

Business Communication Course Code 5888
Program of Study Business Management
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VW401

Course Description: Business Communication is a course that prepares students for oral and electronic business communications in a digital environment in the 21st century including social media as well as developing skills in electronic publishing, design and layout.

Grades will be calculated as follows:	Grading Scale
Daily Grades: 40%	93-100 A
Board work: 20%	85-92 B
Projects: 30%	75-84 C
Notebook/Portfolio: 10%	70-74 D
	Below 69 F

Supplies Needed:

- Pen or pencil
- Paper
- 1-2" Binder/notebook For returned assignments
- 1 braded paper folder with pocket (not plastic coated)
- Ear buds or headphones
- Tab Dividers

Daily Assignments/Homework: All assignments should be completed **ON TIME**. Students needing extra time to complete assignments should either come after school or complete assignments at home. On occasion, you will have homework assignments that directly relate to our class activities. Failure to complete homework will result in a zero!

Board work: Each day will begin with Board work. Board work will vary and must be recorded per sheet provided. You must do your board work each day. **If you are absent you must get that day's board work from another student.**

Major Projects:

- **Leadership Project:** You will complete a leadership project involving several activities including community service, completing tasks on time, assignments and projects in class, FBLA activities, and extracurricular activities.
- **Various other projects:** We will complete projects related to the content throughout the course.

Notebook: It is very important to keep your materials neat and organized at all times. Your notebook should be organized in **DATE ORDER by TAB SECTION**. The first sheet of your notebook will be your Personal Title Page. I may not grade Board work the day we do it, but instead grade it when I grade your notebook. Other assignments will be placed in the tray then placed in your notebook when returned. You are expected to write correct answers down when papers are returned to you. You will take a Notebook Test at the end of the grading period for your notebook grade.

Portfolios: Portfolios will be graded periodically throughout the course. Portfolio checks will be announced or unannounced. Your portfolio will contain all correct work samples that could be displayed to a potential employer. It should be organized and ready to grade at any given time. Your portfolio is NOT simply a notebook grade, but it is a collection of your best work samples. You will submit your electronic portfolio online. Expect some type of portfolio check (either traditional or electronic) EACH WEEK beginning after supply checks. Your final portfolio papers will be placed in braded folder.

FBLA: Students are encouraged to join Future Business Leaders of America (FBLA) if he/she so wishes. Dues of \$15 are due by Jan 31st. Membership term is per school year.

Course Outline: Subject to change based upon scheduling needs.

Week	Topic	Standards
1	Rules, Safety, Internet Safety, Copyrights, ethics,	1, 7, 22
2	Components of Communication and Rubrics Verbal, Nonverbal, Global Business Teamwork	2, 5, 6
3	Business Ethics and Teamwork	2, 3, 5, 6
4	Client Service, Help Desk Role Play	4
5	Word and Excel Overview	8
6	Business Writing, Memos, PBL, Proofreading	8 and 9
7	Business Writing Positive and Negative Letters,	8 and 9
8	Social Media, Twitter Corrections	8
9	Digital Citizenship, Typography Desktop Publishing, Logos, Letterheads	11
10	Desktop Publishing Flyers, T-shirts, Pins, Brochures, Columns	11
11	Desktop Publishing Flyers, T-shirts, Pins, Brochures, Columns	11
12	Job Search Project,	21, 17
13	Photo Editing, Cameras	12
14	Oral Communications Powerful Presentations	14, 15, 6
15	Oral Communications Informative and Persuasive Presentations	14-17
16	Meetings and Videoconferencing Product Package, Magazine Cover, International CTSO Project	17, 18, 19
17	Review	
18	Exams	

The Tennessee Department of Education outlines the standards that the students shall master in all of the Business Technology courses. The standards may be accessed at www.state.tn.us/education/ and on the following pages.

Course Standards:

1. Demonstrate compliance with the school's ethics policy regarding copyrighted materials, plagiarism, authenticity, proper citations, privacy, and proper use of technology resources.
2. Identify, analyze, and critique the basic components of communications, such as the message, the sender, the receiver, the mode, the noise, and the response. This includes conducting responsible research when necessary, developing effective arguments, composing meaningful and coherent messages appropriate

