Computer Basics with Small BusinessMarketing

SYLLABUS 2023

PART 1: COURSE INFORMATION

Instructor Information:

INSTRUCTOR
JAIME ARENAS

OFFICE
270 E Douglas Ave, El Cajon, CA, 92020.

CLASS HOURS
Tuesday, Wednesday and Thursday
9:00 AM - 12:00 AM
6:00 PM - 9:00 PM

OFFICE TELEPHONE
(619) 401-4011

EMAIL
info@thelearningsource.net

The Computer Basics with Small Business Marketing course has a total duration of 192 hours, specifically designed to optimize student learning. Over a 16-week period, the time is divided as follows:

144 Hours are dedicated to live online sessions.

These interactive and practical classes allow students to immerse themselves in the fundamentals of computer basics and small business marketing. During these sessions, active participation, real-time problem-solving, and collaboration on projects are encouraged to solidify understanding of the material.

The remaining 48 hours are allocated for supplementary tasks and activities.

These activities are designed to enhance comprehension and apply the concepts learned during the online classes. They provide students with the opportunity to delve deeper into the topics discussed and practically apply what has been learned during the live sessions.

The balanced approach between online classes and supplementary activities aims to provide students with a strong understanding of the basics of computer science and the practical application of marketing strategies for small businesses.

This program has been developed to provide a comprehensive and applied learning experience, preparing students to meet the challenges of today's world of technology and business.

DESCRIPTION

COURSE DESCRIPTION

Our adept instructors possess extensive experience in tailoring their teaching approach to students' unique skill levels and motivations, guiding them from rudimentary knowledge to advanced proficiency.

Furthermore, our specialized marketing module equips students with the knowledge and skills to navigate the 26 modules essential for eligibility to undertake the Google Certification test, specifically the Google Fundamentals of Digital Marketing certification—a widely recognized accolade within the marketing industry. Throughout this course, students will also gain proficiency in various software programs, including word processing with Google Docs, as well as mastery of Google Slides, Google Sheets, email management, calendar usage, and basic design creation using Canva. These practical skills enhance students' readiness for a dynamic and technology-driven job market.

These practical skills enhance students' readiness for a dynamic and technology-driven job market. Upon successful completion of this course, students will acquire a comprehensive skill set that empowers them to excel in various professional roles, spanning from foundational marketing to essential computer and software proficiencies. This diverse skill set finds relevance in positions such as marketing media coordinators, office administrators, customer service representatives, order desk managers, data entry specialists, and numerous other job roles—all of which necessitate the fusion of marketing and computer skills taught within this course.

The course's inaugural module is dedicated to ensuring students' comfort with fundamental computer competencies, encompassing computer setup, WiFi network establishment, printer configuration, peripheral setup, and keyboard mastery.

INSTRUCTIONAL MODALITY

Instructional Modality

This program is taught online and offline live (English and Spanish).

Admissions Requirements

To be admitted to this program, students must be at least 18 years of age and possess, at a minimum, a high school diploma, high school equivalency certificate (G.E.D.), or achieve a minimum score of 97 on the Combined English Language Skills Assessment (CELSA) Form 2 (Ability to Benefit Test).

Course Requirements

- 🎓 Tuition **$ 4,170.00**
- 👤 Registration Fee **$ 250.00**
- 📖 Books **$ 80.00**
- 🤲 Student Tuition Recovery Fund Fees **$ 0.00**
- 📋 Total Charges (Period of Attendance/Entire Program): **$ 4,500.00**
- 🤝 Consulting fee (third party fee)

The tuition collected by the school may be reduced by the fees paid to a third-party for consulting fee provided to the student.

PREREQUISITE

Text & Course Materials
Required Text

At our institution, we have adopted an innovative approach to course materials, specifically designed for the Computer Basics with Small Business Marketing course. Instead of a traditional textbook, we provide students with a collection of carefully selected text-based resources that closely align with the content covered in each module of the course. These materials have been strategically chosen to facilitate the practical application of theoretical knowledge. This comprehensive approach enables our students to gain a deeper understanding of the intricacies of computer basics and the effective implementation of marketing strategies for small businesses.

Course Requirements

- 📶 Internet connection (DSL, LAN, or cable connection desirable)
- 🖥 Computer
- 📷 Webcam
- 🎤 Microphone

Course Structure

Course Format:

Live Online Classes: The course is delivered through live online classes conducted by qualified instructors who are experts in the field.
Course Material: The course material is derived from provided reading materials that cover the content of each module discussed in class.

