

Business Communication and Technologies YAG

One Credit | 36 Weeks (4 Grading Periods) | Recommended Grades 10–12

Course Information: Prerequisite: Foundations of Business Communication and Technologies. Recommended prerequisite: Touch System Data Entry; recommended corequisite: Business Lab. BCT = §127.246 Business Communication and Technologies. CTE Employability Skills §127.15(d)(1) are integrated throughout. Students apply emerging technologies to project management, advanced business communication, research, multimedia presentations, advanced spreadsheets, database management, customer relations, and professional portfolio development. ACCESS may support career exploration, credential research, postsecondary planning, and portfolio development.

GP	Wks	Unit & Focus	Major Learning Tasks & Assessments	Integrated TEKS	Extension Activities
1	1–3	Unit 1 – Professional Communication & Diverse Workplaces	• Apply verbal, nonverbal and active-listening strategies in workplace scenarios • Interpret communication behaviors of coworkers and customers • Practice communication across cultural differences and other diverse-workforce issues • Use conflict-resolution strategies and professional etiquette • Apply employability skills through teamwork, responsibility, ethical conduct and workplace communication	• BCT2(A,E–G) • CTE ES §127.15(d)(1)	• Workplace role-play • Communication self-assessment • ACCESS: career skills
1	4–7	Unit 2 – Advanced Business Documents & Online Collaboration	• Record and organize information for reports using tables of contents, indexes, tabs, notes, captions and building blocks • Create advanced business correspondence using templates and forms • Perform mail merge for letters, labels and envelopes • Apply document protection/security and conventions of grammar, spelling, punctuation and capitalization • Create, edit and share documents with online word-processing technologies	• BCT2(A–D) • BCT3(D) • CTE ES §127.15(d)(1)	• Advanced correspondence portfolio • Mail-merge project • Collaborative document lab
1	8–9	Unit 3 – Information Literacy, Research & Business Data Communication	• Create and interpret tables, charts, infographics and figures for occupational tasks • Use informational texts, websites and technical materials to solve workplace problems • Evaluate source reliability and distinguish credible business information • Reference sources appropriately in business products • Communicate research findings through a concise business briefing	• BCT3(A–D) • BCT2(A)	• Source-evaluation challenge • Business infographic • Research briefing
2	10–13	Unit 4 – Advanced Spreadsheets & Financial Analysis	• Apply lookup tables, what-if analysis, built-in functions and advanced spreadsheet functions • Create macros and advanced charts/graphs as appropriate to workplace tasks • Create and interpret financial comparisons and projections • Develop predictions, forecasts and trend analyses • Use spreadsheet findings to support a business recommendation	• BCT6(A–B) • BCT3(A)	• Forecasting lab • Financial dashboard • Spreadsheet automation task
2	14–17	Unit 5 – Project Management & Semester Business Project	• Initiate a business project and define purpose, stakeholders, scope and resources • Develop a project plan with tasks, timeline and deliverables • Execute the project using appropriate emerging technologies • Monitor progress, quality and changes; communicate with team members/stakeholders • Close the project with final deliverables, evaluation and reflection	• BCT1(A–E) • BCT2(A,E–G) • BCT3(A–D) • CTE ES §127.15(d)(1)	• Project-management tools • Client/stakeholder simulation • Semester project presentation
2	18	Semester 1 Exam – Business Communication and Technologies	• Cumulative written/performance assessment • Advanced document, research and spreadsheet application • Project-management reflection and professional communication task	• Cumulative: BCT1–3, BCT6 • CTE ES §127.15(d)(1)	• Targeted remediation/enrichment

