2008-09 Syllabus

Course Name: Desktop Publishing & Internet
Instructor Name: Mr. Michael L. Werth   Tutoring Availability: Tuesday & Thursday: 2:30-3:30

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Overview & Essential Questions:
Our course will begin with an investigation into how the Internet and E-Commerce have changed the way we conduct our lives in a short space of just the last 15 years! Additionally, we will continue our growth as math students and problem-solvers with a daily NECAP or SAT problem of the day as we prepare ourselves for college. Together with being BOTH a good problem-solver, and a fluent Internet researcher, you will be prepared for many opportunities beyond high school graduation and be prepared to take charge of your future. We will build up our problem-solving and research skills as the year progresses and ultimately build our own web sites to conduct fundraising business for our school.

Requirements & Expectations of Course:
All students are required to bring their daily binder, textbook, calculator, pens and pencils to class every day before the bell rings. Students who are not in class before the bell rings with their materials will be marked tardy to indicate that they are not prepared for class. Tardy student will receive a 0 for their preparation for class grade. Students who are on time will receive a 100 for being on time and prepared for class. Students will have their materials open and be working in their syllabus from the beginning of class to the bell at the end of class. Students are expected to take teacher notes when put on the board, or book notes from their textbook. Students are expected to keep up with the syllabus for their daily homework assignment. Students who do not turn in homework, their daily binder, or keep up with the syllabus will receive a 0 for those grades. Students who keep their binder up to date at all times with all assignments complete will receive high scores for those assignments based on the quality of the content. Students will work individually or in a group of two students to keep up with their work during class. Off-topic conversation will result in a grade of 0 for lack of participation. Students who work hard during class to get assignments completed will receive a grade of 100 for participation.

End-of-Course Exam:
We will build up our problem-solving and study skills as the year progresses and ultimately prepare ourselves for advanced college placement exams such as for URI and the SATs. Throughout the year, interspersed with subsequent units, we will continue to review and refresh previous topics until full mastery is achieved on the major topics of study towards the end of the course. Students will then be given a performance-based End-of-Course examination, covering topics from the entire course, counting towards graduation requirements, and that will show proficiency in the topics mastered. Students will be expected to study for the End-of-Course exam, and will be required to be proficient on the End-of-Course exam to "pass" the course and receive credit for it. Keeping that in mind, students should strive throughout the year to revise and master all assignments that do not meet proficiency when first submitted so that they are fully prepared for the End-of-Course exam.

Textbooks & Materials:
1)   Miles, James E., and Chip Dolcé. E-Commerce. California: Glencoe/McGraw-Hill, 2006.
2)   Web Sites: ecommerce.glencoe.com (place to do online activities and practice tests for textbook); www.businessweek.com (good source of articles for class work); http://library.duke.edu/research/citing/workscited/index.html (how to cite sources in your researched papers and journals)
3)   Calculator: Recommend the TI-84 Plus or the TI-89 Titanium graphing calculator for all math, science, and computer courses.

Skill Standards/What Students will be able to do:
As a 21st century learning environment, students will be continuously assessed throughout the course on the following skills:
1.   Information and Communication Skills: a) Information and Media Literacy Skills: Analyzing, accessing, managing, integrating, evaluating, and creating information in a variety of forms and media. Understanding the role of media in society. b) Communication Skills: Understanding, managing, and creating effective oral, written, and multimedia communication in a variety of forms and contexts.
2.   Thinking and Problem-Solving Skills: a) Critical Thinking and Systems Thinking: Exercising sound reasoning in understanding and making complex choices, understanding the interconnections among systems. b) Problem Identification, Formulation, and Solution: Ability to frame, analyze, and solve problems. c) Creativity and Intellectual Curiosity: Developing, implementing, and communicating new ideas to others, staying open and responsive to new and diverse perspectives.
3.   Interpersonal and Self-Directional Skills: a) Interpersonal and Collaborative Skills: Demonstrating teamwork and leadership, adapting to varied roles and responsibilities, working productively independently and with others, exercising empathy, respecting diverse perspectives. b) Self-Direction: Monitoring one's own understanding and learning needs, locating appropriate resources, transferring learning from one domain to another. c) Accountability and Adaptability: Exercising personal responsibility and flexibility in personal, workplace, and community contexts, setting and meeting high standards and goals for oneself and others, tolerating ambiguity. d) Social Responsibility: Acting responsibly with the interests of the larger community in mind, demonstrating ethical behavior in personal, workplace, and community contexts.

