

Business Communications

Course Description: Business Communication provides students with communication principles, concepts, and techniques which are essential components for effective organizational behavior in oral, written, and nonverbal communication situations. Communication strategies utilizing principles of psychology and appropriate methodology will be emphasized. Students will utilize problem solving skills which can be transferred to work after high school.

Grades: 9-12

Course Expectations & Rationale:

Students will develop or improve their ability to use clear, concise, and grammatically correct language as they employ appropriate formats in writing e-mail messages, memos, business letters, cover letters, and résumés.

Students will improve their ability to select, organize, and effectively deliver information in a businesslike manner with appropriate language, articulation, nonverbal communication, and visual supporting materials. They will develop skill in using visual aids, handouts, and multimedia presentation materials.

Students will develop or improve their ability to listen; to contribute to team performance; to plan and participate in productive meetings; to use collaborative technologies; to understand and employ nonverbal skills to advance their career; to work in diverse environments, and to gain a competitive edge with professionalism and business etiquette skills.

Students will develop an understanding of the importance of understanding verbal and nonverbal communication while conducting business in other countries. Business and dining etiquette will be examined and an overseas business meeting will be arranged with a focus on cultural awareness in business.

Students will discover careers related to passions, participate in group discussions with local small business owners and entrepreneurs on current trends in fields, develop usable resumes and cover letters, as well as participate in mock job interviews. The role of social media and networking will also play a heavy role in creating resumes and utilizing resources to obtain jobs related to careers.

Course Resources & Materials: National Business Education, teacher created resources

Course Essential Questions:

- What tone are you conveying in a good or bad news message to employees, colleagues and clients?
- Describe different methods of delivery for presenting to an audience.
- What role does nonverbal communication play in a work environment?
- Why does professionalism matter?
- How can teams effectively communicate in a global environment?

Course Priority Standards:

MBA Research and Curriculum

- Identify sources that provide relevant, valid written material **(CO:054) (PQ)**
- Explain communication techniques that support and encourage a speaker **(CO:082) (PQ)**
- Demonstrate active listening skills **(CO:017, LAP-CO-017) (PQ)**
- Explain the nature of effective verbal communications **(CO:147) (PQ)**
- Interpret others' nonverbal cues **(CO:059) (PQ)**
- Give verbal directions **(CO:083) (PQ)**
- Employ communication styles appropriate to target audience **(CO:084) (CS)**
- Participate in group discussions **(CO:053) (CS)**
- Make oral presentations **(CO:025, LAP-CO-025) (SP)**
- Choose and use appropriate channel for workplace communication **(CO:092) (CS)**
- Adapt communication to the cultural and social differences among clients **(CR:019) (CS)**

Course Enduring Understandings, Goals, & Objectives:

- Students will apply business communication strategies and principles to prepare effective communication for domestic and international business situations.
- Students will identify ethical, legal, cultural, and global issues affecting business communication.
- Students will utilize analytical and problem solving skills appropriate to business communication.
- Students will participate in team activities that lead to the development of collaborative work skills.
- Students will select appropriate organizational formats and channels used in developing and presenting business messages.

- Students will compose and revise accurate business documents.
- Communicate via electronic mail, Internet, and other technologies.
- Students will deliver an effective oral business presentation.
- Students will apply verbal and nonverbal communications skills in a mock job interview.

Course Essential Vocabulary: ethics, morals, nonverbal communication, body language, etiquette, active listening, assertiveness, teamwork, global communication, international business, intercultural communication, interpersonal skills, soft and hard skills, networking, persuasive presentation, positive and negative messaging, social media

Course “I Can…” Statements:

- I can build my career success with powerful communication skills.
- I can participate in a team and understand my role.
- I can persuade and engage an audience to actively participate.
- I can adapt my communication skills to work in a global market.
- I can create a resume and master a job interview.

Unit 1	Business Ethics and Workplace Skills In this unit, students investigate workplace behaviors. They will analyze ethical dilemmas and create recommendations for creating a solution.
Unit 1 Big Ideas	Application of essential business knowledge is essential to assimilation into the world of work. Individuals have important rights and responsibilities as citizens in the workplace.
Unit 1 Guiding & Essential Questions	Is unethical behavior present in this scenario?
Unit 1 Student Learning Goals	Concept 1: How to know if a behavior is right or wrong.
	A. Students will define “ethical” and “unethical” behaviors.
	B. Students will evaluate their own ethical behaviors.
	Concept 2: Ethical Decision Making.

