

BMMT- Digital Business Syllabus

Sault Area Career Center – CIP Code 11.0801



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Conference Hour: 1:15-2:05 pm (6th Hour)

Course Overview

Digital Business is a one to two hours per day course custom designed for each student's needs and can be taken from one to two hours a year depending on the tasks that the students wish to accomplish. Grades will be based on completeness of classroom assignments and projects, quizzes and test scores, productivity and classroom behavior. Daily employability points will reflect tardiness, poor classroom behavior and/or performance on assignments/projects. Points will therefore be deducted for tardiness, failure to do classwork, and inappropriate behavior (use of cell phones, swearing, playing games on the computer, recklessness, etc.)

Digital Business classes provide the framework for entry level, technical, and professional careers related to the design, development, support, and management of businesses online, multimedia, social media administration, SEO, marketing, and tech support. Students can earn a Career Center Certificate as well as industry recognized certifications throughout this course (please refer to "Class Certifications"). In addition, throughout the course, the students will have the opportunity to gain valuable knowledge on many different aspects of a business and how they work together to manage web sites, create digital content, and manage projects. Students will learn and get to work first-hand with a social media simulation, the Adobe Creative Cloud Suite of products and web development software.

The business core skills mastered by students for the Sault Area Career Center Certification will be the following:

- Digital Communications
- Work-Based Learning
- Ethic/Legal Responsibilities
- Leadership and Teamwork
- Customer Service
- Safety/Health
- Graphic Design / Digital Marketing
- Project Management
- IT / Digital Literacy
- Employability/Career Development
- Web Design and Development
- Problem Solving/Decision Mak

Career Center Certification

Students will obtain a Career Center Certificate in the Business, Management, Marketing, and Technology department with an emphasis in Digital Business after successfully completing one year of the program. Once a student completes the core curriculum required from the list above, they may work on and earn as many course certifications as possible. This can be done by taking the class for two hours and/or for multiple years and these additional class hours/years will also be included on their Career Center Certificate.

The twelve required segments for the Digital Business curriculum include:

1. Program Management
2. Legal, Ethical, Design, and Safety
3. Graphic Design
4. Customer Service and Planning
5. Digital Communication
6. Develop Tools
7. Web Design and Layout
8. Web Development
9. Web Administration
10. Multimedia Production
11. Web Testing and Evaluation
12. Technical Support

Business Professionals of America (BPA)

BPA is a state recognized youth organization for business students. All business students are eligible to join BPA. The group is involved in school and community activities. There is a regional competition held in January in Escanaba, Michigan where the students compete against other business students in the Upper Peninsula. There are over 50 contests categories/topics for students to choose from.

2024 Adobe Certified Professional U.S. National Championship is in June at Orlando, FL!

After students certify in either Adobe Photoshop, Illustrator, and/or InDesign and then submit a created originally designed project/ flyer from class, could have the opportunity of competing at the Adobe Certified Professional U.S. National Championship! Top students are chosen to represent their respective states at the U.S. National Championship where they will create a design project for Certiport's chosen nonprofit client during the competition.

Articulation Credits (FREE College Credits)

Articulated credits are available through Bay Mills Community College, Lake Superior State University, Northern Michigan University, Ferris State University, Davenport University, and many more. This means that students can earn **FREE** college credits just for doing well in this class and through class certifications! **Students can now earn up to 13 college credits for FREE and I'm always working on getting more!**

Fourth Year Math Experience

A full year of Digital Business satisfies a student's 4th year math experience credit if taken in their 4th year.

Additional Information

We are using the Microsoft Teams learning management platform this year. Students are expected to login into Teams every day to check their daily/weekly assignments and schedule. If a student missed class, this is where they are expected to go to see what they need to make-up.

Class Certification Page!

