

**Course:** *Business Communications and Applications*  
**Unit #:** *Unit 2 - Verbal Communications using PowerPoint*

**Year of Implementation:** 2021-2022

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### Stage One - Desired Results

**Link(s) to New Jersey Student Learning Standards for this course:**

*{provide all applicable links to standards here}*

<https://www.state.nj.us/education/cccs/2020/>

**Unit Standards:**

*9.2.12.CAP.2 Develop college and career readiness skills by participating in opportunities such as structured learning experiences, apprenticeships, and dual enrollment programs.*

*9.2.12.CAP.3 Investigate how continuing education contributes to one's career and personal growth.*

*9.4.2.IML.2 Represent data in a visual format to tell a story about the data (e.g., 2.MD.D.10).*

*9.4.5.CT.1 Identify and gather relevant data that will aid in the problem-solving process (e.g., 2.1.5.EH.4, 4-ESS3-1, 6.3.5.CivicsPD.2).*

<https://www.state.nj.us/education/cccs/2020/2020%20NJSL-CLKS.pdf>

**Transfer Goal:** Students will be able to independently use their learning to effectively use verbal communication skills for different purposes and varied audiences using appropriate Microsoft Suite applications.

**As aligned with LRHSD Long Term Learning Goal(s):**

- utilize and integrate essential communication and technical skills significant to 21st century life, work, and community
- apply information technology to achieve an organization's business goal
- create authentic learning experiences to successfully transfer knowledge into real-world experiences preparing them for life and career
- use technology to extend creativity and/or improve problem-solving ability

Enduring Understandings

Students will understand that. . .

*EU 1*

- *Microsoft PowerPoint is an important multimedia presentation application in the business world.*

*EU 2*

- *Microsoft PowerPoint is used as an enhancement for a verbal presentation in professional situations.*

Knowledge

Students will know. . .

Essential Questions

*EU 1*

- *How should I most effectively use multimedia and other resources to improve presentation skills in the business world?*
- *How should I organize a big project that involves collaborators?*
- *How will my new skills in Microsoft PowerPoint facilitate workflow in my other classes and in possible future workplaces as well?*

*EU 2*

- *How will my communication skills strengthen my presentations in my other classes and possible future workplaces?*
- *What makes PowerPoint an effective tool when giving a presentation?*

Skills

Students will be able to. . .

*EU 1 (9.2.12.CAP.2 and 9.2.12.CAP.3)*

- *the variety of templates with slide master skills to enhance a PowerPoint presentation.*
- *the purpose of collaborating and providing feedback in PowerPoint.*
- *the importance of effective presentation tools.*

*EU 2 (9.2.12.CAP.2 and 9.2.12.CAP.3)*

*EU 1 (9.2.12.CAP.2 and 9.2.12.CAP.3)*

- *use various multimedia elements independently to create.*
- *professional presentations.*
- *demonstrate the use of multimedia technology.*
- *modify slide masters, handout masters, and note masters.*
  - *Change presentation options and views.*
  - *Configure print settings for presentations.*
  - *Configure and present slide shows.*
  - *Prepare presentations for collaboration.*
- *manage slides.*
  - *insert slides.*
  - *modify slides.*
  - *order and group slides.*
- *insert and format text, shapes, and images.*
  - *format text.*
  - *insert links.*
  - *Insert and format images.*
  - *Insert and format graphic elements.*
  - *Order and group objects on slides.*
- *insert tables, charts, smartArt, 3D models, and media.*
  - *insert and format tables.*
  - *insert and modify charts.*
  - *insert and modify charts.*
  - *insert and modify 3D models.*
  - *insert and manage media.*
- *apply transitions and animations.*
  - *apply and configure slide transitions.*
  - *animate slide content.*
  - *set timing for transitions.*

*EU 2 (9.2.12.CAP.2 and 9.2.12.CAP.3)*

- *Microsoft PowerPoint is an effective presentation tool to convey their views and ideas to others.*
- *the importance of non-verbal communication techniques to enhance their verbal presentation.*

- *recognize and understand the elements of verbal and nonverbal communication.*
- *perform a verbal presentation using delivery skills, such as eye contact, proper volume, controlled vocal quality, diction and body language.*
- *deliver a planned and practiced presentation incorporating the techniques and strategies of public speaking.*

## **Stage Two - Assessment**

### Recommended Performance Tasks:

- *Comp Tech Inc has hired the summer intern and has tasked this intern to work with the marketing department to develop a PowerPoint presentation to promote the upcoming sale on the newest Dell computer. The director has given the intern all the content for each slide. The summer intern needs to organize the content into a professional presentation incorporating verbal and non-verbal communication skills. The PowerPoint should include:*
  - *changes to the slide master so each layout is consistent.*
  - *ordering and grouping the slides into a logical order.*
  - *changes to the text, links inserted when needed, and images formatted that look professional.*
  - *a table to organize the comparison of the new smartphone to the older model.*
  - *a chart to show the projected sales of the new smartphone.*
  - *transitions and animations to enhance the presentation.*

Other Evidence:

- *Teacher-generated projects using PowerPoint. The students would additionally be required to verbally present this project to the class.*
  - *Possible topics for project are:*
    - *favorite Music Group.*
    - *research and presentation on a Fortune 500 company.*
    - *dream Vacation.*

### **Stage Three - Instruction**

Learning Plan: **Suggested Learning Activities to Include Differentiated Instruction and Interdisciplinary Connections:** Each learning activity listed must be accompanied by a learning goal of **A= Acquiring basic knowledge and skills, M= Making meaning and/or a T= Transfer.** {place A, M and/or T along with the applicable EU number in parentheses after each statement}

- *Evaluate the speech and content of peers and well-known public speakers with teacher generated rubric. (M, T, EU2)*
- *Create, design, and format a professional PowerPoint presentation utilizing basic and advanced features. (A, M, EU1)*
- *Present a PowerPoint showcasing the verbal and non-verbal communication skills taught, and emphasize the main points while maintaining the attention of the audience. (A, M, T, EU1, EU2)*