	A. Students will research a corporate fraud case.
	B. Students will evaluate various unethical workplace scenarios.
	C. Students will assess technological advances and ethics around them (self-driving cars).
	Concept 3: Workplace Skills.
	A. Differentiate between hard and soft skills.
	B. Analyze your current skills and those you will need in the future.
	C. Demonstrate the use of soft skills in a variety of scenarios.
Unit 1 Vocabulary	Ethics, cultural behavior, corporate fraud, hard skills, soft skills
National Business Education Standards	<p>NBEA.II.1 Apply interpersonal skills in personal and professional environments to communicate effectively.</p> <p><u>Interpersonal Skills: A. Professionalism and Business Etiquette</u></p> <ol style="list-style-type: none"> 1. List characteristics inherent in a positive attitude 2. Differentiate between positive and negative communication styles 3. Demonstrate positive nonverbal communication 4. Use courtesy and tact when communicating with others 5. Demonstrate appropriate etiquette and manners in specific situations 6. Discuss personal hygiene and grooming 7. Develop sensitivity to and awareness of diversity 8. Demonstrate respect for authority 9. Respect the rights and feelings of others 10. Work cooperatively with peers and authority figures 31. Demonstrate a positive work ethic in a professional environment 36. Define ethics and identify the process by which individuals develop the foundation for making ethical decisions 37. Discuss common types of unethical behavior in the workplace 38. Solve problems using techniques that take into consideration personal and ethical values

	39. Analyze an organization's code of ethics
MBA Research Standards	Choose and use appropriate channel for workplace communication (CO:092) (CS) Adapt communication to the cultural and social differences among clients (CR:019) (CS)
Assessments	Formative: Research and present a corporate fraud case study. Formative: Demonstrate using soft skills in various careers. Summative: Analyze various workplace scenarios and decide if unethical behavior(s) occurred.
Curricular Resources Utilized in Unit 1	MBA Research and Curriculum

Unit 2	Nonverbal Communication In this unit, students will develop awareness of non-verbal cues.
Unit 2 Big Ideas	Nonverbal cues are a powerful communication tool.
Unit 2 Guiding & Essential Questions	How are my nonverbal cues interpreted by the people I work with?
Unit 2 Student Learning Goal(s)	Concept 1: Why nonverbal cues matter.
	A. Students will become sensitive to other people's body language.
	B. Students will become more sensitive to their own body language and its meaning.
	Concept 2: Types of nonverbal cues and body language.
	A. Students will study facial expressions, posture, gestures, eye contact, touch voice and space.
	B. Students will assess proxemics of space.

	<p>Concept 3: Cultural awareness and nonverbal cues.</p> <p>A. Students will identify nonverbal cues in other countries.</p> <p>B. Students will compare and contrast cultural nonverbal cues abroad and within the United States.</p> <p>C. Students will share and demonstrate appropriate workplace body language and nonverbal cues in a global work space.</p>
Unit 2 Vocabulary	Proxemics of space, nonverbal cues, body language
National Business Education Standards	<p>NBEA.II.1 Apply interpersonal skills in personal and professional environments to communicate effectively.</p> <p><u>Interpersonal Skills: A. Professionalism and Business Etiquette</u></p> <ol style="list-style-type: none"> 11. Describe qualities of a person with a positive work ethic 12. Demonstrate respect for diversity 13. Make informal introductions 14. Initiate and engage in conversations outside one's peer group 15. Practice good personal hygiene and grooming 16. Convey a positive attitude 17. Demonstrate confidence through participation in collaborative activities 18. Practice tact and courtesy in relationships with peers and authority figures 19. Recognize causes of conflict 20. Discuss the importance of extending courtesy in the business environment
MBA Research Standards	<p>Explain the nature of effective verbal communications (CO:147) (PQ)</p> <p>Interpret others' nonverbal cues (CO:059) (PQ)</p> <p>Give verbal directions (CO:083) (PQ)</p>
Assessments	<p>Formative: Read and reflect on the proxemics of space.</p> <p>Formative: Analyze nonverbal cues in a variety of video clips.</p> <p>Summative: Create an infographic demonstrating your understanding of body language and nonverbal cues in a global work space.</p>

