



## Certification Exam: 1D0-61A

*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 how browser plugins and add-ons can improve your Web-browsing experience, and you will 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 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.

## Candidate Profile

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

## Career Profile

This course aligns with the Department of Labor Standard Occupational Classification for the following:

### **SOC: 15-1232 Computer Support Specialist**

Computer Support Specialists help people and organizations use computers, software, and networks effectively. They troubleshoot technical problems, answer user questions, and guide users through steps to fix issues or install programs. These professionals also maintain systems, test updates, and ensure that computer equipment and applications run smoothly.

### **SOC: 15-1211 Computer Systems Analyst**

Computer Systems Analysts study an organization's computer systems and processes to help improve efficiency and performance. They evaluate technology needs and recommend solutions that help businesses use technology more effectively.

**SOC: 13-1111 Management Analysts**

Management Analysts study how organizations operate and recommend ways to improve efficiency, reduce costs, and solve business problems. They analyze processes, gather data, and suggest strategies to help organizations perform better.

**Topics****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  
That's a Hot Site

**Internet Communication**

Communicating via the Internet  
Modern Web Technologies  
Social Networking  
Messaging  
Blogging  
Communicating Effectively over the Internet  
Convergence and Unified Communications Technologies  
Web 2.0 Travel Guide?

**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  
Computing in the Cloud

**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

Working the Help Desk

**Multimedia on the Web**

Introduction to Multimedia on the Web  
Objects, Active Content and Languages  
Objects and Security Issues  
HTML5 vs. Plug-ins  
Introduction to Plug-in Technology  
Data Compression and Decompression  
Plug-in Installation  
Types of Plug-ins  
Firefox Add-Ons  
Types of Viewers  
Miscellaneous File Formats  
Downloading Files with a Browser  
The Right Tools for the Job

**Databases and Web Search Engines**

Introduction to Data Searching Tools  
Overview of Databases  
Introduction to Web Search Engines  
Registering a Web Site 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 To Be Valid or Not to Be Valid?

**Business E Mail and Personal Information Management**

Introduction to Business Electronic Mail (E Mail)  
How E Mail Works  
E Mail Configuration Requirements  
E Mail Message Components  
Creating and Sending E Mail Messages  
Receiving and Viewing E Mail Messages  
E Mail in the Workplace

E Mail Problems and Solutions  
Personal Information Management (PIM)  
Mastering the Art of E-Mail

**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  
Legal Protection

**Internet Services and Tools for Business**

Internet Resource Tools  
Mass E-Mail 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  
These Are Sensitive Files

**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  
We Need an Intranet!