Throughout this course students will be exposed to many different topics within the Business, Marketing and Computer Science Industries! This page is only here to provide a list of course certifications as a guide. Course certifications could update throughout the year, so please reach out if you have any questions. 😊

1. **First year or (first hour) Student's** – Every new student to Digital Business will have the opportunity to earn and/or create the following during their first year and/or hour of the class:
 - a. Adobe Certified Associate in Visual Design using Photoshop (Industry Recognized)
 - b. Develop a Digital Portfolio (Personal Website) to showcase their class work/ projects
 - c. Develop a LinkedIn Profile to showcase their work, skills, and class certifications
 - d. IC3: Digital Literacy Certification – Level 1 (Industry Recognized)
 - e. Intro to Project Management Course Certification
 - f. Student's Mimic Digital Simulation – SEO, Landing Page, and Email Campaigns

Students taking my class for a 2-hr. block and/or for multiple years have a large list of certifications to choose from! Plus, my returning students are getting first-hand work-based learning opportunities through our school programs, local businesses, and the community! They will be able to include & showcase their developed work in their digital portfolios, resumes and LinkedIn profiles!

2. **Adobe Creative Cloud Certifications** (First hour and first year students certify in Photoshop!)
 - a. Photoshop
 - b. Illustrator
 - c. InDesign
 - d. Animate
 - e. Premiere Pro
 - f. Dreamweaver
 - g. After Effects

Become an Adobe Certified Professional in the following categories!

- Adobe Certified Professional in Visual Design
 - = Photoshop (required) + Illustrator or InDesign
 - Adobe Certified Professional in Video Design =
 - = Premiere Pro (required) + Photoshop or After Effects
 - Adobe Certified Professional in Web Design
 - = Dreamweaver (required) + Animate or Photoshop
3. **College/University Course Certifications through Coursera** – Students can earn course and specialization certifications in a wide variety of topics relating to Business, Marketing, Gaming, and Computer Science from a long list of prestigious Colleges/Universities!
 4. **Facebook Certified Digital Marketing Associate (Certification) and/or**
 5. **Hootsuite Social Media Marketing Certification**
 6. **IC3: Digital Literacy – Levels 1, 2 and 3 (GS6 Master- All 3 Levels) - Industry Recognized**
 7. **Modern States** – Successfully complete coursework to earn a free CLEP exam voucher to potentially earn additional college credit if passed.
 8. **Google Certifications (Ex. AdWords)**
 9. **IT (Information Technology) Specialist Certifications - Industry Recognized Certifications**
 - a. Introduction to HTML / HTML5
 - b. Introduction to Java
 - c. Introduction to JavaScript
 - d. Introduction to Python
 - e. Software Development
 10. **Unity Certified User: Certifications - Industry Recognized Certifications**
 - a. Programming
 - b. VR Developer
 - c. Artist
 11. **HubSpot Certifications (Extra Credit Opportunities for Certifying in Hubspot)**
 - a. Inbound Marketing, Inbound Sales, Content Marketing, and Email Marketing.

Classroom Rules

- Students must show respect for the instructor and other students.
- There should be no talking while myself or anyone else is talking to the class.
- Return all books to stands or bookshelf at the end of the class period.
- Clean up desk/computer area before you leave the classroom.
- No student may leave the classroom without the permission of the instructor.
- Students should remain near their seats until the bell rings.
- Students aren't allowed to download anything on the classroom computers. Anyone found downloading may lose their computer privileges.
- *Printing*: There will be no printing on the printers unless instructed to do so. If you would like to use the printer, you must ask first.

Classroom Cell Phone Policy

All cell phones must be on silent or vibrate and must be put away during class. There are phone charging stations in class, which are labeled by seat number. Students need to store their phones there during class and are allowed to charge them if necessary. Phones may be used for a few class assignments with permission from the teacher. Any student found using a cell phone when not instructed to do so, will lose points from their employability grade and/or will have their phone taken away and turned into the office for pickup at the end of the day.

Headphones / Air Pods

Students are only allowed to wear headphones when needed for an assignment or when given permission to listen to music (on computer only). Students should never use headphones when the teacher, speaker, or any other person is addressing the class. This is very disrespectful to the presenter as well as a disruption to the learning process.

Headphones should never be connected to a mobile phone.