Module Structure

Module Activities: Within each module, students engage in a variety of activities. Some activities are suggested in the course material, while others are introduced based on the instructor's guidance.

Practical Application: After receiving instruction from the instructor, students practice what they've learned on their own computer systems. This includes tasks such as creating documents, presentations, graphics, as well as designing invitations for events and cards for various holidays.

Basic Computer Skills: In addition to module-specific activities, students familiarize themselves with fundamental computer skills, including basic Google Chrome usage, email communication, and other essential computer functions.

7/7

Within each module, students engage in a variety of activities.

Includes tasks such as creating documents, presentations, graphics, as well as designing invitations for events and cards for various holidays.

Module Structure

Module 1

Gmail, Drive, and Google Chrome
During this initial module, students will acquire the essential skills necessary for secure online navigation. They will learn how to proficiently send and respond to emails and effectively manage and store files within an online cloud environment.

Module 2

Calendar, Meet, and Forms
In the second module, students will gain expertise in scheduling and conducting online meetings using Google Calendar and Google Meet. Additionally, they will master the art of crafting customer feedback surveys and more using Google Forms.

Module 3

Google Docs
Module 3 serves as an introduction to word processing applications. Students will acquire the knowledge and skills required to create and edit a variety of documents, including business letters and professional resumes, using Google Docs.

Module 4

Google Slides
Module 4 focuses on the creation of impactful business presentations utilizing Google Slides. Students will learn to incorporate transitions and special effects to enhance the quality of their presentations.

Module Structure

Module 5

Google Sheets
In Module 5, students will delve into the world of spreadsheet creation using Google Sheets. They will become proficient in crafting tables and implementing formulas and functions to manipulate data effectively.

Module 6

Canva
Module 6 introduces students to advanced editing tools. They will discover how to design logos, flyers, business cards, Instagram posts, and more using Canva, a powerful online design tool.

Module 7

Digital Marketing
In this concluding module, students will gain a comprehensive understanding of how to establish a formidable online presence and master the fundamental principles of digital marketing. Upon successful completion, participants will be awarded a Google Certification accredited by the Interactive Advertising Bureau Europe and The Open University.

Google Certified Digital Marketing Course:
As a part of the program, students have the opportunity to enroll in a specialized digital marketing course leading to Google certification. This course prepares them for the Google Fundamentals of Digital Marketing exam, widely recognized in the industry.

BENEFITS FOR STUDENTS

Career Enhancement:
Google's Digital Marketing certification is highly regarded in the job market. It can help students stand out on their resumes and increase their employment opportunities.

Skills Development:
The digital marketing course equips students with practical skills in online advertising, digital marketing strategies, and data analysis, all of which are crucial in the digital era.

Entrepreneurship:
Those looking to start their own online ventures or businesses can greatly benefit from this certification by gaining the necessary skills to succeed online.

Market Competence:
By obtaining a certification recognized by Google, students showcase their competence and expertise in the field of digital marketing, instilling confidence in employers and clients.

This course not only provides practical knowledge in computer skills but also opens doors to the world of digital marketing, offering students the opportunity to earn a valuable certification that can boost their careers and professional aspirations.

Zoom Sessions:
The primary mode of instruction is through live Zoom sessions. These sessions provide a real-time, interactive learning environment where students can actively engage with instructors and peers, ask questions, and participate in discussions.

Google Workspace:
Extensive use is made of Google Workspace, which includes Gmail for communication. When students create a Gmail account, they automatically gain access to the full suite of Google Workspace applications. This suite includes valuable tools such as Google Forms for surveys and quizzes, Google Docs for document collaboration, Google Slides for presentations, and Google Sheets for data analysis. These tools are fundamental for building a strong foundation in computer skills.

Additional Online Tools:
Throughout the course, students may be introduced to other online tools such as Canva for graphic design and various digital applications to enhance their learning experience. These tools are chosen to align with the course content and provide practical skills.

Google Certified Digital Marketing:
As a unique feature, the course also includes a specialized Google Certified Digital Marketing program. This certification course is hosted on Google's online platform and equips students with the skills and knowledge required for the Google Fundamentals of Digital Marketing exam.

Overall, the reliance on these online resources, including Google Workspace with its suite of applications, is designed to provide students with a flexible, collaborative, and enriching learning environment. Whether it's attending live Zoom sessions, exploring Google's versatile applications, using additional online tools, or pursuing the Google Certified Digital Marketing certification, these resources are tailored to support the educational journey and prepare students for success in the digital world.