Curricular Resources Utilized in Unit 2	MBA Research and Curriculum
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Unit 3	Active Listening In this unit, students build active listening skills.
Unit 3 Big Ideas	Effective communication involves applying active listening strategies.
Unit 3 Guiding & Essential Questions	What is the difference between hearing and active listening?
Unit 3 Student Learning Goal(s)	<p>Concept 1: Ingredients to becoming an active listener.</p> <p>A. Students will define active listening.</p> <p>B. Students will evaluate their own active listening capability.</p> <p>C. Students will identify key skills to become an active listener.</p>
Unit 3 Vocabulary	Active listening
National Business Education Standards	<p>NBEA.I.1 Listen actively, use the communication process, read and research information, and integrate technology to enhance communication effectiveness.</p> <p><u>Foundations of Communication: A. Active Listening</u></p> <ol style="list-style-type: none"> 1. Listen for meaning 2. Request feedback to confirm information 3. Determine when more information is needed and ask appropriate questions 4. Follow spoken directions 5. Demonstrate courteous attention when listening to others 6. Identify relevant information in spoken messages

	<ul style="list-style-type: none"> 7. Listen attentively for the purpose of recording information and taking accurate notes 8. Interpret verbal and nonverbal cues in messages 9. Listen discriminately to separate fact from opinion 10. Evaluate effectiveness of digital and spoken presentations 11. Identify barriers to listening 12. Discuss the importance of listening skills 13. Identify strategies for managing and/or overcoming barriers to listening 14. Provide and request appropriate feedback 15. Ask clarifying questions to verify understanding 16. Adapt appropriate listening strategies for various audiences and contexts 17. Analyze and critically evaluate the intent of messages
MBA Research Standards	<p>Demonstrate active listening skills (CO:017, LAP-CO-017) (PQ)</p> <p>Explain the nature of effective verbal communications (CO:147) (PQ)</p>
Assessments	<p>Formative: Complete a self appraisal survey.</p> <p>Formative: Analyze misconceptions about listening.</p> <p>Summative: Create a poster for high school students outlining active listening tips and skills.</p>
Curricular Resources Utilized in Unit 3	<p>MBA Research and Curriculum</p>

Unit 4	<p>Written Communication</p> <p>In this unit, students write internal business correspondences. They develop or improve their ability to use clear, concise, and grammatically correct language as they employ appropriate formats in writing e-mail messages, memos, business letters, and résumés.</p>
Unit 4 Big Ideas	<p>Effective written communication is critical to success in the workplace.</p>
Unit 4 Guiding & Essential Questions	<p>What techniques can I use to convey a message in writing?</p>

Unit 4 Student Learning Goal(s)	Concept 1: Writing an email and memo message.
	A. Students will identify why fonts matter and business email and memo formats.
	B. Students will explain professional email etiquette.
	C. Students will practice writing good news and bad news emails and memo to employees.
	Concept 2: Persuasive letter writing.
	A. Students will understand business letter format.
	B. Students will evaluate persuasive letters.
	C. Students will write a professional persuasive letter.
	Concept 3: Create a Resume
	A. Students will analyze high school resumes.
	B. Students will evaluate different resume formats.
	C. Students will create a resume.
Unit 4 Vocabulary	Etiquette, positive and negative messages
National Business Education Standards	<p>NBEA.III.1 Prepare clear, complete, concise, correct, and courteous written messages for personal and professional uses.</p> <p><u>Written Communication: A. Mechanics and Writing Basics</u></p> <ol style="list-style-type: none"> 1. Use correct spelling, grammar, word and number usage, punctuation, and formatting 2. Write logical, coherent sentences, and paragraphs 3. Develop outlines to facilitate logical and understandable documents 4. Identify language and style appropriate for audience 5. Proofread documents to ensure correctness