- to the intended audience, and polishing one's delivery skills to deliver an effective and credible message, followed by listening.
3. Differentiate between verbal and nonverbal communications when interacting with peers, subordinates, superiors, and customers. List specific techniques for effective communications and evaluate how different cultures and generations attach different meanings to various gestures, intonations, and other communications techniques.
 4. Practice and implement proven communication techniques to foster positive interpersonal relationships in the business atmosphere, such as: a. Establishing and maintaining positive relationships with coworkers and customers (e.g., being fair, helpful, tactful, gracious, and appreciative). b. Recognize manifestations of tension, and employ recommended strategies to resolve the situation in the most favorable ways (e.g., collaborating, compromising, accommodating). c. Practice various interactions and conflict resolution strategies by participating in roleplay exercises and structured controversies, allowing students to model positive/supportive behaviors that respect varying perspectives and viewpoints of others and yield consensus decision-making.
 5. Create a rubric for evaluating and selecting the best electronic communication tool for a given task or situation. Using scenarios from business and industry, identify appropriate tools for various situations and defend selections through a persuasive narrative, based on the application of the rubric.
 6. Research and analyze various aspects of good digital citizenship. In groups, discuss the effects of technology on day-to-day and business communications. Select one topic (such as hacking of a customer database, social media, etc.) for further exploration and develop an electronic presentation employing to demonstrate the implications of the topic on society, as well as business and industry.
 7. Compile significant points regarding courtesy and propriety in a digital business world ("netiquette") and prepare a presentation or web page that includes the topics of a. Message priority (urgent, normal, or low) b. Consent to share (property rights) c. Confidential or sensitive information (privacy) d. Message formatting (fonts, color, case, informal abbreviations, emoticons)
 8. Evaluate, create, and revise business correspondence, short contracts and reports, electronic forms, and small legal documents for a business in standard English using the following: a. Employing word processing and simple spreadsheet programs b. Using proper grammar essentials, including parts of speech, vocabulary, punctuation, sentence structure c. Applying accepted business styles, including fonts, margins, layout, color, formats for dates, times, currencies, proper names d. Using acceptable business language, vocabulary, acronyms e. Writing for social media f. Writing for the internet
 9. Analyze examples of writing for evolving digital platforms such as social media applications. Compare and contrast writing conventions required for commonly used applications and construct an event announcement for a local business in formats appropriate for at least three different social media/networking tools.
 10. Locate a website used by a business to sell a product or service. Evaluate the website's design, content, text, images, layout, and color. Discern the site's effectiveness and ease of navigation, including the use of hyperlinks. Using persuasive writing, produce a critique addressing the pros and cons of the site, and offer recommended revisions.

11. Create, adjust, and publish business document projects to typographic standards:
 - a. Using word processing or desktop-publishing software
 - b. Planning layouts based on estimation and calculations to achieve accepted balance of text, art, photos, and white space
 - c. Applying consistent style standards, including fonts, margins, layout, color scheme, and image and text formats
 - d. Inserting and formatting merged graphic elements, such as charts, photos and artwork, and text embellishments
 - e. Incorporating editing and revision markings to incorporate desired changes by the author/editor
12. Configure and send typographic output for designing camera ready documents on destination printer, color model (RGB, CMYK, etc.), preprint color requirement, and process color separations
13. Manipulate, enhance and produce digital photographs, graphics, or other art elements utilizing photographic and / or graphic editing software.
14.) Draft and edit two speeches: (1) to persuade, and (2) to inform. Incorporate planning and preparation to deliver speeches that adhere to the following expectations:
 - a. Appropriate for various audiences and purposes
 - b. Delivered with enthusiasm and appropriate body language
 - c. Structured to guide the listener to the desired objective or response
 - d. Includes facts and research, in addition to original claim(s) and counterclaim(s) supported by evidence
 - e. Revised based on peer feedback
15. Critique the purpose of various speaking assignments to identify the design and goal, such as to inform, educate, convince, persuade, or lead to action.
16. Plan, prepare, and conduct a short business meeting, including following-up after the meeting. Write an agenda, develop and produce necessary materials, facilitate the meeting effectively, and prepare a follow-up email thanking the attendees for their participation and summarizing key takeaways and action items
17. Promote, organize, and practice creative problem-solving using the brainstorming approach, incorporating common techniques such as predefined time limits, short breaks, goals, visual aids, and record-keeping.
18. Plan, organize, schedule, and deliver a webinar to one or more distant parties using computer conferencing tools (e.g., telephone or voice over IP, online conferencing system).
 - a. Prepare an invitation, agenda, and overall script for the webinar, outlining the planned verbiage and business-related flow of information. Include guidelines, minutes and follow-up.
 - b. Single-handedly or as a team, conduct the webinar or simulated webinar according to the agenda.
 - c. Leverage the video, audio, and meeting enhancement tools available through the selected webinar software, such as highlighting, chat, polling, and question features to maximize audience interaction.
 - d. Save, and edit, if needed, a short audio/video recording of the webinar for later publication.
19. Plan, organize, schedule, and conduct a web videoconference or simulation with one or more distant parties using computer conferencing tools (e.g., webcams, high-speed Internet, computer)
20. Prepare an electronic portfolio
21. Conduct a job search of positions in one or more career areas of interest using tools such as <https://www.jobs4tn.gov> and other online employment resources; complete a job application; participate in mock interviews with partner businesses and/or through participation in a student organization event.
22. Address the appropriate use of and ethics related to social media in personal and professional situations and its impact on career search processes, as well as its impact on the professional reputation of a person.