectively over the Internet using modern Web technologies and social networking tools. You will also learn about Internet research and collaboration tools, software development tools, and the patent and licensing practices that accompany software applications.

You will learn about the risks associated with being connected to the Internet, and about the security measures that can keep your computer system and your personal information secure. Finally, you will study the fundamental elements of project and program management, and the importance of acquiring these skills for all IT job roles.

Topics

Introduction to IT Business and Careers

- Information Technology (IT)
- IT Job Roles
- IT Industry Career Opportunities
- Technical Concepts and Training
- Technology Adoption Models
- Business Modeling
- Data Modeling
- The Importance of Standards

Introduction to Internet Technology

- Internet Technology
- Overview of Networks
- Overview of the Internet
- Connecting to the Internet
- Internet Protocols
- Domain Name System (DNS)
- Cloud Computing

Web Browsing

- Introduction to Web Browsing
- Basic Functions of Web Browsers
- Installing a Web Browser
- Web Addresses
- How Browsers Work
- Browser Choices
- Resources for Technical Data
- Browsing Techniques
- Browser Elements
- Configuring Web Browser
- Preferences
- Cookies
- Configuring Browser Security
- Proxy Servers
- Google Chrome
- Troubleshooting Internet Client
- Problems
- Browsers in the Business World

Multimedia on the Web

- Introduction to Multimedia on the Web
- Objects, Active Content and Languages
- Objects and Security Issues
- Introduction to Plug-in Technology
- Data Compression and Decompression
- Plug-in Installation
- Types of Plug-ins
- Firefox Add-Ons
- Types of Viewers
- Miscellaneous File Formats
- Downloading Files with a Browser

Databases and Web Search Engines

- Introduction to Data Searching Tools
- Overview of Databases
- Introduction to Web Search Engines
- Registering a Web Site with a Search Engine
- Types of Web Searches
- Basic Web Searching Techniques
- Boolean Operators
- Advanced Web Searching Techniques
- Using Web Searches to Perform Job Tasks
- Unexpected Web Search Results
- Web Search Strategies
- Evaluating Resources
- Organizing Internet Research
- Citing Copyrighted Online Resources

E-Mail and Personal Information Management

- Introduction to Electronic Mail (E-Mail)
- How E-Mail Works
- E-Mail Configuration
- Requirements
- E-Mail Message Components
- Creating and Sending E-Mail Messages
- Receiving and Viewing E-Mail Messages
- E-Mail in the Workplace
- E-Mail Problems and Solutions
- Personal Information Management (PIM)

Internet Services and Tools

- Internet Resource Tools
- Newsgroups
- List Servers and Listserve Groups
- Telnet
- File Transfer Protocol (FTP)
- Managing Downloaded Files
- Virtual Network Computing (VNC) and Microsoft Terminal Services
- Peer-to-Peer Networks
- Lightweight Directory Access Protocol (LDAP)
- Concurrent Versions System (CVS)
- Troubleshooting Using TCP/IP Tools
- Universal Development Models
- Open-Source Development
- Proprietary Software and EULAs
- Software Patents

Internet Communication

Communicating via the Internet
Modern Web Technologies
Social Networking
Messaging
Blogging
Communicating Effectively over the Internet
Convergence and Unified Communications Technologies

Internet Security

Introduction to Internet Security
Encryption
Authentication

Firewalls
Malware (Malicious Software)
Virus Detection and Prevention
Spyware
Updates and Patches
Screen Savers
Security-Related Ethical and Legal Issues
Typosquatting

IT Project and Program Management

Overview of IT Project and Program Management
Project Management Fundamentals

Project Management Skills
Project Management Phases
The Project Triangle
Project Management Software
Creating Project Schedules
Documenting Projects
Planning and Scheduling Meetings
Reviewing Projects
Quality Assurance
Business Implications of IT Projects
Project Management Institute (PMI)
Program Management Concept

Target Audience

All students preparing to enter or continue in the workforce can benefit from the CIW *Internet Business Associate* course and/or certification:

- High school students
- College students
- Technical/trade school students

Professionals in all industries can benefit from the CIW *Internet Business Associate* course and/or certification:

- IT professionals
- Healthcare professionals
- Legal professionals
- Marketing professionals
- Graphic artists
- Business professionals

Job Responsibilities

Understand the common core of Internet knowledge, and apply the foundation skills required for further specialization.

Prerequisites

No prior experience using the Internet, developing Web pages or configuring networks is necessary. However, students should be familiar with an operating system such as Microsoft Windows Vista before taking this course. The CIW Web Foundations courseware does not provide entry-level computer literacy. Rather, it builds upon computer literacy training and certifications such as Microsoft Office Specialist (www.microsoft.com) and IC3 (www.certiport.com).