6. Edit and revise documents
7. Take effective notes
8. Discuss empathy in messages written to individuals
9. Identify plain language and conversational tone in message
10. Identify collaborative writing skills
11. Adapt language and style for specific audiences
12. Use acceptable standards for grammar, punctuation, and word and number usage
13. Paraphrase original works to communicate meaning
14. Document properly both print and digital sources to avoid plagiarism
15. Demonstrate sensitivity to language bias
16. Proofread business documents to ensure that they are clear, correct, concise, complete, consistent, and courteous
17. Discuss the importance of taking responsibility for all written communication
18. Express empathy in messages written to individuals
19. Use plain language and conversational tone
20. Develop and use collaborative writing skills
21. Identify factors affecting the readability of text
22. Use bias-free language
23. Use language, strategies, and techniques that reflect cultural sensitivity
24. Apply focused note-taking strategies
25. Apply a variety of specific proofreading techniques to identify and correct errors
26. Compare drafts to final documents and make editorial changes
27. Evaluate effectiveness of messages
28. Accept responsibility for all written communication
29. Discuss misleading and missing information in business documents and the impact on business
30. Use collaborative writing skills to complete complex projects
31. Analyze ethical implications of written messages containing misleading, distorted, and missing information
32. Use correct language, grammar, and writing in an effective manner
33. Proofread effectively using appropriate techniques
34. Communicate collaboratively in preparing documents
35. Analyze the readability of messages and revise to ensure audience understanding

MBA Research Standards	Identify sources that provide relevant, valid written material (CO:054) (PQ)
Assessments	Formative: Create a persuasive letter to encourage a company to change a product. Formative: Create a bad news email to employees using strategies on sharing negative messages. Summative: Select a real life scenario and create a written response using the formatting tools shared in the unit.
Curricular Resources Utilized in Unit 4	Grammarly MBA Research and Curriculum

Unit 5	Speaking to an Audience In this unit, students apply verbal skills to convey information through oral presentations. They will improve their ability to select, organize, and effectively deliver information in a presentation with appropriate language, articulation and visual supporting materials.
Unit 5 Big Ideas	The use of delivery skills such as volume, vocal quality, diction, eye contact and body language are necessary for effective public speaking.
Unit 5 Guiding & Essential Questions	What are the components of an effective presentation? How do you organize a presentation? What are persuasive strategies?
Unit 5 Student Learning Goals	Concept 1: How to deliver an effective presentation
	A. Students will evaluate an audience and speaking to different groups of people.
	B. Students will critique body language
	Concept 2: Using body language to help deliver a message
A. Students will learn how to use hands, eye contact, and body language to engage an audience.	

	B.Students will analyze the importance of moving while speaking.
	Concept 3: Persuading and audience
	A. Students will evaluate different ways to capture an audience by emotion.
	B. Students will develop skills to engage an audience to understand their viewpoint.
	C. Students will create a persuasive pitch to a target audience.
Unit 5 Vocabulary	Body language, persuasion
National Business Education Standards	<p>NBEA.IV.1 Demonstrate professional speaking techniques and strategies.</p> <p><u>Spoken Communication: B. Presentations</u></p> <ol style="list-style-type: none"> 1. Identify purpose and audience 2. Consider setting and duration 3. Create appropriate visual aids 4. Prepare and practice presentation 5. Deliver simple informative presentations 6. Collaborate to create team presentations 7. Use appropriate techniques to organize speeches and presentations 8. Demonstrate techniques to gain and maintain audience attention 9. Create a memorable conclusion 10. Deliver presentations for various purposes 11. Use transitions for a seamless and well-organized delivery in individual and team presentations 12. Maintain effective eye contact with the audience 13. Use multiple technology tools to deliver presentations 14. Identify and implement strategies to manage nervousness and anxiety 15. Use feedback to improve presentation performance 16. Dress appropriately for purpose and audience 17. Use appropriate nonverbal communication skills 18. Establish rapport and build credibility with the audience 19. Adapt content to meet audience needs