PART 2: STUDENT LEARNING OUTCOMES

Course Outcomes:

01 ### Effective Communication:
Students will learn to communicate effectively online, including sending emails, scheduling meetings, and creating surveys.

02 ### File Management:
They will gain skills to organize and securely store files in the cloud, making it easier to access and organize information.

03 ### Word Processing:
Students will learn to create and edit text documents, improving their writing skills, especially for business documents and resumes.

04 ### Creating Impactful Presentations:
They will learn to create engaging and effective business presentations using images and special effects to convey ideas.

05 ### Spreadsheet Skills:
They will develop skills in creating and using spreadsheets, allowing them to perform calculations and analyze data effectively.

06 ### Basic Graphic Design:
Students will learn to use graphic design tools to create logos, flyers, business cards, and social media posts easily.

07 ### General Computer Proficiency:
They will gain a good understanding of general computer equipment operation, enhancing their overall computer literacy.

08 ### Digital Marketing Fundamentals:
They will gain a comprehensive understanding of establishing a strong online presence and mastering the basics of digital marketing.

EVALUATION AND ASSESSMENT TOOLS

These outcomes will enable students to apply their knowledge and skills in various professional and personal contexts, providing them with a significant advantage in the digital age.

In this course, learning objectives will be achieved through a combination of examinations, participation, and practical projects. The following explanation outlines how each component contributes to the students' learning:

1. Examinations:

A portion of the learning objectives will be assessed through quizzes and exams. These assessments will measure the students' comprehension of the course material, including concepts related to Google Workspace, digital tools, and marketing fundamentals. Quizzes will be conducted periodically to evaluate the students' understanding of the content covered in each module. These assessments will serve to reinforce their knowledge and monitor their progress.

2. Participation:

Active participation in live Zoom sessions is crucial. Engaging in discussions, posing questions, and collaborating with instructors and peers will enhance the students' understanding of the topics. Participation in group activities, the exchange of ideas, and the provision of feedback during interactive sessions will contribute to the students' overall comprehension and application of the course material.

3. Practical Projects:

A significant portion of the attainment of the learning objectives will involve practical projects. These hands-on assignments will afford students opportunities to apply the knowledge they have gained. For instance, in the Google Docs module, students will be tasked with creating information reports and other documents. In the Canva module, they will design graphics for various purposes. These projects will aid in the development of practical skills.

4. Assessments and Certification:

Successful completion of quizzes, assignments, and practical projects will be a pivotal factor in meeting the learning objectives. Ongoing assessment will evaluate students' comprehension and application of the course content.

PART 3: TOPIC OUTLINE/SCHEDULE

This course spans 16 weeks and is structured into various modules. The first two modules, each lasting three weeks, focus on three lessons each. These initial modules provide a more detailed approach to the topics they cover.

Starting

From the third module up to the seventh, each module is two weeks long and delves deeply into a single lesson. This indicates that these modules may cover more complex or extensive subjects that require additional time for comprehension.

Each Module

Regardless of its duration, combines theory and practice. Additionally, all modules include two assessment exams to measure the knowledge and understanding of students regarding the subjects covered in each module.

This Approach

Of regular assessments is beneficial for ensuring that students are actively learning and retaining essential information throughout the course.

Part 3: Topic Outline/ Schedule

Furthermore, it should be noted that within the course material, there are suggested activities. Instructors may also choose to incorporate supplementary activities to enhance the learning experience. Below, there is an overview of the weekly topics.

Module 1
Google Chrome, Gmail and Drive

Week

01

Google Chrome

Web Browser Basics: Explains what a web browser is and its purpose.

Chrome Introduction: Introduces Google Chrome as a free, widely-used web browser.

Chrome Interface: Describes Chrome's main components, including the search bar, tabs, and settings.

Using Chrome: Covers basic actions like opening new tabs/windows, organizing tabs, and closing them.

Favorites: Explains how to bookmark and organize favorite web pages.

Browsing History: Shows how to access and clear browsing history.

Extensions: Introduces browser extensions to enhance functionality.

Week

02

Gmail

Introduction: Email's importance in modern communication, Gmail as a cloud-based client, and its ability to send messages, documents, and images.

Getting to Know Gmail: Gmail's sections like Inbox, Primary, Promotions, Social, Highlights, Scheduled, Sent, and Drafts.

Using Gmail: Composing and sending emails, confidential mode, text editing, file attachments, and labels.