Content Standards/What students will know:
Overarching Unit of Study: Problem-Solving
Throughout the course, students will be exposed to and challenged by NECAP and SAT problems of the day. Developing Skill in solving complex problems is not only valuable for Proficiency-Based High School Graduation Requirements and College Entrance exams, but also important in the 21st century workplace. Students can no longer believe that there's a guaranteed hourly paid job available to them when they graduate from school; many of these types of jobs are being outsourced overseas, and there's not enough job left for everyone. Workers who prepare themselves to be flexible, adaptable, creative, and who can solve the complex problems not only in their personal lives, but in the marketplace, will be the wave of the future.
Overarching Unit of Study: Utilizing Computers for E-Commerce
    I)   Unit of Study I: The History, Nature, and Impact of E-Commerce
    II)   Unit of Study II: You and E-Commerce
    III)   Unit of Study III: Business Structures and the Business Plan in E-Commerce
    IV)   Unit of Study IV: Web Site Development
    V)   Unit of Study V: Marketing in the Digital World
In addition to our focus on problem-solving, we will be utilizing disciplinary literacy strategies in reading, responding, and multi-media tools to research and develop business products, services, and solutions to assist in the creative and sustainable future of our own education. Working with the latest educational research and the world of the E-Commerce marketplace, we will bring our classroom into the 21st century to solve problems that are timeless in nature, i.e., how we educate ourselves and secure our future. To that end, every student in this course will be personally responsible to build their capacity to

sustain a focused and rigorous pace of work as we develop our knowledge and create internet-based solutions for our local community in order to serve other and secure our future.

Major Projects & Products:
1)   Daily Binder Portfolio: Students will keep a daily binder as evidence of their progress.
2)   Quarterly Projects: Students will be asked to produce a quarterly project where appropriate in the curriculum. Projects will be developed and handed in separately on specific due dates.
3)   Quizzes, Tests, Quarterly Exams, Mid-Term Exams, and End-of-Course Exam: All students will be expected to keep up with the curriculum syllabus and be prepared for testing at any time. Students will be required to be proficient on the End-of-Course exam for credit for the course. Therefore, students should keep up with the program of study, and resubmit work that is not proficient in order to make sure they understand the material leading up to the End-of-Course Exam.

Important Dates:
In general, all student work for the quarter is due the week that it is assigned. Late work (50% off the grade) will be accepted up to one week before the end of the quarter. The final quarter projects are due two days before the end of the quarter. The quarters end as follows:
Quarter 1: Ends on 11/07/08: Quarter Projects due 11/05/08: Late work due by 10/31/08
Quarter 2: Ends on 01/30/09: Quarter Projects due 01/28/08: Late work due by 01/23/09
Quarter 3: Ends on 04/09/09: Quarter Projects due 04/07/09: Late work due by 04/02/09
Quarter 4: Ends on 06/18/09: Quarter Projects due 06/15/09: Late work due by 06/08/09

Assessment & Grading Policy:
Mr. Werth's Grading System*:
Proficient with Distinction   5 = A
Proficient   4 = B
Very Nearly Proficient   3 = E approaching C
Partially Proficient   2 = F approaching E
Substantially Below Proficient   1 = F
Not Submitted   0 = F
* Students are allowed multiple opportunities to make up all missing work and to redo all papers that are a "4" or lower to improve upon their initial score. Students are provided with daily opportunities to come after school for help or to find out if they're missing any work. Although proficiency grades are criterion referenced, and are not derived by percentage of "correct answers", to get a "percentage approximation" of "perceived value" of these grades, multiply proficiency score by 20.

In general, all assignments are equally valuable in the grading system. Daily and weekly proficiency grades for each assignment including homework, projects, quizzes, and tests, as well as preparedness for class and participation are averaged in for each student to earn a "weekly grade". The average of all the weekly grades, including all assignments, end up being averaged for the final grade. Overall, the classroom binder generally results in being worth about 30% of the grade. Homework, including specific assignments, as well as keeping up with the syllabus work out to be about 30% of the grade. Approximately 40% of the grade works out to be preparedness for class, participation, and all other assignments that are given. The best way to earn a high grade in this course is to keep up with the syllabus and be sure to submit the daily binder for grading, submit all homework assignments, submit specific assignments described in class, and turn in the quarter project on time. Students who do not do the homework, keep an up-to-date binder, or keep up with the syllabus will not pass the course.

