

VoCATS Course Blueprint

Business and Information Technology Education

6416 e-Commerce II

*Public Schools of North Carolina
State Board of Education • Department of Public Instruction
Curriculum and School Reform Services
Division of Instructional Services*

*Raleigh, North Carolina
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Special thanks to the following educators and business people who reviewed and approved this blueprint for technical content and appropriateness for the industry.

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This blueprint has been reviewed by business and industry representatives for technical content and appropriateness for the industry. Contact dseehorn@dpi.state.nc.us for more information.

VoCATS Course Blueprint

A course blueprint is a document laying out the framework of the curriculum for a given course.

Shown on the blueprint are the units of instruction, the core competencies in each unit, and the specific objectives for each competency. The blueprint illustrates the recommended sequence of units and competencies and the cognitive and performance weight of the objective within the course.

The blueprint should be used by teachers to plan the course of work for the year, prepare daily lesson plans, construct instructionally valid interim assessments. Statewide assessments are aligned directly with the course blueprint.

For additional information about this blueprint, contact program area staff. For additional information about the VoCATS Competency Achievement Tracking System, contact program area staff or VoCATS, Workforce Development, Division of Instructional Services, North Carolina Department of Public Instruction, 6358 Mail Service Center, Raleigh, North Carolina 27699-6358, 919.807.3876, email: rwelfare@dpi.state.nc.us.

Interpretation of Columns on VoCATS Course Blueprints

No.	Heading	Column information
1	Comp# Obj.#	Comp=Competency number (two digits); Obj.=Objective number (unique course identifier plus competency number and two-digit objective number).
2	Unit Titles/Competency and Objective Statements	Statements of unit titles, competencies per unit, and specific objectives per competency. Each competency statement or specific objective begins with an action verb and makes a complete sentence when combined with the stem "The learner will be able to. . ." (The stem appears once in Column 2.) Outcome behavior in each competency/objective statement is denoted by the verb plus its object.
3	Time Hrs	Space for teachers to calculate time to be spent on each objective based on the course blueprint, their individual school schedule, and analysis of students' previous knowledge on the topic.
4&5	<u>Course Weight</u> Cognitive Performance	Shows the relative importance of each objective, competency, and unit. Weight is broken down into two components: cognitive and performance. Add the cognitive and performance weights shown for an objective in columns 4 and 5 to determine its total course weight. Course weight is used to help determine the percentage of total class time that is spent on each objective. The breakdown in columns 4 and 5 indicates the relative amount of class time that should be devoted to cognitive and performance activities as part of the instruction and assessment of each objective. Objectives with performance weight should include performance activities as part of instruction and/or assessment.
6	Type Behavior	Classification of outcome behavior in competency and objective statements. (C=Cognitive; P=Performance)
7	Integrated Skill Area	Shows links to other academic areas. Integrated skills codes: A=Arts; E=English Language Arts; CD=Career Development; CS=Information/Computer Skills; H=Healthful Living; M=Math; SC=Science; SS=Social Studies.
8	Core Supp	Designation of the competencies and objectives as Core or Supplemental. Competencies and objectives designated "Core" must be included in the Annual Planning Calendar and are assessed on the statewide assessments..

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BUSINESS AND INFORMATION TECHNOLOGY EDUCATION
COURSE BLUEPRINT for 6416 e-Commerce II
(Recommended hours of instruction: 135)

Comp # Obj #	Unit Titles/Competency and Objective Statements (The Learner will be able to:)	Time Hours	Course Weight		Type Behavior	Integrated Skill Area	Core Supp
			Cognitive	Performance			
1	2		4	5	6	7	8
			100%				
	Total Course Weight		21%	79%			
A	PLANNING AN EFFECTIVE E-BUSINESS SITE		2%	4%			
ECA001.	Identify and evaluate effective e-Business practices.			3%			
<i>ECA01.01</i>	<i>Evaluate e-Business models.</i>			1%	C3P	CS, E	Core
<i>ECA01.02</i>	<i>Compare the characteristics of effective and ineffective e-Business sites.</i>			1%	C3P	CS, E	Core
<i>ECA01.03</i>	<i>Analyze web demographics and target audiences.</i>			1%	C3P	CS, E	Core
ECA002.	Develop a proposal for an e-business website.		2%	1%			
<i>ECA02.01</i>	<i>Determine the content goal.</i>		1%		C3P	E	Core
<i>ECA02.02</i>	<i>Assess the competition.</i>		1%	1%	C3P	E	Core
B	ENHANCING THE WEBSITE		7%	50%			
ECA003.	Create web graphics		4%	15%			
<i>ECA03.01</i>	<i>Research current industry standards concerning graphic optimization.</i>		1%	2%	C3P	CS, E, A	Core
<i>ECA03.02</i>	<i>Develop graphics that would be appropriate for the e-Business website.</i>		2%	11%	C3P	CS, A	Core
<i>ECA03.03</i>	<i>Troubleshoot problems with creating quality graphics.</i>		1%	2%	C3P	CS, E	Core
ECA004.	Create Multimedia		3%	15%			
<i>ECA04.01</i>	<i>Research current industry standards concerning multimedia inclusion on web pages.</i>		1%	1%	C3P	CS, E, A	Core
<i>ECA04.02</i>	<i>Develop interactive page elements.</i> <ul style="list-style-type: none"> ▪ Animation ▪ JavaScript/Java Applets ▪ Swish/Flash ▪ Streaming Audio ▪ Plug-ins 		2%	14%	C3P	CS, A	Core
<i>ECA04.03</i>	<i>Create a fully functional Flash/Swish website with possible web page integration.</i>						Supp

