



## **Business Communications**

[General Course Information](#)

[Power Standards](#)

[Unit I: Professional Development \(job skills\) 2 & 3 3wks](#)

[Unit II: Communication Technology 2, 3 & 5 - 4wks](#)

[Unit III: Presentation Skills \(2 min 5 min indiv groups speaking\) 2, 3 & 5 4 wks](#)

[Unit IV: Business Documents \(emails, letters reports\) 4 & 6 4wks](#)

[Unit V: Employment Documents \(resume, cover letter etc.\) 2 & 6 3wks](#)

## General Course Information

<b>Business Communications</b>	
Department: Business and Marketing	Grade Level(s): 9-12
Duration/Credits: 1 sem/.5 credit	Prerequisites: none
BOE Approval Date: Nov. 19th, 2019	Course Code: 5012
<b>Course Description:</b>	
<p>In Business Communications, students develop career skills through focusing on principles of effective communication as well as an awareness of the importance of technology in regards to modern business communication. They will gain a variety of communication skills while engaging in projects relating to real world scenarios. This course will reinforce essential soft skills needed for success. Students enrolled in Business Communications are eligible to join student business organizations (DECA &amp; FBLA).</p>	
<b>Course Rationale:</b>	
<p>Communication and soft skills are essential in the business environment. The ability to use business technology is key to success in all aspects of the communication process. Students in Business Communications will develop these skills.</p>	
<b>Course Objectives:</b>	
<p>The student will use technology tools for success in future careers.</p> <p>The student will develop soft skills to be competitive in the job market.</p> <p>The student will examine the importance of teamwork in the workplace and explain how to contribute positively in a team.</p> <p>The student will create effective written business communications through research, planning, organizing, drafting and revising business messages. (A+ Writing, A+ Research)</p> <p>The student will create and deliver effective business presentations. (A+ Speaking and Listening)</p> <p>The student will read and critique various types of business communication.(A+ Reading)</p>	

<b>Standards Alignment:</b>
List standard set(s) to which course has been aligned

## Power Standards

List Standards -

<b>Unit I:</b> Professional Development (Job Skills)	<b>Duration: 3 Weeks</b>
<b>Unit Description: Students will learn various job preparation skills that will help them be successful in various types of businesses. They will learn and focus on interpersonal etiquette, ethics, teamwork, and meetings</b>	
<b>Unit Standards</b>	<b>Key Learning Targets</b>
Insert unit standards	I can . . . <ul style="list-style-type: none"> <li>● Understand professionalism, start developing business etiquette skills, and build an ethical mind-set—important qualities digital-age employers seek.</li> <li>● Use your voice as a communication tool, master face-to-face workplace interaction, foster positive relations on the job, and accept as well as provide constructive criticism gracefully.</li> <li>● Practice professional telephone skills and polish your voicemail etiquette.</li> <li>● Understand the importance of teamwork in today’s digital-era workplace, and explain how you can contribute positively to team performance.</li> <li>● Discuss effective practices and technologies for planning and participating in productive face-to-face meetings and virtual meetings</li> </ul>
<b>Essential Questions</b>	<b>Enduring Understandings</b>
Students will consider: -What are the essential skills and traits that employees need to foster positive workplace relations? -Why is face-to-face communication important and how can this type of communication help businesses be more productive?	Students will understand that:  Students will be able to walk out with the skills and traits needed to have communication skills in the workplace. They will be able to effectively communicate with one another in person and be able to have the traits to help a

	business run more efficiently.
<b>Resources: Workplace evaluation form, business meeting plan,</b>	
<b>Previous knowledge and skills needed: n/a (First unit of the class)</b>	
<b>Key Unit Vocabulary: business communication, professionalism, business etiquette, ethical mindset, professionalism, face-to-face workplace, constructive criticism, teamwork, digital-era workplace,</b>	
<b>Additional Information:</b>	

<b>Unit II:</b> Communication Technology	<b>Duration: 4 weeks</b>
<b>Unit Description: Students will learn about how to communicate electronically</b>	
<b>Unit Standards</b>	<b>Key Learning Targets</b>
<p>1) Use technology to enhance the effectiveness of communication</p>	<p>Students will be able to:</p> <ul style="list-style-type: none"> <li>● Select the appropriate technology for transmitting messages</li> <li>● Demonstrate the appropriate use of electronic messaging technologies.</li> <li>● Apply the etiquette rules of electronic messaging</li> <li>● Use voice input and recognition tools</li> <li>● Use Scanning hardware and layout, design, and graphics software to enhance documents</li> <li>● Address ethical issues regarding ownership and the use of electronically generated information</li> <li>● Discuss ways to keep data secure from theft and destruction</li> </ul>
<b>Essential Questions</b>	<b>Enduring Understandings</b>
<ol style="list-style-type: none"> <li>1) What guidelines/rules should you follow when communicating electronically?</li> <li>2) What are the various types of electronic communication, and when is the best time to use each?</li> <li>3) What are the ethical issues associated with ownership and file transfer?</li> <li>4) What protections can you put in place to protect your electronic data?</li> </ol>	<p>-Students will be able to use a variety of different electronic communication types.</p> <p>-Students will follow business etiquette when communicating electronically.</p>

