

STRANDS AND STANDARDS

BUSINESS COMMUNICATION 2



Course Description

This advanced course can be used to build upon the skills acquired in Business Communication 1 or used as a stand-alone class that focuses on additional methods of professional communication skills. Competency will be developed in oral, written, interpersonal, technological, and employment communication, and listening skills will be incorporated throughout the semester. The goal is to provide students with a practical, proficient portfolio consisting of a cover letter, resume, and follow-up letter. Additionally, students will create either a business report or a business plan. Students will complete the course with a greater understanding of the impact of technology and the need for effective communication skills to advance in a business career.

| | |
|---------------------------------|--------------------------------------|
| Intended Grade Level | 10 - 12 |
| Units of Credit | 0.5 |
| Core Code | 32.02.00.00.111 |
| Concurrent Enrollment Core Code | 32.02.00.13.111 |
| Prerequisite | Business Communication 1 |
| Skill Certification Test Number | 222 |
| Test Weight | 0.5 |
| License Type | CTE and/or Secondary Education 6-12 |
| Required Endorsement(s) | |
| Endorsement 1 | Business and Marketing (CTE/General) |
| Endorsement 2 | Business and Marketing Core |

STRAND 1

Students will develop and practice effective oral communication skills.

Standard 1

If continuing from Business Communication 1, build on Strand 3, Standards 1-5

Standard 2

Evaluate oral presentations analytically and critically. (Videotaping presentations for evaluation is suggested.)

Standard 3

Develop a strategy and practice plan for both planned and impromptu presentations.

Standard 4

Construct and Develop competent speech communication skills based on research and written evaluation.

Standard 5

Explain how culture influences effective speaking.

Standard 6

Manage apprehension about communicating in public contexts.

Performance Skills

Deliver a professional oral presentation using an electronic slide show.

STRAND 2

Students will improve and demonstrate effective informational reading strategies.

Standard 1

If continuing from Business Communication 1, build on Strand 4, Standards 1-4

Standard 2

Use basic research techniques to find and use a variety of primary and secondary sources.

Standard 3

Read and report both in a written and in an oral format on current business articles. Evaluate content of articles in diverse formats and media.

Performance Skills

Read and report on several current business articles.

STRAND 3

Students will compose an effective business report.

Standard 1

Use research and the writing process (site-specific textual evidence) to do the following:

- Plan
- Compose
- Edit
- Publish

Standard 2

Identify the parts of a business report: title page, table of contents, abstract/executive summary, body (including introduction and conclusion), references, and appendix.

- Use in-text citations, applying MLA or APA format.
- Create a References/Works Cited page.
- Enhance report by selecting, using, and labeling appropriate visuals (charts, graphs, tables, etc.).
- Distinguish between paraphrasing, plagiarism, and documentation.

Standard 3

Recognize the difference between and appropriate use for analytical and informational reports.

Performance Skills

Create a business report OR business plan that includes a title page, table of contents, abstract/executive summary, body, references, and appendix.

STRAND 4

Students will use technology to enhance the effectiveness of communication.

Standard 1

Practice and apply basic software applications.

- Refine and enhance documents as needed, using electronic spell check, thesaurus, grammar check, layout, design, and graphics.

Standard 2

Understand basic business terminology, including WAN and LAN, cellular technology, voice recognition, Internet applications, and cloud computing.

Performance Skills

Use technology to enhance effectiveness of communication.

STRAND 5

Students will develop communication skills specific to an organization through professional leadership, personal ethics, and customer/business relationships.

Standard 1

Understand the importance of taking responsibility for oral and written communication.

Standard 2

Create an employment portfolio.

- Write an application/cover letter, resume, and follow-up letter for a simulated job opportunity.
- Identify the difference between chronological and functional resumes.
- Include the skills learned in Business Communication and any other skills certificates that have been earned on a resume.

Standard 3

Understand the application and interview process for employment.

- Complete a written or electronic job application form properly. Role-play interviews and demonstrate appropriate verbal and nonverbal communication.
- Differentiate among business attire (e.g., casual, business-casual, professional business, and formal attire) and select correct attire for specific situations.
- Prepare a list of questions to ask an interviewer and make a list of common mistakes made by interviewers and applicants.
- Use correct strategies for accepting or rejecting an offer.
- Prepare a list of questions an interviewee may be asked; make sure they are open-ended and appropriate.

Standard 4

Understand the skills needed to maintain employment.

- Understand qualities that employers expect in employees.
- Examine legal and illegal employment practices.
- Practice basic etiquette in the workplace.

Performance Skills

Create an employment portfolio that includes a job application, cover letter, resume, reference sheet, and follow-up letter.

STRAND 6

Students will create an employment portfolio integrating all forms of communication in pursuit and retention of employment.

Standard 1

Understand the importance of taking responsibility for oral and written communication.

Standard 2

Understand appropriate professional behavior: office relationships, sexual harassment, politics, business ethics, and customer and employee rights.

- Apply course material to social civic, and ethical problems to develop responsible ways of thinking and acting.

Standard 3

Write short-term and long-term personal and professional goals.

Standard 4

Develop supervision techniques and customer service strategies.

- Practice relevant strategies for dealing with dissatisfied customers on the telephone, through face-to-face communication, and in writing.
- Identify situations in which technology can impact customer service.

Standard 5

Improve listening, note taking and observational skills and use those skills to engage in the dialogue

Performance Skills

Role play job interviews as both the interviewer and the interviewee.

STRAND 7

Students will present a professional oral report using technology to enhance the effectiveness of the presentation.

Standard 1

Create and organize a professional oral report.

- Construct (research, outline, and organize) public speeches.
- Use correct grammar, spelling, and parallelism in both the presentation and oral report.
- Use primary sources to support ideas
- Create a Reference/Works Cited page with proper citations for sources.

Standard 2

Use appropriate nonverbal communication while presenting, including voice quality, eye contact, and hand gestures.

Standard 3

Create an effective electronic slide show to supplement the oral presentation.

Create effective slide transitions, bullets, graphics, charts, backgrounds, custom animation, audio, and video in electronic slide show.

Performance Skills

Write short term and long term professional goals.

Skill Certificate Test Points by Strand

| Test Name | Test # | Number of Test Points by Strand | | | | | | | | | | Total Points | Total Questions |
|---------------------------|--------|---------------------------------|---|----|---|----|---|---|---|---|----|--------------|-----------------|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | | |
| Business Communications 2 | 222 | 4 | 3 | 17 | 2 | 13 | 2 | 5 | | | | 46 | 38 |