Drafts and Sent: Accessing drafts and sent emails.
Replying and Forwarding: Options for replying, forwarding, and viewing email conversations.

Labels: Creating and using labels for organization

Filtering Emails: How to filter and search for specific emails.

Starred Emails: Marking important emails with stars for quick access.

Part 3: Topic Outline/ Schedule

Module 1
Google Chrome, Gmail and Drive

Week

03

Drive

Introduction: Explanation of cloud storage and Google Drive as a cloud-based solution.

Getting to Know Drive: Overview of Google Drive's interface, including how it allows you to access files from various devices.

Using Drive: Instructions on how to store files in Google Drive and how it automatically syncs across devices.

Organizing Files: Steps for creating folders, renaming them, and changing their color.

Moving Files: Instructions on how to move files and folders within Google Drive.

Sharing Files: Details on how to share files and folders, including setting permissions and sending notifications.

Module 2
Google Calendar, Meet and Forms

Week

04

Google Calendar

Introduction: Explanation of cloud storage and Google Drive as a cloud-based solution.

Getting to Know Drive: Overview of Google Drive's interface, including how it allows you to access files from various devices.

Using Drive: Instructions on how to store files in Google Drive and how it automatically syncs across devices.

Organizing Files: Steps for creating folders, renaming them, and changing their color.

Moving Files: Instructions on how to move files and folders within Google Drive.

Sharing Files: Details on how to share files and folders, including setting permissions and sending notifications.

Part 3: Topic Outline/ Schedule

Module 2
Google Calendar, Meet and Forms

Week

05

Google Meet

Introduction to Google Meet: Highlights the application's capabilities, such as hosting meetings with up to 100 people (or more depending on the plan), recording meetings, and using it for presentations and screen sharing.

Get to Know Meet: Provides an overview of the Meet interface, identifying key functions and buttons through an image.

Joining a Meeting: Explains how to join a meeting from Gmail, Google Calendar, or directly on Google Meet, with detailed steps and animations.

Creating a Meeting: Describes creating scheduled or instant meetings, including the option to do so from Google Calendar, with illustrative animations.

Inviting People to a Meeting: Explains how to add participants and share invitation links before or after starting a meeting, with visual examples.

Using Features During a Meeting: Details mic and camera control, screen sharing, additional options, chat, participant management, and how to leave a meeting, accompanied by gifs and animations.

Week

06

Google Forms

Introduction: Google Forms allows easy creation and analysis of surveys online. You can see responses in real-time and organize data in charts.

Getting to Know Forms: Explains the Google Forms interface with key buttons.

Creating and Editing Forms: How to create and edit forms, add questions, and select response types.

Types of Responses: Describes various response types like multiple choice, short answers, checkboxes, etc.

Sharing Forms: How to share forms through email, links, social media, or embedding on websites.

Viewing Results: Explains how to view and analyze responses in Google Forms and Google Sheets.

Part 3: Topic Outline/ Schedule

Module 3
Google Docs

Weeks

07
&
08

Google Docs

Introduction: Google Docs is a web-based word processor that enables you to create, edit, and collaborate on documents from any device. It's commonly used for tasks like letter writing, report drafting, and project proposals.

Getting to Know Google Docs: Provides an overview of the Google Docs interface, highlighting the workspace, menu options, and toolbar.
Learn to Use Google Docs: Covers essential functions like creating and editing documents, changing titles, and formatting text. It explains how to insert images, tables, and links.

Formatting Text: Describes how to change text color, font styles, and size, as well as how to add page numbers, headers, footers, columns, and change page orientation.

Inserting Objects: Demonstrates how to insert images, tables, drawings, links, bookmarks, and an automatically generated table of contents into documents.

Sharing and Collaborating: Explains how to share documents with others, assign editing and commenting permissions, and distribute copies via email or download.

Module 4
Google Slides

Weeks

09
&
10

Google Slides

Introduction: What Google Slides is and its basic features.

Creating and Organizing: Creating, opening, copying, moving, searching, deleting, printing, and highlighting presentations.

Editing and Organizing Slides: Inserting, copying, and formatting slides and text.

Formatting and Themes: Changing fonts, text colors, creating lists, adding hyperlinks, and using master layouts.

Graphics and Animations: Inserting shapes, images, transitions, and animations.

Inserting Objects: Adding text boxes, charts, tables, WordArt, and videos.
Delivering a Presentation: Starting, navigating, using a pointer tool, and handling questions.

Sharing and Collaborating: Downloading, sharing, commenting, version history, and restoring previous versions.