Student Ethics Policy:
All the work that you do in this course must be your own original work. You may never copy written work or graphical designs from other students, books, or the Internet and submit it as your own work to be graded. Copying from other people's art or writing, books, or web sites is only for the purpose of gathering information to consider, or for taking notes. Copying is never proof of learning or contributing

significantly to your education. At most, copying is considered "notes" that you use to synthesize and write original work. If you do copy from someone or somewhere, and submit this for a grade, you will receive a zero for any copied assignments and you will be reported to the dean. Do not let others copy your own work so that you will not be accused of being the one who copied from them. See Appendix A below for more information about intellectual property and plagiarism. Remember, if you copied it, then don't submit it as your original work!

Appendix A: Etiquette on Original Work and Intellectual Property:
http://www.tqnyc.org/avoid_plag.php

PLAGIARISM

Basically, plagiarism is using other's work as if it was yours. You may not realize it, but certain practices lead others to conclude that other's works are your own. Here are some of these practices:

1. Using someone's exact words and not putting quotation marks around them, which means the reader has no way of understanding this is not the work of the site author.
2. Using someone's work and not attributing the source.
3. Paraphrasing so closely (same order of sentences, same order of paragraphs, same order of sections), with merely a word substituted here and there. This indicates that the work is really still someone else's. The intellectual work of re-thinking the meaning wasn't done. This is true even if the source is given.
4. Cut 'N Paste: Using parts of several people's work, which some think is original - Not! The sum of sentences from other authors doesn't make the combination original,
5. It is possible to plagiarize someone's graphic work: taking an image and changing a small part. This also is copyright violation, in which an image cannot be "derived". Look at Copyright Website: < http://www.benedict.com > for examples of this.

INTELLECTUAL PROPERTY

Intellectual property violations are legal concerns and include copyright infringement or trademark violation.

INTELLECTUAL PROPERTY covers "the properties generated by thought processes, creativity, and organizational capabilities of individuals and legal entities which are fixed in a tangible form" (Caseiro, 2000, p.18). There are four kinds of intellectual property. We are most concerned with Copyrights and Trademarks in entries.

COPYRIGHT: First, think simply: If you did not write it, draw it, or produce the .gif or applet, etc....then you need to pay close attention to what is OK legally. Copyright means "Original works of authorship fixed in a tangible medium of expression "(Caseiro, 2000, p.20) "Copyright" means that the author or artist or software developer claims protection for the expression of original work they did. They have the right to have their work used for pay or with permission, and their work cannot be used without permission. You can see this symbol: © on a work protected with a copyright.

One Frequently Asked Question is worth answering for all of you: "If something I see says "For Educational Use" or "For Personal Use", can I use it on my site?"

The answer is NO. When you publish on the web, you publish for the whole world. "Educational use" means IN A CLASSROOM. "Personal Use" means for your private use. These are tough ideas to think about. If you have any questions about specifics, use the HELP DESK, but more importantly, ASK YOUR COACH.

Reference: Caseiro, Chris. Basics of Intellectual Property. GPSOLO, American Bar Association, 17, 3, 18-23 (April/May).

Quarter I			

Week I: Unit I: Chapter 1: Section 1-1 and 1-2

Assign. No.	Assignment Description	Initial Grade	Redo Grade
PS1	Problem-Solving #1: do problem-solving question of the day		
PS1-HW	Problem-Solving #1 HomeWork: follow-up homework on the problem-solving question		
J1	Journal #1: answer Prereading Strategies questions on p. 4		
J2	Journal #2: answer Drill Down question on p. 5		
J3	Journal #3: do BusinessWeek online activity on p. 4		
T1	Toolbox #1: write Key Terms in vocabulary section and define each p. 6		
J4	Journal #4: answer Predict question on p. 7		
J5	Journal #5: answer Connect question on p. 8		
J6	Journal #6: answer Question question on p. 9		
W1	Workshop #1: answer Respond questions + Quick Talk on p. 11		
PS2	Problem-Solving #2: do problem-solving question of the day		
PS2-HW	Problem-Solving #2 HomeWork: follow-up homework on the problem-solving question		
T2	Toolbox #2: write Key Terms in vocabulary section and define each p. 12		
J7	Journal #7: answer Predict question on p. 12		
J8	Journal #8: answer Connect question on p. 13		
J9	Journal #9: answer Connection Language Arts question on p. 13		
J10	Journal #10: answer Question question on p. 14		
W2	Workshop #2: answer Respond questions + Quick Talk on p. 16		