3	19–22	Unit 6 – Advanced Database Management	- Analyze a business problem and design an appropriate database solution - Create database structures that support business decision making - Use updating queries and formulas to manage data - Apply built-in formulas and advanced database functions - Create custom-formatted reports and interpret results	- BCT7(A–B) - BCT3(A–D)	- Database design challenge - Advanced query lab - Custom business report
3	23–26	Unit 7 – Presentations & Multimedia Communication	- Prepare formal and informal presentations for specific purposes and audiences - Identify and create support materials that strengthen oral presentations - Deliver presentations that sustain audience attention - Align presentation strategies to intended audiences - Implement multimedia strategies and use online presentation technologies to create, edit, transport and share products	- BCT4(A–G) - BCT2(A,E) - BCT3(A–D)	- Multimedia presentation - Audience-analysis exercise - Peer presentation review
3	27	Unit 8 – Customer Relations & Public Relations	- Analyze internal and external customer expectations - Apply professional communication to build positive customer relationships - Respond to customer concerns using listening and conflict-resolution skills - Create a customer-relations communication product - Evaluate communication choices for professionalism and effectiveness	- BCT5 - BCT2(A,E–G) - CTE ES §127.15(d)(1)	- Customer-service simulation - PR communication task - Service-recovery scenario
4	28–31	Unit 9 – Integrated Business Technology Project	- Identify an authentic workplace problem requiring multiple technology applications - Plan and manage the project from initiation through monitoring and control - Integrate advanced word processing, spreadsheets, databases, research and multimedia - Communicate findings and recommendations to a defined audience - Use stakeholder feedback to improve final products	- BCT1(A–E) - BCT2(A–G) - BCT3(A–D) - BCT4(A–G) - BCT6(A–B) - BCT7(A–B)	- Integrated client project - Business technology challenge - Industry mentor feedback
4	32–35	Unit 10 – Professional Electronic Portfolio & Career Readiness	- Document technical skill competencies, licensures/certifications, awards and extended learning - Develop a professional letter of application, resume and accomplishment abstract - Select and refine representative work samples from course projects - Include teacher evaluation and organize portfolio for professional presentation - Present the electronic portfolio to stakeholders and connect evidence to career/postsecondary goals	- BCT8(A–B) - BCT1–7 reinforcement - CTE ES §127.15(d)(1)	- ACCESS: career/postsecondary planning - Mock interview/networking - Portfolio presentation rehearsal
4	36	Semester 2 Exam & Business Technology Showcase	- Cumulative written/performance assessment - Integrated technology application and business communication task - Professional electronic portfolio presentation and reflection	- Cumulative: BCT1–8 - CTE ES §127.15(d)(1)	Stakeholder showcase

Business Communication and Technologies TEKS Coverage Checklist

Coverage verification: All eight Business Communication and Technologies strands and every student expectation are intentionally addressed. CTE Employability Skills §127.15(d)(1) are integrated throughout the course.

Strand	Student Expectations	YAG Placement	Coverage
BCT1	A–E	Units 5 and 9	100%
BCT2	A–G	Units 1–2, 5, 7–9	100%
BCT3	A–D	Units 2–3, 5–7, 9	100%
BCT4	A–G	Units 7 and 9	100%
BCT5	Single expectation	Unit 8; reinforced Units 1 and 9	100%
BCT6	A–B	Units 4 and 9	100%
BCT7	A–B	Units 6 and 9	100%
BCT8	A–B	Unit 10	100%
CTE Employability	§127.15(d)(1)	Integrated throughout Units 1–10	100%

Implementation Notes

- Business Communication and Technologies is a one-credit course recommended for Grades 10–12. Foundations of Business Communication and Technologies is the prerequisite; Touch System Data Entry is a recommended prerequisite and Business Lab is a recommended corequisite.
- Students should complete authentic workplace products using current and emerging technologies, with increasing emphasis on advanced features, data-driven decision making, professional communication, collaboration, and project management.
- The professional electronic portfolio should develop throughout the course and include technical competencies, credentials when applicable, recognitions, extended learning, a letter of application, accomplishment abstract, resume, work samples, and teacher evaluation.
- Weeks 18 and 36 are reserved for cumulative semester exams. No instructional unit crosses the semester boundary, and no calendar-specific dates are included.