Part 3: Topic Outline/ Schedule

Module 5
Google Sheets

Weeks

11 & 12

Google Sheets

Introduction: Discover how Google Sheets helps organize, analyze data, and collaborate for free.

Getting to Know Google Sheets: The learner will familiarize themselves with the main elements and tools of Google Sheets.

Basic Spreadsheet Fundamentals: The lesson covers how to create, open, rename, copy, move, search, print, and highlight sheets.

Editing Spreadsheets: Understand cell selection, editing, copying, pasting, inserting, deleting, hiding, and text finding/replacing.

Formatting Spreadsheets: The learner will explore formatting options like fonts, sizes, colors, alignment, merging cells, text wrapping, and number formatting.

Formulas and Functions: Discover creating formulas, using functions (e.g., SUM, MIN, MAX, COUNT), and autofill for series.

Managing Sheets and Data: The lesson will teach how to insert, rename, delete, hide, move, sort columns, and filter data.

Inserting Objects: Understand inserting charts, images, and hyperlinks into a spreadsheet.

Sharing, Collaborating, and Converting: The learner will gain insights into downloading, emailing, sharing, commenting, and viewing version history of a spreadsheet.

Part 3: Topic Outline/ Schedule

Module 6
Canva

Weeks

13 & 14

Canva

Introduction: Understand the purpose of Canva as a web-based graphic design tool with drag-and-drop functionality. It provides access to a vast library of photos, vectors, graphics, and fonts, making it suitable for both web and print design.

Getting to Know Canva: Familiarize with the main tools and features of Canva, including creating a new design, accessing templates, and navigating the interface.

Creating a Canva Account: Learn how to create a Canva account using various methods, including Gmail, and explore the account setup process.

Key Functions of Canva: Discover the primary functions and interface of Canva, such as the workspace, title bar, templates, elements, uploading content, adding text, importing projects, and more.

Tool Functions: Gain insights into how various tools in Canva work, such as templates, elements, uploads, text, projects, and applications, and their respective purposes.

Search Bar: Understand the search functionality within different tools of Canva for finding specific elements.

Adding Pages: Learn how to add new pages to your Canva project or duplicate existing ones.

Part 3: Topic Outline/ Schedule

Module 7
Digital Marketing

Weeks

15
&
16

Digital Marketing

Understand Digital Marketing: Gain insights into the core concepts of digital marketing, including its importance and impact on businesses.

Website Optimization: Learn how to create and optimize a website for better visibility and user experience.

Content Marketing: Explore the creation and distribution of compelling content to engage and attract online audiences.

Social Media: Understand the role of social media platforms and how to leverage them for marketing purposes.

Email Marketing: Learn the fundamentals of email marketing, including campaign strategies and best practices.

Search Engine Optimization (SEO): Discover how to improve website ranking on search engines and enhance online visibility.
Online Advertising: Explore various online advertising methods, such as pay-per-click (PPC) and display advertising.

Analytics: Gain insights into measuring and analyzing digital marketing performance to make data-driven decisions.

PART 4: GRADING POLICY

Graded Course Activities

In this course, students' progress and understanding will be assessed through module-based evaluations. Each module offers the opportunity to earn a grade ranging from A+ to C+. To successfully proceed to the next module, a minimum grade of C+ is required.

Please note that any grade below a D+ is considered unsatisfactory and will not allow progression to subsequent modules. Students are encouraged to strive for excellence throughout the course to achieve a passing grade and successfully complete each module.

In the Computer Basics with Small Business Marketing course, the activities mentioned in each of the modules are an integral part of the 48 hours of assignments assigned to students during the course. These activities are regularly assessed during the sessions, allowing for precise monitoring of student progress.

Furthermore, it is important to highlight that students receive strong support from the instructors, who provide guidance and additional assistance to reinforce the relevant areas identified during the assessment. This structure ensures that students not only complete the assigned tasks but also achieve a deeper understanding of the key concepts covered in the course.

PART 4: GRADING POLICY

Graded Course Activities

Module 1 Google Chrome, Gmail and Drive	
Points	Description
10	1st Exam: After the first theoretical part of lesson one, students should take their first quiz to reinforce knowledge.
15	General Activity 1: Students should change their profile picture and add two pages to their favorites, along with a shortcut.
10	2nd Exam: After the first theoretical part of lesson two, students should submit their second quiz.