Quarter I			
Week II: Unit I: Chapter 1: Section 1-3, Ch. 1 Review and Activities, and Ch. 1 Assessment			
Assign. No.	**Assignment Description**	**Initial Grade**	**Redo Grade**
PS3	Problem-Solving #3: do problem-solving question of the day		
PS3-HW	Problem-Solving #3 HomeWork: follow-up homework on the problem-solving question		
T3	Toolbox #3: write Key Terms in vocabulary section and define each p. 17		
J11	Journal #11: answer Predict question on p. 17		
J12	Journal #12: answer Connect question on p. 18		
J13	Journal #13: answer Question question on p. 19		
W3	Workshop #2: answer Respond questions + Quick Talk on p. 20		
PS4	Problem-Solving #4: do problem-solving question of the day # PS4		
PS4-HW	Problem-Solving #4 HomeWork: follow-up homework on the problem-solving question		
W4	Workshop #4: do Worksheet 1-1 on p. 21		
W5	Workshop #5: do Worksheet 1-2 on p. 22		
J14	Journal #14: write a five-paragraph summary of the most important topics with several details each that you have learned in Chapter 1 from p. 23		
W6	Workshop #6: do 2 out of the 4 Applying Technology to Academics on p. 24		
J15	Journal #15: do 1 out of the 2 Critical Thinking on p. 25		
W7	Workshop #7: do either Competitive Event or BusinessWeek Online activity p. 25. [BWOA: ecommerce.glencoe.com click student center choose unit 1 ch. 1]		
O1	Online #1: do practice test at ecommerce.glencoe.com click student center choose unit 1 ch. 1 and email results to mrwerth@chamberschool.com		
E1	Exam #1: take Chapter 1 Test with Mr. Werth when you have completed the work for this Chapter. If you are behind, make up the work after school, and then take the exam after school.		
B1	Binder #1: Mr. Werth will check your binder for your Journals, Toolbox, Workshops, and Problem-Solving as specified above when you have completed the Chapter 1 Test. After you get your Chapter 1 Test back with your grade, then put it in your binder, and bring your complete and organized binder to Mr. Werth for scoring. All sections and table of contents must be in order.		

Quarter I			
Week III: Unit I: Chapter 2: Section 2-1 and 2-2			
Assign. No.	**Assignment Description**	**Initial Grade**	**Redo Grade**
PS5	Problem-Solving #5: do problem-solving question of the day		
PS5-HW	Problem-Solving #5 HomeWork: follow-up homework on the problem-solving question		
J16	Journal #16: answer Prereading Strategies questions on p. 26		
J17	Journal #17: answer Drill Down question on p. 27		
J18	Journal #18: do BusinessWeek online activity on p. 26		
T4	Toolbox #4: write Key Terms in vocabulary section and define each p. 28		
J19	Journal #19: answer Predict question on page 28		
W8	Workshop #8: do Figure 2.1 matching quiz at the top of p. 29		
J20	Journal #20: answer Connect question on page 31		
J21	Journal #21: answer Question question on page 33		
W9	Workshop #9: answer 2-1 Rvw Respond questions + Quick Talk on page 33		
PS6	Problem-Solving #6: do problem-solving question of the day		
PS6-HW	Problem-Solving #6 HomeWork: follow-up homework on the problem-solving question		
T5	Toolbox #5: write Key Terms in vocabulary section and define each p. 34		
J22	Journal #22: answer Predict question on page 34		
J23	Journal #23: answer Connect question on page 36		
J24	Journal #24: answer Connection Language Arts question on page 37		
J25	Journal #25: answer Question question on page 37		
W10	Workshop #10: answer 2-2 Rvw Respond questions + Quick Talk on page 38		