Grading

Grading will be based on a combination of daily classwork, productivity, employability skills, quizzes and tests. Every student's grade is based on total points with:

80% Assignments, projects, quizzes, tests, productivity/participation

20% Employability

Skills learned through completing some in-class activities and assignments will contain no point value in the gradebook. Students will realize that their proficiency level will be based not only on their finished project but on the effort, they put forth during work time. Students employability grade will be affected, however, if a student decides not to complete their work or submits an incomplete assignment.

Students will also be asked to add quite a few of their finished assignments to their digital portfolios (personal websites) later in the year. Every student's digital portfolio will be graded, and points will be deducted for missing work. After several skills are completed, a summative assessment or project will be completed that is graded using a rubric, formed using the skills taught during that unit. These projects will receive a point value and be recorded in the gradebook.

**Assignments will be completed in class and due that same day – there will be no assigned homework unless you have missed the class.*

Late Assignments

All assignments are due on the assignment due date. All late work will be graded based on effort and timeliness.

Grading Scale

A 100-93	C 73-76
A- 90-92	C- 70-72
B+ 87-89	D+ 67-69
B 83-86	D 63-66
B- 80-82	D- 60-62
C+ 77-79	E 0-59

Absences and Tardies

If you have a job and don't show up to work – you don't get paid! This is a philosophy that I try hard to embed in my kids, because it is hard for any student to keep up and learn in any class if they are not there. Any work missed due to an excused absence, however, can be made up without penalty. It is the student's responsibility to check Microsoft Teams every day to see what was missed. If the assignment was completed in-person, the student can ask the instructor on the day of returning from an absence to obtain any make-up assignments. A "0" will be placed in the gradebook for any missing work until the work is made-up and any work not made up within the specified time given by the instructor will result in a "0" for the missing assignment.

Please do not wait until the last minute to get make-up assignments. You need to take responsibility for your work, and you need to keep up to date with what is happening within our classroom. If a student misses more than 10 classes, then they do not pass the class, receive credit or earn a Career Center Certificate (this is a schoolwide policy).

Remote Learning:

When remote learning is necessary students are required to participate in all activities of this course. This will include checking in for attendance and doing assignments. Student's will be using, but not limited to platforms of interactions such as: Microsoft Teams, using various Online Programs or Platforms, Digital Textbooks, and their school E-mail account.

Note: This syllabus is subject to change if we move to a virtual or hybrid format. You will be made aware of any changes as soon as possible if this were to happen.

Classroom Contributions

As we are preparing for you to enter the workforce and preparing you for college, our classroom will be treated as a work environment. As such, you are encouraged to collaborate and interact with your peers in a way that enhances your learning and productivity. It's expected that all students show respect toward one another, the instructor, and any classroom equipment. All students will be contributing members of the team, so let's all work together towards a common goal of having a highly rewarding school year.

Please feel free to come in for additional support as needed. I will be available before and after school; you just need to make an appointment. Here is to a wonderful year! 😊

Employability Skills

Employability skills are those traits that are looked upon favorably by an employer—positive attitude, neat appearance, good work habits, etc. The Digital Business class at the Sault Area High School and Career Center will help you develop these traits so that you will be better prepared for college or a career. Therefore, 20% of your grade will be based on employability skills. Please see the next page for a more thorough description about the point structure.

You begin with 100 points – an A! It is your responsibility to maintain that A grade.

REDUCTION OF POINTS

TARDY/LATE FOR CLASS	2 points
QUITTING WORK EARLY	1 point per minute
UNPREPARED FOR WORK Includes books, pencils, workbooks, writing materials etc. All materials should be brought with you to class at the START of the period	2 points
OFF TASK	5 points per acknowledgement from the teacher (will double each additional time after) – this also includes not being ready /actively participating on the daily bell ringer at the start of class and our class discussion questions on Mentimeter that will be displayed on the board throughout class.
LEAVE WORK AREA BEFORE CLEANING UP	2 points Papers/pens and equipment should be put back in its proper place before leaving
ASSIGNED WORK IS NOT DONE OR INCOMPLETE	10 points per an Assignment
INAPPROPRIATE BEHAVIOR Includes eating/drinking during class, excessive socialization, disruptive behavior or inappropriate behavior	10 points
ON THEIR PHONE DURING CLASS Students need to learn that being on their phone during a job could cost them their job. Phones are not allowed during class, unless I allow time at the end of the hour for good behavior. Phone Etiquette	15 points