PART 4: GRADING POLICY

Graded Course Activities

Module 1 Google Chrome, Gmail and Drive	
Points	Description
15	General Activity 2: Students should send an email to their instructor and another to a family member, applying what they have learned in class using various tools to enhance their emails.
10	3rd Exam: After the first theoretical part of lesson three, students should submit their third quiz.
15	General Activity 3: Students should create a folder in their Google Drive and add three different images of their choice downloaded from Google Images. They should also share this folder with their classmates.
25	Module Final Exam
Total: 100	

PART 4: GRADING POLICY

Graded Course Activities

Module 2 Calendar, Meet and Forms	
Points	Description
10	1st exam: After the first theoretical part of lesson one, students should take their first quiz to reinforce their knowledge.
15	General activity 1: Students should create an event on their calendar, complete all the required information, and send the invitation to all classmates, including the instructor.
10	2nd exam: After the first theoretical part of lesson number two, students should take their second quiz.
15	General activity 2: Each student, on a different day, should send an invitation to a Google Meet in order to have a class through that medium. Additionally, each student in class should change their virtual background.

PART 4: GRADING POLICY

Graded Course Activities

Module 2 Calendar, Meet and Forms	
Points	Description
10	3rd exam: After the first theoretical part of lesson number three, students should take their third quiz.
15	General activity 3: Each student should create a survey using Google Forms based on a topic assigned by the instructor. They should also send it to the rest of their classmates in order to support each other and answer all questions.
25	Module final exam
Total: 100	

PART 4: GRADING POLICY

Graded Course Activities

Module 3 Google Docs	
Points	Description
20	1st exam: After the first theoretical part of the lesson, students should take their first quiz to reinforce their knowledge.
15	General activity 1: Students should create a card for the upcoming celebration using the "Drawing" tool.
15	General activity 2: Students should copy and paste a text (it can be a story, news, etc.) into their document and modify each paragraph with different font, font size, text color, background color, alignment, etc. They should also add their name and date in the header and their name and page number in the footer.

PART 4: GRADING POLICY

Graded Course Activities

Module 3 Google Docs	
Points	Description
30	Final project: Students should select a topic of their interest and create a report applying all the tools they learned during the module, based on the requirements specified by each instructor. They should present it to the group and share it with classmates and the instructor upon completion.
20	Module final exam
Total points: 100	

PART 4: GRADING POLICY

Graded Course Activities

Module 4 Google Slides	
Points	Description
20	1st exam: After the first theoretical part of the lesson, students should take their first quiz to reinforce their knowledge.
10	General activity 1: Students should create a presentation consisting of only 5 slides based on a topic assigned by the instructor.
40	Final project: Students should choose a country of their choice and create a presentation of at least 10 slides, applying all the tools they learned during the module, according to the requirements specified by each instructor. They should present it to the group and share it with classmates and the instructor upon completion.
30	Final Module exam
Total Points: 100	

PART 4: GRADING POLICY

Graded Course Activities

Module 5 Google Sheets	
Points	Description
20	1st exam: After the first theoretical part of the lesson, students should take their first quiz to reinforce their knowledge.
15	General activity 1: Students should create three columns with the headings "Task," "Due Date," and "Status."Students should enter different tasks in the "Task" column and assign due dates in the corresponding column.
15	General activity 2: Students should create columns with the headings "Subject" and "Grade."Students should enter the names of subjects in the "Subject" column and record their grades in the "Grade" column.Students should calculate their overall average at the end of the grade column using the AVERAGE function.

PART 4: GRADING POLICY

Graded Course Activities

Module 5 Google Sheets	
Points	Description
30	Final project: Students should record all their monthly expenses in the spreadsheet. They can include categories such as food, transportation, entertainment, bills, etc. Each expense should be in a separate row with columns for date, expense description, and amount spent.Students should use a simple formula to calculate the total monthly expenses. They can do this using the SUM function in a cell at the end of the amount column.Students can use formatting tools and charts in Google Sheets to create a bar chart that displays their expenses by category. This will help them visualize their spending patterns better.
20	Module final exam
Total points: 100	

PART 4: GRADING POLICY

Graded Course Activities

Module 6 Canva	
Points	Description
15	General activity 1: Each student should log in to their Canva account.Students can choose a birthday card template on Canva.They can customize the text, add images, adjust colors, and font according to their preferences.Once they have designed their card, they can download it as an image or print it to give it on the next birthday.
15	General activity 2: Each student selects a topic of interest, such as a country, an animal, a historical figure, etc.Students research and gather information about their topic.Using Canva, they design a poster that includes relevant images, informative text, and graphics related to their topic.

