Career and Technical Education Adapted CTE Course Blueprint of Essential Standards

Business, Finance, and Information Technology Education

6415 e-Commerce I

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
6415 e-Commerce I
(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	**THE ELECTRONIC COMMERCE ENVIRONMENT**	**18%**	
1.00	**Understand the e-commerce environment.**	**4%**	**B2**
	1.01 Summarize the evolution, characteristics and purpose of e-commerce. (2%) 1.02 Classify electronic commerce activities. (2%)		
2.00	**Understand the impact of the Internet on business.**	**6%**	**B2**
	2.01 Explain effects of the Internet on businesses. (3%) 2.02 Summarize the economic impact of e-commerce. (3%)		
3.00	**Understand e-business structure.**	**8%**	**B2**
	3.01 Compare basic business functions and e-business activities. (2%) 3.02 Understand aspects of target marketing on the Internet. (3%) 3.03 Understand the marketing functions of an e-business. (3%)		
B	**SOCIAL, LEGAL, AND ETHICAL ISSUES OF E-COMMERCE**	**13%**	
4.00	**Understand copyright and trademark laws for an e-business website.**	**5%**	**B2**
	4.01 Summarize procedures for obtaining copyrights and registering trademarks. (2%) 4.02 Understand appropriate copyright and trademark laws for an e-business website. (3%)		
5.00	**Understand legislation affecting e-businesses.**	**8%**	**B2**
	5.01 Understand current legislation related to e-commerce. (4%) 5.02 Understand legislation concerning Internet security issues. (4%)		
C	**WEBSITE DESIGN AND DEVELOPMENT**	**69%**	
6.00	**Apply visual design elements in an e-business website.**	**14%**	**C3**
	6.01 Compare web page design in existing web pages. (6%) 6.02 Understand website accessibility compliance, including mobile considerations. (3%) 6.03 Apply procedures to develop graphics for an e-business website. (5%)		
7.00	**Understand pre- and post-production issues for an e-business website.**	**10%**	**B2**
	7.01 Compare hosting options (free, shared, dedicated hosts). (4%) 7.02 Summarize techniques for exposing and promoting websites, including social networking and search engine optimization. (4%) 7.03 Summarize website maintenance issues. (2%)		
8.00	**Apply procedures to develop web pages for an e-business website.**	**45%**	**C3**
	8.01 Apply procedures to develop a storyboard including navigational options. (2%) 8.02 Apply procedures to develop basic HTML web pages using internal/embedded and inline CSS containing text, images and links. (13%) 8.03 Apply procedures to develop a complex HTML web site using external style sheets containing forms, image maps, and tables. (14%) 8.04 Apply procedures to develop an advanced HTML web site containing advanced CSS elements, multimedia, and JavaScript. (16%)		