



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), cloud computing and mobile devices. You will study the basic functions of Web browsers, the components of Web addresses 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 use local and Web-based (cloud-based) e-mail clients, and it provides guidelines for communicating effectively over the Internet using 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.

In addition, you will learn how to protect your privacy and personal information on the Internet. This topic includes protecting your reputation by limiting the information you post online. This course also discusses the risks associated with being connected to the Internet, and the security measures that can keep your computer system and your personal information secure. You will also learn about the use and control of cookies. 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
- That's a Hot Site

Internet Communication

- Communicating via the Internet
- Modern Web Technologies
- Social Networking
- Messaging
- Blogging
- Communicating Effectively over the Internet
- Convergence and Unified Communications Technologies
- Web 2.0 Travel Guide?

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
- Computing in the Cloud

Web Browsing

- Introduction to Web Browsing
- Basic Functions of Web Browsers
- Installing a Web Browser
- Web Addresses
- How Browsers Work
- Browser Choices
- Browsing Techniques
- Browser Elements
- Configuring Web Browser Preferences
- Proxy Servers
- Troubleshooting Internet Client Problems
- Working the Help Desk

Multimedia on the Web

- Introduction to Multimedia on the Web
- Objects, Active Content and Languages
- Objects and Security Issues
- HTML5 vs. Plug-ins
- 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
- The Right Tools for the Job

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
- To Be Valid or Not to Be Valid?

Business E Mail and Personal Information Management

- Introduction to Business 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)
Mastering the Art of E-Mail

Protecting Yourself Online

Introduction to Protecting Yourself Online
The Right to Be Forgotten
Spam
Cookies
Configuring Browser Security
Authentication
Encryption
Malware (Malicious Software)
Virus Detection and Prevention
Spyware and Virus Removal
Updates and Patches
Locking Your Computer
Typosquatting

Protecting Company Resources
Firewalls
Security-Related Ethical and Legal Issues
Legal Protection

Internet Services and Tools for Business

Internet Resource Tools
Mass E-Mail and Texting Services
List Servers
File Transfer Protocol (FTP)
Managing Downloaded Files
Virtual Network Computing (VNC)
Remote Desktop Connection
Peer-to-Peer Networks
Troubleshooting Using TCP/IP Tools
Open-Source Development
Proprietary Software and EULAs
Software Patents
These Are Sensitive Files

IT Project and Program Management

Overview of IT Project and Program Management
Resources for Technical Data
Project Management Fundamentals
Project Management Skills
Project Management Phases
The Project Triangle
Project Management Software
Creating Project Schedules
Documenting Projects
Planning and Scheduling Meetings
Browsers in the Business World
Reviewing Projects
Quality Assurance
Business Implications of IT Projects
Project Management Institute (PMI)
Program Management Concepts
We Need an Intranet!

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 7 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).