PART 4: GRADING POLICY

Graded Course Activities

Module 6 Canva	
Points	Description
30	Final project: Each student chooses the type of event they desire, such as a superhero party, an imaginary space expedition, etc.Using Canva, they design an invitation that includes fictitious details about the event, such as date, time, location, and theme.They should add images of superheroes, astronauts, or any other elements related to the event's theme.Students will share their creative invitations with their peers and explain the imaginary event they are organizing.This Canva activity will allow students to explore design tools and foster their creativity simultaneously.
20	Module final exam
Total points: 100	

LATE WORK POLICY

Ensure to pay meticulous attention to deadlines as there will be no opportunities for makeup assignments or quizzes, and late submissions will only be considered under exceptional circumstances with the instructor's approval.

Viewing Grades
The instructor will maintain a record of grades, typically updating them within one or two days following the completion of an activity.

PART 4: GRADING POLICY

Letter Grade	Percentage	Performance
A	93-100%	Excellent Work
A-	90-92%	Nearly Excellent Work
B+	87-89%	Very Good Work
B	83-86%	Good Work
B-	80-82%	Mostly Good Work
C+	77-79%	Above Average Work
C	73-76%	Average Work
C-	70-72%	Mostly Average Work
D+	67-69%	Below Average Work
D	60-66%	Poor Work
F	0-59%	Failing Work

PART 5: COURSE POLICIES

Students are expected to attend all class sessions as listed on the course calendar. Each student is allowed up to three unexcused absences.

―――――――――

However, beyond these initial three absences, any further need for time off due to personal vacation, work-related commitments, or any health or personal circumstances will require prior approval. Such requests should be submitted via email to provide documentation and receive permission to accommodate these absences. It is important to note that if students accumulate more than three unexcused absences, they will be ineligible to take the final exam. This can directly impact their ability to earn a passing grade.

Participate

It is important to clarify that class participation will not be directly evaluated in this course. However, it is worth emphasizing that active participation during class sessions is essential. As the sessions progress, questions, debates, and opportunities to share ideas and perspectives will naturally arise, and all students are encouraged to actively engage in these interactions.

It is crucial to note that if, at any point, your scores on assessments do not meet the passing levels, active class participation may be taken into consideration to award additional points as an incentive to improve academic performance. While class participation is not directly assessed, it can positively impact your success in the course. Students are encouraged to commit to and actively participate in classes to make the most of this learning opportunity.

Build Rapport

In the event that students encounter challenges in keeping up with assignments or face any other course-related issues, it is essential to promptly inform the instructor. It is worth noting that nurturing positive relationships, both with peers and within the classroom environment, is of paramount importance.

Therefore, students are encouraged to take a proactive approach in communicating any difficulties that may arise during the course to their instructor. This early communication ensures that timely solutions can be sought to address any challenges and fosters a professional and effective learning experience.

Complete Assignments

All assignments for this course should be sent electronically through Gmail and Google Drive, unless the instructor specifies otherwise. It's important to submit assignments by the specified deadline. If a student needs more time, they should request special permission from the instructor before the due date. Keep in mind that extensions will only be granted in exceptional situations and will not extend beyond the following assignment.

Moreover, all discussion assignments need to be finished by the specified due date and time. Late or missing discussion assignments will affect the student's grade.

Understand When You May Drop This Course

In this course, it is understood that personal situations or circumstances outside of school may arise, requiring a student to stop attending classes for a period of time. To do this properly, a specific process has been established.

If a student finds themselves in a situation where they need to stop attending classes, they are asked to notify their instructor before making a decision. This prior communication is important so that the instructor can understand the situation and agree on how much time the student needs before returning to classes.

It is worth mentioning that, although a student may need a break from participating in the course, classes will continue progressing in the module and lesson in which they are or where they decided to stop participating. This ensures that the student can catch up effectively when they decide to return.

The goal is to support students during any period when they need to be absent and facilitate their return without difficulties. Students can reach out to their instructor to discuss their needs and agree on the necessary details for their return to the course.

Commit to Integrity

At "The Learning Source" (our vocational school), students are expected to maintain the highest standards of professionalism, active engagement, and integrity throughout their online learning experience.

Students are encouraged to approach their online courses with a strong commitment to professionalism, which encompasses punctuality, respect for peers and instructors, and adherence to the established codes of conduct for virtual classrooms. Upholding professionalism in online interactions is essential for creating a positive and respectful learning environment.