PLUS POINTS

A TEACHER OBSERVATION EVALUATION will be a part of the employability skills grade and includes these factors where you can bonus points for going above and beyond:

1. Pays attention and follows directions
2. Works well with minimal supervision
3. Works up to potential and shows maximum effort
4. Works cooperatively as a member of a group
5. Makes effective use of time and/or materials
6. Demonstrates initiative and motivation
7. Has a cooperative, positive attitude

BMMT – Digital Business Class
Parent/Guardian Contact Form and Syllabus Check-in
2023-2024 School Year

I'm a 21st century teacher, ready to teach your 21st century learner!



Please click on the link below or scan the QR code above...
to electronically sign that you have read the class syllabus. I would also like for you to provide me with your necessary contact information, as I think it's very important for us to have a way to stay in touch.

[Digital Business - Parent/Guardian Contact Form and Syllabus Check-in](#)

*Alternatively, you can hand write this information below and return it to class by the end of the first week as part of the student's first grade for the class.

By completing this form, you are acknowledging that you've read through the Digital Business class syllabus for the 2023-2024 school year.

Tare care and let's have a wonderful school year!
Ms. Watchorn

Student Name _____

Parent/Guardian Name _____

Best Contact # to reached you: _____

Secondary Contact # to reached you (optional): _____

Parent/Guardian Email Address: _____

Parent/Guardian Signature _____ Date _____

Please make sure you also answer the Parent/Guardian Consent Questions on the following two pages, so your child can participate in some creative activities, projects, and work-based learning opportunities we have this year!

My syllabus is available on my SAHS teacher page for you to view as well:

<https://www.saultschools.org/Page/8294>

I am giving my child permission to design/create their own Digital Portfolio (Personal Website) to showcase their work created/designed in class, their resume and school achievements? *

Yes

No

I am giving my child permission to get a professional headshot that will be taken on our class field trip to The Printing Lounge this Fall downtown? *

These professional photos will come in handy for their digital portfolios (personal websites), their resumes, and BPA (if needed). Permission slips will be given to students for this field trip later on this semester.

Yes

No

This year we have a class Facebook Group and I would like to post pictures of students collaborating, certifying, and developing amazing work! I am giving permission to post pictures of my child or their work on "Sault High's - CTE Digital Business Class" Facebook Group? *

Please join our group for class updates and news.

Sault High's - CTE Digital Business Class

<https://www.facebook.com/groups/sahs.digital.business.class/>

Yes

No

I am giving my child permission to design/create needed marketing materials, social media advertisements and/or website development for local businesses, organizations, non-profits, and any other community project? *

This is an excellent work-based learning initiative I am taking on this year for my students. This will allow them to gain real world experience. They will also be able to include their created work on their digital portfolios.

Yes

No

I am giving permission for my child to work with and help in designing/creating needed marketing materials for the upcoming 150 year anniversary of Sault High this May, as well as around the Sault district when needed? *

This is an excellent way for them to gain some first-hand work based learning skills, and they will also be able to include their developed work on their digital portfolios (personal website).

Yes

No

I am giving permission for my child to create a LinkedIn Profile?

Just in case you are not familiar with LinkedIn, I have some links that might help below *

<https://www.forbes.com/sites/ashleystahl/2022/02/09/5-ways-to-make-your-linkedin-profile-pop-in-2022/?sh=76e9676e6124>

<https://about.linkedin.com/>

Yes

No

I am giving permission for my child to contribute to the class Blog this year? *

This means the student writes an article about a Digital Business topic that could be published for the community to see and this would also be included on their Digital Portfolio (Personal Website) to showcase as part of their developed work.

Yes

No

Please Scan/Join the Digital Business Class Facebook Group Below

Sault High's - CTE Digital Business Class

<https://www.facebook.com/groups/sahs.digital.business.class/>

