

NEWPORT-MESA UNIFIED SCHOOL DISTRICT
Course Description

COMMUNICATIONS TECHNOLOGY
(ELECTIVE COURSE)

Content covered in this course is described in the High School Course of Study. Based upon student needs, teachers select appropriate materials from the Instructional Materials List. Classroom presentations of course content are determined by the instructor and described under Teacher Activities. A more detailed outline of this course can be obtained from the instructor.

OVERVIEW:

The course will be a comprehensive course emphasizing communications technology to develop the necessary skills needed to succeed in the communications and technology world of the twenty-first century.

Word processing is reinforced and general office procedures are introduced. The course also includes career planning and job preparation, leadership development, use of spreadsheets, data base management, desktop publishing, current business practices, telecommunications, work experience, PowerPoint presentations and the "Career Explorer" internet program.

COURSE OF STUDY OBJECTIVES:

1.0 The student will use a word processing program to produce letters, memos, tables, flyers, and reports.

1.1 SUGGESTED STUDENT ACTIVITIES:

- Given unformatted documents, student will properly format and edit same.
- Student will prepare documents used in the Communications Technology Academy.
- Student will assist staff members in their word processing needs.

1.2 INSTRUCTIONAL MATERIALS USED:

- Textbook
- Unformatted documents from staff members and instructor
- Supplementary books, handouts and charts
- Computer
- Microsoft OFFICE and PageMaker software

1.3 TEACHER ACTIVITIES:

- Lecture
- Lead discussions
- Demonstrations
- Monitor and evaluate student progress

2.0 The student will demonstrate an understanding of career planning and employment opportunities in the business world.

2.1 SUGGESTED STUDENT ACTIVITIES:

- Take career inventory tests for self-assessment, aptitude tests on paper and on computer.
- Self-evaluation of personality traits
- Read current classified section of newspaper
- Watch films depicting various careers.
- Listen to guest speakers on various careers.
- Read newspapers for current job information.

- 2.2 INSTRUCTIONAL MATERIALS USED:
- Textbook
 - Inventory tests/personality tests
 - Newspapers
 - Films
 - Guest speakers from Orange County businesses
 - Career assessment software such as Job-O, COIN, National Assessment Test, Career Scan, and High School Planner (HSP)
- 2.3 TEACHER ACTIVITIES:
- Lecture
 - Lead discussions
 - Share current newspaper articles/films about careers and employment opportunities
 - Arrange for guest speakers
 - Show films regarding careers
 - Monitor and evaluate student progress
- 3.0 The student will explore new developments in technology and communications including the Internet, PowerPoint presentations and video technology.**
- 3.1 SUGGESTED STUDENT ACTIVITIES:
- Student will be presented with real life business scenarios and be asked to use various types of reference materials to solve these problems.
 - Student will be asked to participate in a work experience and mentoring program to find out how the technology is used and to demonstrate same to classmates.
 - Student will work individually and in small group
- 3.2 INSTRUCTIONAL MATERIALS USED:
- Textbook
 - Reference materials
 - Supplementary materials
 - Guest speakers
 - Handouts
 - Computers
 - Microsoft OFFICE and PageMaker
 - Student-written scenarios
 - Internet Explorer
 - Internet Career Explorer
 - World Wide Web
- 3.3 TEACHER ACTIVITIES:
- Lecture
 - Lead discussions
 - Demonstrations
 - Facilitate problem solving
 - Arrange guest speakers
 - Introduction to Career Explorer
 - Monitor and evaluate student progress
- 4.0 The student will demonstrate through reading, research and the use of technology business concepts, video production, and Web Page presentations.**
- 4.1 SUGGESTED STUDENT ACTIVITIES:
- Student will read one book about business leaders to gain additional insight into the philosophy and practices of leaders in the communications and technology fields. A written report will be required on the book.
 - Student will produce a Web Page and create a Web site

