



## Web Foundations Series

### Internet Business Associate v2.2

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*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 about various programming languages and the common file types you will encounter on the Web. You will learn how browsers have evolved with the advent of HTML5 and how browser extensions can improve your Web-browsing experience. You will also 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) email clients, and it provides guidelines for communicating effectively over the Internet using Web technologies and social networking tools. You will learn how to effectively navigate file transfer protocol (FTP) servers using numerous avenues. 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

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#### 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

#### Internet Communication

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

#### 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
- Browsing Techniques
- Browser Elements
- Configuring Web Browser Preferences
- Proxy Servers
- Troubleshooting Internet Client Problems

#### Multimedia on the Web

- Introduction to Multimedia on the Web
- Web Browsers
- Objects, Active Content and Languages
- Objects and Security Issues
- HTML5 vs. Plug-ins
- Introduction to Plug-in Technology
- Extension Installation
- Legacy Plug-ins
- Firefox Add-Ons
- Types of Viewers
- Data Compression and Decompression
- 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 Website 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

#### Business Email and Personal Information Management

- Introduction to Business Email
- How Email Works
- Email Configuration Requirements
- Email Message Components
- Creating and Sending Email Messages
- Receiving and Viewing Email Messages

Email in the Workplace  
Email Problems and Solutions  
Personal Information Management (PIM)

### **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

### **Internet Services and Tools for Business**

Internet Resource Tools  
Mass Email 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

### **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

## **Target Audience**

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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

## **Prerequisites**

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No prior experience using the Internet, developing Webpages or configuring networks is necessary. However, students should be familiar with an operating system such as Microsoft Windows 10 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](http://www.microsoft.com)).