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1	2		4	5	6	7	8
ECA005.	Use CSS			4%			
<i>ECA05.01</i>	<i>Investigate the use of cascading style sheets on successful websites.</i>			1%	C3P	CS, E	Core
<i>ECA05.02</i>	<i>Create embedded, internal, and external style sheets for use with the e-Business site.</i>			3%	C3P	CS	Core
ECA006.	Use Web Editors			16%			
<i>ECA06.01</i>	<i>Create a preliminary e-business website using an industry standard editor.</i>			12%	C3P	CS, E	Core
<i>ECA06.02</i>	<i>Eliminate unnecessary code that a web editor adds to the website.</i>			2%	C3P	CS, E	Core
<i>ECA06.03</i>	<i>Use HTML Skills to correct the editor-produced website.</i>			2%			
C	ORDER ENTRY AND TRACKING		3%	7%			
ECA007.	Investigate industry standards for order entry and tracking, payment options, and databases.		2%	5%			
<i>ECA07.01</i>	<i>Analyze different payment options.</i>		1%	1%	C3P	CS, E	Core
<i>ECA07.02</i>	<i>Evaluate appropriate tools for order entry and tracking.</i>		1%	1%	C3P	CS, E	Core
<i>ECA07.03</i>	<i>Create suitable forms for retrieving data from the e-Business website.</i>			3%	C3P	CS	Core
ECA08.	Evaluate the significance of database integration in e-Business websites.		1%	2%			
<i>ECA08.01</i>	<i>Investigate industry standards for data retrieval.</i>		1%	1%	C3P	CS, E	Core
<i>ECA08.02</i>	<i>Select the data retrieval system most appropriate for your e-Business website.</i>			1%	C3P	CS	Core
D	SECURITY		3%	7%			
ECA09.	Investigate security issues for e-Business websites.		2%	3%			
<i>ECA09.01</i>	<i>Examine internal, external, and transactional security issues.</i>		2%	2%	C3P	CS, E	Core
<i>ECA09.02</i>	<i>Explore fraud issues.</i>			1%	C3P	CS, SS	Core
ECA010.	Implement security management.		1%	4%			
<i>ECA0010.01</i>	<i>Develop a security plan for an e-Business.</i>		1%	3%	C3P		Core
<i>ECA0010.02</i>	<i>Select security measures most appropriate for the e-Business website.</i>			1%	C3P		Core
E	e-BUSINESS WEBSITE MANAGEMENT		6%	6%			

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1	2		4	5	6	7	8
ECA011.	Marketing the e-Business site		3%	3%			
<i>ECA011.01</i>	<i>Select an effective domain name for the e-Business site.</i>		1%	1%	C3P	CS	Core
<i>ECA011.02</i>	<i>Evaluate, select, and utilize appropriate tools for directing customers to website: portals, directory services, search engines, etc.</i>		1%	1%	C3P	CS, E	Core
<i>ECA011.03</i>	<i>Analyze data to develop a marketing plan for the e-Business site.</i>		1%	1%	C3P	CS, E	Core
ECA012.00	Post production issues		3%	3%			
<i>ECA12.01</i>	<i>Compare and contrast internal and external hosting for the e-Business business to select an appropriate host for the site.</i>		1%	1%	C3P	CS, E	Core
<i>ECA12.02</i>	<i>Analyze website maintenance issues to develop a maintenance plan for the e-Business site.</i>		1%	1%	C3P	CS, E	Core
<i>ECA12.03</i>	<i>Develop a proposal for your capstone e-Business.</i>		1%	1%	C3P	CS, E	Core
F	CAPSTONE PROJECT						
ECA013	Develop an e-Business website.			5%			
<i>ECA13.01</i>	<i>Develop an e-Business website.</i>			5%	C3P	CS, E	Core