- 4.2 INSTRUCTIONAL MATERIALS USED:
- Magazines
 - Newspapers
 - Journals
 - Books
 - World Wide Web
 - Internet access
- 4.3 TEACHER ACTIVITIES:
- Lead discussions
 - Share communication technology articles found in current publications
 - Monitor student progress
 - Facilitator of Internet programs
- 5.0 The student will describe and/or demonstrate use of the computer for telecommunications.**
- 5.1 SUGGESTED STUDENT ACTIVITIES:
- Student will define and describe the role and function of electronic mail, communication networks, facsimile machines and their products.
 - Student may be involved in a business project through the use of a modem and electronic bulletin board.
 - Student will practice sending faxes to selected staff members and business persons involved with the Business Academy.
- 5.2 INSTRUCTIONAL MATERIALS USED:
- Computer
 - Communications software
 - Modem
 - Fax machine
 - Textbook
 - Supplementary materials and/or handouts
 - District bulletin board
 - Commercial telecommunications service
 - Films
 - Speakers
- 5.3 TEACHER ACTIVITIES:
- Lecture
 - Demonstrations
 - Discussions
 - Show examples
 - Coordinate bulletin board project
 - Demonstration fax machine
 - Show films
 - Arrange for speakers from the business community
 - Plan a field trip
 - Monitor and evaluate student progress
- 6.0 The student will discuss and/or write about the effects of appearance, attitudes, and personality traits on job success.**
- 6.1 SUGGESTED STUDENT ACTIVITIES:
- Student will demonstrate knowledge of appropriate appearance and attitude through “dressing for success” requirements during mentor breakfasts and other Business Academy and Communications Technology sponsored activities.
 - Student will choose appropriate responses when presented with a business ethics scenario.

- Student will demonstrate, verbally and in writing, an understanding of how personality traits relate to success in various occupations.
- 6.2 INSTRUCTIONAL MATERIALS USED:
- Business articles on dressing for success
 - Guest speakers
 - Computer-generated personality tests
 - Films
 - Books
 - Supplementary materials
 - Handouts
 - Paper and pencil tests
- 6.3 TEACHER ACTIVITIES:
- Lecture
 - Lead discussions
 - Demonstrate and show examples
 - Arrange speakers
 - Show films
 - Monitor and evaluate student progress
- 7.0 The student will explain basic economic concepts such as: forms of business ownership, supply and demand, and free enterprise.**
- 7.1 SUGGESTED STUDENT ACTIVITIES:
- Student will demonstrate understanding of, verbally and in writing, ways in which business ownership is designed, the advantages and disadvantages of each, and find examples of each in their own business community.
 - Student will discuss how our free enterprise system and concepts such as supply and demand affect the economy on the local, national, and world level.
- 7.2 INSTRUCTIONAL MATERIALS USED:
- Textbook
 - Workbook
 - Supplementary materials
 - Newspapers and business periodicals
 - Handouts
 - Speakers
 - Films
- 7.3 TEACHER ACTIVITIES:
- Lecture
 - Lead discussions
 - Share articles from newspapers and/or periodicals
 - Show films related to economics
 - Arrange guest speakers
 - Monitor and evaluate student progress
- 8.0 The student will demonstrate human relations skills by working with people and developing positive intra- and interpersonal skills.**
- 8.1 SUGGESTED STUDENT ACTIVITIES:
- Cooperative learning and the team approach, as emphasized in many areas of business, will be used throughout the course.
 - Student will define business ethics and explain how standard and scruples affect human relations.

- Student will analyze real life workplace problems related to getting along with team members who are culturally different, harassment on the job; and other personnel problems including adapting to change, performance reviews, and work ethics.
- Student will be placed in the work place to enable them to acquire work experience.
- Student will be placed with a mentor in the communications and technology fields.

8.2 INSTRUCTIONAL MATERIALS USED:

- Videos
- Newspapers
- Magazines
- Textbook
- Supplementary materials
- Business evaluation forms

8.3 TEACHER ACTIVITIES:

- Lecture
- Lead discussions
- Supervise small group activities
- Provide scenarios from the business world
- Arrange speakers
- Show videos depicting positive attitudes and good business ethics
- Monitor and evaluate all student programs

9.0 The student will communicate and demonstrate knowledge through the use of communications technology in Small Business Desktop Publishing, Video production and Graphics technology, multi-media productions, Web Page design and computer assisted design.