	<p>20. Use persuasive techniques to motivate an audience to act</p> <p>21. Use proper techniques to deliver professional business presentations</p> <p>22. Use audio technology to support presentation delivery</p> <p>23. Use video recording as a tool to analyze and improve presentation delivery</p> <p>24. Consider how the use of handouts will impact presentations</p> <p>25. Use proper techniques when presiding or presenting at professional events</p> <p>26. Respond skillfully and professionally to audience questions</p> <p>27. Deliver extemporaneous and planned speeches with confidence</p> <p>28. Use video recording as a tool to analyze and improve presentation delivery</p> <p>29. Engage audience interactively during presentations</p> <p>30. Adapt presentation strategies for intercultural audiences</p> <p>31. React appropriately and problem solve when one experiences technical difficulties during a presentation</p>
MBA Research Standards	<p>Employ communication styles appropriate to target audience (CO:084) (CS)</p> <p>Participate in group discussions (CO:053) (CS)</p> <p>Make oral presentations (CO:025, LAP-CO-025) (SP)</p>
Assessments	<p>Formative: Students will watch a variety of persuasive video clips/messages and identify the persuasive techniques used.</p> <p>Summative: Students will create a persuasive pitch to a target audience using techniques to persuade the audience to purchase a product.</p>
Curricular Resources Utilized in Unit 5	<p>MBA Research and Curriculum</p>

Unit 6	<p>Job Interview</p> <p>In this unit, students will create a resume, complete a job application, and participate in a mock interview.</p>
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Unit 6 Big Ideas	A successful job interview requires preparation. Identifying our interests can help us recognize what we would prefer to work with - data, people, or things.
Unit 6 Guiding & Essential Questions	How can I best prepare for a job interview?
Unit 6 Student Learning Goals	Concept 1: Application Process and Resume Building
	A. Students will locate job opportunities as a teenager and the hiring process.
	B. Students will evaluate sample resumes and formats.
	B. Students will create an electronic resume.
	C. Students will complete a job application.
	D. Students will create a LinkedIn account
	Concept 2: The Interview Process
	A. Students will understand the differences in soft skill and hard skill questions in an interview.
	B. Students will practice answering interview questions with a peer.
	C. Students will participate in a mock job interview.
Unit 6 Vocabulary	Resume, cover letter, soft skill questions
National Business Education Standards	NBEA.V.1 Communicate effectively for employment success. <u>Employment Communication: A. Speaking Basics</u> 1. Identify the kind of work that people do 2. Discuss why people work 3. Identify the basic skills used on the job

4. Write simple application messages and résumés for simulated job opportunities
5. Role-play interview situations for simulated job opportunities
6. Discuss the importance of an informal personal network in conducting a job search
7. Research online resources to assist in preparing job application document
8. Discuss the assessment of interests, skills, and abilities as they relate to selecting a career
9. Identify multiple methods to find job opportunities
10. Write formal, persuasive application messages, and résumés customized to meet prospective employers' needs
11. Prepare résumés in both print and digital formats
12. Post résumés online using appropriate strategies for maintaining security and privacy
13. Obtain permission and create a list of professional references
14. Participate in and analyze mock interviews
15. Prepare responses to commonly asked interview questions
16. Discuss and demonstrate the importance of appropriate dress and grooming in an interview situation
17. Prepare a list of questions to ask an interviewer
18. List and discuss qualities that employers expect in prospective employees
19. Identify common mistakes made by interviewees
20. Discuss illegal and inappropriate interview questions
21. Discuss significance of nonverbal communication in the interview process
22. Complete job application forms
23. Write a job interview thank-you message
24. Write effective follow-up messages
25. Use correct strategies for accepting or rejecting job offers
26. Discuss appropriate spoken and written actions when leaving a job under various circumstances
27. Demonstrate honest and ethical behavior in all employment communications
28. Use an established network of professionals and social media connections to assist in a job search
29. Research the job market and specific potential employers
30. Prepare evidence that documents qualifications and skills sought by prospective employers

	<p>31. Prepare for a variety of interview formats</p> <p>32. Demonstrate effective salary negotiation strategies</p> <p>33. Update the resume to reflect current qualifications</p>
MBA Research Standards	<p>Demonstrate active listening skills (CO:017, LAP-CO-017) (PQ)</p> <p>Explain the nature of effective verbal communications (CO:147) (PQ)</p> <p>Interpret others' nonverbal cues (CO:059) (PQ)</p> <p>Employ communication styles appropriate to target audience (CO:084) (CS)</p>
Assessments	<p>Formative: Students will create a resume and LinkedIn account</p> <p>Summative: Students will participate in a mock job interview</p>
Curricular Resources Utilized in Unit 6	<p>LinkedIn</p> <p>MBA Research and Curriculum</p> <p>www.Ngpf.org</p>