**Resources:**

**Previous knowledge and skills needed: basic keyboarding, computer and internet skills, email account, microsoft word, tablets, etc.**

**Key Unit Vocabulary: electronic communication, email, fax, hardware, graphics, software, scanner, tablet, cell phone,**

**Additional Information:**



<b>Unit III:</b> Presentation Skills	<b>Duration: 4 Weeks</b>
<b>Unit Description: Students will learn how to speak and present professional presentations in a business setting</b>	
<b>Unit Standards</b>	<b>Key Learning Targets</b>
Communicate in a clear, complete, concise, correct, and courteous manner on personal and professional levels.	<p>Students will be able to:</p> <ul style="list-style-type: none"> <li>-Demonstrate professional and ethical behavior</li> <li>-Demonstrate appropriate etiquette and manners in different situations (e.g., diversity, dining, and meetings)</li> <li>-Select appropriate materials for reports and presentations</li> <li>-Practice pronunciation and enunciation</li> <li>-Organize thoughts for written and oral communication</li> </ul>
<b>Essential Questions</b>	<b>Enduring Understandings</b>
	The ability to speak and present in business situations is an integral part of the world of work.
<b>Resources:</b>	
<b>Previous knowledge and skills needed:</b>	
<b>Key Unit Vocabulary:</b>	
<b>Additional Information:</b>	

<b>Unit IV:</b> Business Documents	<b>Duration: 4 Weeks</b>
<b>Unit Description: Students will learn how to communicate in the business world through written documents including memos, emails and reports</b>	
<b>Unit Standards</b>	<b>Key Learning Targets</b>
Students will use professional formatting and style to compose documents that will thrive in a business setting.	Students will be able to: <ul style="list-style-type: none"> <li>-Write business documents using the correct style, format, and content</li> <li>-Document all sources (e.g., print and electronic) using current standards</li> <li>-Distinguish between paraphrasing, documentation, and plagiarism</li> <li>-Use acceptable standards for grammar, mechanics, and word usage</li> </ul>
<b>Essential Questions</b>	<b>Enduring Understandings</b>
<ol style="list-style-type: none"> <li>1. What is an appropriate way to compose a business document?</li> <li>2. What words should you be using and what words should you not be using when composing business documents?</li> </ol>	The ability to compose professional documents in business situations is an integral part of the world of work.
<b>Resources:</b>	
<b>Previous knowledge and skills needed:</b>	
<b>Key Unit Vocabulary:</b>	
<b>Additional Information:</b>	

<b>Unit V:</b> Employment Documents	<b>Duration: 3 Weeks</b>
<b>Unit Description: Students will learn how to effectively prepare for an interview through the use of cover letters, resumes and references.</b>	
<b>Unit Standards</b>	<b>Key Learning Targets</b>
Students will integrate all forms of communication in the successful pursuit and retention of employment by creating an employment portfolio.	Students will be able to: <ul style="list-style-type: none"> <li>-Write a formal application letter</li> <li>-Complete job application forms</li> <li>-Create a resume in print (traditional and scannable) and online formats</li> <li>-Demonstrate interview skills</li> <li>-Write a thank-you message</li> </ul>
<b>Essential Questions</b>	<b>Enduring Understandings</b>
<ol style="list-style-type: none"> <li>1. What ways can you enhance your ability to interview and obtain a job?</li> <li>2. How do you successfully write a resume?</li> </ol>	A successful and professional employment portfolio is essential to future success.
<b>Resources:</b>	
<b>Previous knowledge and skills needed:</b>	
<b>Key Unit Vocabulary:</b>	
<b>Additional Information:</b>	

<b>Unit VI:</b>	<b>Duration:</b>
<b>Unit Description:</b>	
<b>Unit Standards</b>	<b>Key Learning Targets</b>
Insert unit standards	Insert learning targets
<b>Essential Questions</b>	<b>Enduring Understandings</b>
Insert essential questions	Insert enduring understandings
<b>Resources:</b>	
<b>Previous knowledge and skills needed:</b>	
<b>Key Unit Vocabulary:</b>	
<b>Additional Information:</b>	

<b>Unit VII:</b>		<b>Duration:</b>	
<b>Unit Description:</b>			
<b>Unit Standards</b>		<b>Key Learning Targets</b>	
Insert unit standards		Insert learning targets	
<b>Essential Questions</b>		<b>Enduring Understandings</b>	
Insert essential questions			Insert enduring understandings
<b>Resources:</b>			
<b>Previous knowledge and skills needed:</b>			
<b>Key Unit Vocabulary:</b>			
<b>Additional Information:</b>			

<b>Unit VIII:</b>		<b>Duration:</b>	
<b>Unit Description:</b>			
<b>Unit Standards</b>		<b>Key Learning Targets</b>	
Insert unit standards		Insert learning targets	
<b>Essential Questions</b>		<b>Enduring Understandings</b>	
Insert essential questions			Insert enduring understandings
<b>Resources:</b>			
<b>Previous knowledge and skills needed:</b>			
<b>Key Unit Vocabulary:</b>			
<b>Additional Information:</b>			