9.1 SUGGESTED STUDENT ACTIVITIES:

- Student will produce PowerPoint presentations on various communications and technology topics.
- Student will make reports on reviews of current literature, books read, team project reports, and surveys. The projects will be presented through PowerPoint visuals.
- Student will keep and organized portfolio of examples of written work during the course.

9.2 INSTRUCTIONAL MATERIALS USED:

- Textbook
- Supplementary materials
- Newspapers and periodicals
- Handouts
- Guest Speakers Computer

9.3 TEACHER ACTIVITIES:

- Lecture
- Lead discussion
- Provide articles
- Show related films
- Model appropriate oral communication skills
- Arrange for guest speakers
- Provide supplementary materials
- Model oral communications skills and show examples of written communications.
- Monitor and evaluate student progress.

10.0 The student will demonstrate basic skills necessary to gain and maintain employment in the business world; write a usable resume and cover letter, complete an application, and participate in a mock job interview.

10.1 SUGGESTED STUDENT ACTIVITIES:

- Student will maintain a personal calendar on which they will record tardies, absences, speakers, appointments and specific projects to be accomplished on a given time line.
- Student will write usable resume and cover letter.
- Student will complete various business job applications and create a personal data card for use in completing applications.
- Student will participate in job interviews.

10.2 INSTRUCTIONAL MATERIALS USED:

- Textbook
- Supplementary materials
- Handouts
- Guest Speakers
- Films
- Articles from newspapers and magazines
- Business application forms
- Computer

10.3 TEACHER ACTIVITIES:

- Lecture
- Lead discussion
- Arrange for guest speakers
- Arrange mock interviews
- Model and demonstrate appropriate interview behavior and techniques
- Provide articles
- Supervise small group activities
- Monitor student progress

11.0 The student will use a spreadsheet program to understand how technology is used. He/she will also produce documents using a spreadsheet program, create templates, workbooks with multiple worksheets, and Web Pages.

11.1 SUGGESTED STUDENT ACTIVITIES:

- Student will learn the basic vocabulary and perform steps necessary to create an electronic spreadsheet, and print reports from it.
- Student will produce graphic representations of spreadsheet files.

11.2 INSTRUCTIONAL MATERIALS USED:

- Microsoft OFFICE, Excel
- Application exercises
- Supplementary materials
- Handouts
- Computer

11.3 TEACHER ACTIVITIES:

- Lecture
- Lead discussion
- Demonstrate and show examples
- Facilitate problem solving
- Monitor and evaluate student progress

INSTRUCTIONAL MATERIALS:

TEXTBOOKS:

Introduction to Business

OFFICE 97: Advanced Concepts and Techniques

Century 21: Keyboarding, Formatting & Document Processing

SUPPLEMENTARY MATERIALS:

Career Skills, Glencoe

Career World, Careers, Time, and Trends magazines

Dictionary, thesaurus, word division manual, secretarial handbook, telephone directory

Mirror, Mirror, Inc.: An International Office Simulation

Myers-Briggs Personality Test

National Assessment Test, Job-O C.O.I.N, Career Scan, High School Planner

National Career Development Guidelines Materials

Non-Fiction books such as *Iacocca*

Orange County Business Journal

Orange County Register and Wall Street Journal

Quick Books

South-Western Publishing Co. Formatting Wall Charts

Succeeding in the World of Work, Glencoe Publishing

Typing Quick and Easy software

Videos on Careers

AUDIO-VISUAL MATERIALS:

Films and Videos from the S.I.M.C. Media Library

Business

Business Ownership

Economics USA Lesson8: The Business Cycle

Fergi Goes Inc.

Fergi Meets the Challenge

Free Enterprise at Work

Communication

Communicating with the Public

Communication: The Non-Verbal Agenda

The Specific is Terrific

Writing Says It All

You're Not Communicating

Course title changed from Introduction to Communications Technology

By Fletcher Olson, Newport Harbor High School, January 8, 2002