

**Career and Technical Education
Adapted CTE Course Blueprint
of
Essential Standards**

**Business, Finance, and Information Technology
Education**

BD14 e-Commerce II

Public Schools of North Carolina
State Board of Education • Department of Public Instruction
Academic Services and Instructional Support
Division of Career and Technical Education
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Special thanks to the following educators who developed this Adapted CTE Course Blueprint.

John C. Thompson, Jr. – Stanly County Schools

This Adapted CTE Course Blueprint has been reviewed by business and industry representatives for technical content and appropriateness for the industry.

Adapted CTE Course Blueprint of Essential Standards

Essential standards are big, powerful ideas that are necessary and essential for students to know to be successful in a course. Essential standards identify the appropriate verb and cognitive process intended for the student to accomplish. Essential standards provide value throughout a student's career, in other courses, and translate to the next level of education or world of work.

This document lays out the essential standards for a specific course leading to industry certification. The certifying organization provides Microsoft Technology Associate 98-375, HTML 5 Application Developer Fundamentals. The essential standards use Revised Bloom's Taxonomy (RBT) category verbs (remember, understand, apply, analyze, evaluate, create) that reflect the overall intended cognitive outcome of the indicators written by the Microsoft. Each essential standard and indicator reflects the intended level of learning through two dimensions; The Knowledge Dimension is represented with letters A-C, and the Cognitive Process Dimension by numbers 1-6.

The Adapted CTE Course Blueprint includes units of instruction, essential standard(s) for each unit, and the specific indicators aligned with industry certification. Also included are the relative weights of the units and essential standards within the course. The industry certification reflected in this document is Microsoft Technology Associate 98-375, HTML 5 Application Developer Fundamentals.

This document will help teachers plan for curriculum delivery for the course, prepare daily lesson plans, and construct valid formative, benchmark, and summative assessments. Assessment for this course is written at the level of the **ESSENTIAL STANDARD** and assesses the intended outcome of the sum of its indicators.

For additional information about this blueprint, contact the Division of Career and Technical Education, North Carolina Department of Public Instruction, 6361 Mail Service Center, Raleigh, North Carolina 27699-6361.

Reference: Anderson, Lorin W. (Ed.), Krathwohl, David R. (Ed.), et al., *A Taxonomy for Learning, Teaching, and Assessing: A Revision of Bloom's Taxonomy of Educational Objectives*, Addison Wesley Longman, Inc., New York, 2001.

Interpretation of Columns on the NCDPI Adapted CTE Course Blueprint

No.	1	2	3	4
Heading	Essential Std #	Unit Titles, Essential Standards, and Indicators	Course Weight	RBT Designation
Column information	Unique course identifier and essential standard number.	Statements of unit titles, essential standards per unit, and specific indicators per essential standard. If applicable, includes % for each indicator.	Shows the relative importance of each unit and essential standard. Course weight is used to help determine the percentage of total class time to be spent on each essential standard.	Classification of outcome behavior in essential standards and indicators in Dimensions according to the Revised Bloom's Taxonomy. Cognitive Process Dimension: 1 Remember 2 Understand 3 Apply 4 Analyze 5 Evaluate 6 Create Knowledge Dimension: A Factual Knowledge B Conceptual Knowledge C Procedural Knowledge

Career and Technical Education conducts all activities and procedures without regard to race, color, creed, national origin, gender, or disability. The responsibility to adhere to safety standards and best professional practices is the duty of the practitioners, teachers, students, and/or others who apply the contents of this document.

Career and Technical Student Organizations (CTSO) are an integral part of this curriculum. CTSOs are strategies used to teach course content, develop leadership, citizenship, responsibility, and proficiencies related to workplace needs.

Adapted CTE Course Blueprint of Essential Standards for BD14 e-Commerce II

(Recommended hours of instruction: 135 - 180)

Essential Std #	Units, Essential Standards, and Indicators (The Learner will be able to:)	Course Weight	RBT Designation
1	2	3	4
	Total Course Weight	100%	
A	PLANNING AND MANAGING AN e-BUSINESS WEBSITE	18%	
1.00	Understand how to plan an effective e-business website.	6%	B2
	1.01 Compare competing e-business websites. (3%) 1.02 Understand web demographics and target audiences. (3%)		
2.00	Understand how to market an e-business website.	6%	B2
	2.01 Compare appropriate tools for directing customers to the website. (3%) 2.02 Understand how to develop a marketing plan for the e-business website. (3%)		
3.00	Understand post-production issues.	6%	B2
	3.01 Compare hosting options. (3%) 3.02 Understand website maintenance issues and maintenance plans. (3%)		
B	ENHANCING AN e-BUSINESS WEBSITE	59%	
4.00	Apply procedures to develop web graphics and multimedia.	18%	C3
	4.01 Apply procedures to optimize graphics. (5%) 4.02 Apply procedures to develop graphics for an e-business. (6%) 4.03 Apply procedures to create multimedia for an e-business website. (7%)		
5.00	Apply procedures to employ advanced CSS.	18%	C3
	5.01 Understand the use of CSS on successful e-business websites. (6%) 5.02 Apply procedures to create embedded, internal, and external style sheets. (12%)		
6.00	Apply procedures to create an e-business website using industry standard coding applications (HTML5, CSS and JavaScript).	23%	C3
	6.01 Apply procedures to develop a website using HTML5, CSS and JavaScript. (15%) 6.02 Apply procedures to develop a website using WordPress. (8%)		
C	ORDER ENTRY, TRACKING AND SECURITY FOR AN e-BUSINESS WEBSITE	23%	
7.00	Apply procedures to add order entry, payment and tracking to an e-business website.	12%	C3
	7.01 Understand different payment options. (3%) 7.02 Apply procedures to add appropriate tools for order entry and tracking. (4%) 7.03 Apply procedures to develop suitable forms for retrieving data from the e-business website. (5%)		
8.00	Apply procedures to implement security management on an e-business website.	11%	C3
	8.01 Understand internal, external, and transactional security issues. (4%) 8.02 Understand fraud issues. (3%) 8.03 Apply procedures to select security measures for an e-business website and to develop a security plan. (4%)		