Quarter I			
Week IV: Unit I: Ch. 2 Review and Activities, Ch. 2 Assessment, and Section 3-1			
Assign. No.	**Assignment Description**	**Initial Grade**	**Redo Grade**
PS7	Problem-Solving #7: do problem-solving question of the day		
PS7-HW	Problem-Solving #7 HomeWork: follow-up homework on the problem-solving question		
W11	Workshop #11: do Worksheet 2-1 on p. 39		
W12	Workshop #12: do Worksheet 2-2 on p. 40		
J26	Journal #26: write a five-paragraph summary of the most important topics with several details each that you have learned in Chapter 2 from p. 41		
W13	Workshop #13: do 2 out of the 4 Applying Technology to Academics on p. 42		
J27	Journal #27: do 1 out of the 2 Critical Thinking on p. 43		
W14	Workshop #14: do either Competitive Event or BusinessWeek Online activity p. 43. [BWOA: ecommerce.glencoe.com click student center unit 1 ch. 2]		
O2	Online #2: do practice test at ecommerce.glencoe.com click student center choose unit 1 ch. 2 and email results to mrwerth@chamberschool.com		
E2	Exam #2: take Chapter 2 Test with Mr. Werth when you have completed the work for this Chapter. Make up late work after school and then take the test.		
B2	Binder #2: submit binder for grading after your Chapter 2 Test		
PS8	Problem-Solving #8: do problem-solving question of the day		
PS8-HW	Problem-Solving #8 HomeWork: follow-up homework on the problem-solving question		
J28	Journal #28: answer Prereading Strategies questions on p. 44		
J29	Journal #29: answer Drill Down question on p. 45		
J30	Journal #30: do BusinessWeek online activity on p. 44		
T6	Toolbox #6: write Key Terms in vocabulary section and define each p. 46		
J31	Journal #31: answer Predict question on p. 46		
J32	Journal #32: answer Connect question on p. 47		
J33	Journal #33: answer Question question on p. 50		
W15	Workshop #15: answer 3.1 Rvw Respond questions + Quick Talk on p. 51		

Quarter II		
Week II: Unit I: Chapter 1: Section 3-2, Ch. 3 Review and Activities, and Ch. 3 Assessment		

Assign. No.	Assignment Description	Initial Grade	Redo Grade
PS9	Problem-Solving #9: do problem-solving question of the day		
PS9-HW	Problem-Solving #9 HomeWork: follow-up homework on the problem-solving question		
T7	Toolbox #7: write Key Terms in vocabulary section and define each p. 52		
J34	Journal #34: answer Predict question on p. 52		
J35	Journal #35: answer Merchandising Cues Direct Approach questions		
J36	Journal #36: answer Connect question on p. 54		
J37	Journal #37: answer Question question on p. 56		
W16	Workshop #16: answer 3-2 Respond questions + Quick Talk on p. 58		
PS10	Problem-Solving #10: do problem-solving question of the day		
PS10-HW	Problem-Solving #10 HomeWork: follow-up homework on the problem-solving question		
W17	Workshop #17: do Worksheet 3-1 on p. 59		
W18	Workshop #18: do Worksheet 3-2 on p. 60		
J38	Journal #38: write a five-paragraph summary of the most important topics with several details each that you have learned in Chapter 3 from p. 61		
W19	Workshop #19: do 2 out of the 4 Applying Technology to Academics on p. 62		
J39	Journal #39: do 1 out of the 2 Critical Thinking on p. 63		
W20	Workshop #20: do either Competitive Event or BusinessWeek Online activity p.63.[BWOA: ecommerce.glencoe.com click student center choose unit 1 ch. 3]		
O3	Online #3: do practice test at ecommerce.glencoe.com click student center choose unit 1 ch. 3 and email results to mrwerth@chamberschool.com		
E3	Exam #3: take Chapter 1 Test with Mr. Werth when you have completed the work for this Chapter. If you are behind, make up the work after school, and then take the exam after school.		
B3	Binder #3: Mr. Werth will check your binder for your Journals, Toolbox, Workshops, and Problem-Solving as specified above when you have completed the Chapter 3 Test. After you get your Chapter 3 Test back with your grade, then put it in your binder, and bring your complete and organized binder to Mr. Werth for scoring. All sections and table of contents must be in order.		