Active participation in online classes is paramount to success. Actively engaging in discussions, submitting assignments on time, and seeking assistance when needed are all integral components of the learning process. Active participation not only enhances individual learning but also contributes to the overall educational experience for fellow students.

Integrity is a core value upheld by "The Learning Source." Students are expected to demonstrate honesty and ethical behavior, both within the virtual classroom and in all aspects of their academic work.

At "The Learning Source," students are encouraged to embrace professionalism, active engagement, and integrity as fundamental principles of their online learning journey. Adhering to these principles ensures a positive and enriching online learning experience for all students.

Academic Dishonesty Policy
Definition of Academic Dishonesty: Academic dishonesty includes, but is not limited to, any form of cheating, plagiarism, fabrication of information, or other unethical behavior intended to gain an unfair academic advantage.

ACADEMIC DISHONESTY POLICY

Definition of Academic Dishonesty: Academic dishonesty includes, but is not limited to, any form of cheating, plagiarism, fabrication of information, or other unethical behavior intended to gain an unfair academic advantage.

Prohibited Acts: Prohibited acts of academic dishonesty in the course may include, but are not limited to:

01 Plagiarism

Presenting someone else's work, ideas, or words as one's own without proper citation.

02 Cheating

Unauthorized use of external aids, such as notes, textbooks, or electronic devices, during assessments or examinations.

03 Fabrication

Inventing or falsifying data, sources, or information in assignments, reports, or any academic work.

04 Collusion

Unauthorized collaboration with other students in the completion of assignments unless expressly permitted by the instructor.

ACADEMIC DISHONESTY POLICY

Definition of Academic Dishonesty: Academic dishonesty includes, but is not limited to, any form of cheating, plagiarism, fabrication of information, or other unethical behavior intended to gain an unfair academic advantage.

Prohibited Acts: Prohibited acts of academic dishonesty in the course may include, but are not limited to:

05 Multiple Submissions

Submitting the same assignment or work for more than one course without prior approval from the instructor.

CONSEQUENCES OF ACADEMIC DISHONESTY:

First Offense:
In the event of a first offense of academic dishonesty, students may receive a failing grade for the assignment or assessment in question, and the incident will be documented.

Subsequent Offenses:
Repeated incidents of academic dishonesty will be subject to more severe penalties, including the possibility of course failure and academic disciplinary action.

Reporting Academic Dishonesty:
Faculty members who suspect academic dishonesty must report the incident to the appropriate academic authority at "The Learning Source." This report should include evidence and documentation of the alleged violation.

PREVENTION AND EDUCATION

"The Learning Source" is committed to preventing academic dishonesty and promoting education about ethical behavior. To support these efforts, the school provides:

_____

Clear guidelines on academic integrity and expectations.
Resources and support for proper citation and research techniques.

Opportunities for students to develop their understanding of academic ethics.

HOLIDAYS 2023-2024

Below, the holidays of 2023 and 2024 are presented, times when classes and work activities are temporarily suspended to commemorate events of historical, cultural, and national significance in the United States.

2023

Date	Celebration/Holiday
Monday, January 2	**New Year's Day**
Monday, January 16	**Martin Luther King, Jr. Day**
Friday, January 20	**United States Presidential Inauguration Day**
Monday, February 20	**Presidents' Day**
Monday, May 29	**Memorial Day**
Monday, June 19	**Juneteenth National Independence Day**
Tuesday, July 4	**Independence Day**
Monday, September 4	**Labor day**
Monday, October 9	**Columbus Day**
Friday, November 10	**Veterans Day**
Thursday, November 23	**Thanksgiving Day**
Monday, December 25	**Christmas Day**

2024

Date	Celebration/Holiday
Monday,January 1	**New Year's Day**
Monday, January 15	**Martin Luther King, Jr. Day**
Monday, February 19	**Presidents' Day**
Monday, May 27	**Memorial Day**
Wednesday, June 19	**Juneteenth National Independence Day**
Thursday, July 4	**Independence Day**
Monday, September 2	**Labor Day**
Monday, October 14	**Columbus Day**
Monday, November 11	**Veterans Day**
Thursday, November 28	**Thanksgiving Day**
Wednesday, December 25	**Christmas Day**

Please note; The holidays listed may be subject to change based on the religious and cultural practices of the students.

CONCLUSION

This Academic Dishonesty Policy at "The Learning Source" is designed to uphold the principles of academic integrity and ensure that all students have an equal opportunity to learn and succeed in the "Computer Basics with Small Business Marketing" course.

Students are expected to read, understand, and adhere to this policy throughout their academic journey.