

Business Communication I

Levels:	Grades 10-12
Units of Credit:	0.50
CIP Code:	52-0551
Core Code:	32-02-00-00-110
Prerequisite:	None
Skill Test:	# 220

COURSE DESCRIPTION

Business Communication impacts all aspects of our lives. This introductory course will teach students to communicate in a clear, courteous, concise, complete and correct manner on both personal and professional levels. Competency will be developed in oral, written, interpersonal, technological, and employment communication. Listening skills will be incorporated throughout the semester. The overriding goal is to provide students with a solid communication base, so they are able to communicate effectively.

CORE STANDARDS, OBJECTIVES, AND INDICATORS

STANDARD 1

Students will identify the communication process and practice effective nonverbal communication skills.

Objective 1: Identify the six steps of the communication process.

- a. Sender has an idea.
- b. Sender encodes message.
- c. Message is sent.
- d. Receiver receives message.
- e. Receiver decodes message.
- f. Receiver sends feedback.

Objective 2: Practice acceptable nonverbal skills in personal and professional communication.

Objective 3: Differentiate non-verbal from verbal communication, which includes reading, writing, listening, and speaking.

Objective 4: Communicate with one another using only nonverbal communication such as gestures, body language, eye contact, etc.

STANDARD 2

Students will communicate using correct usage and mechanics.

Objective 1: Practice and use correct spelling and in oral and written communication.

Objective 2: Practice and use correct punctuation and grammar in written communication.

Objective 3: Identify and revise misplaced and dangling modifiers, redundant words or phrases, non-parallel words, phrases and clauses, and incorrect word choice.

Objective 4: Communicate in a clear, courteous, concise, complete, and correct manner; select language benefiting the situation.

STANDARD 3

Students will develop and practice effective oral communication skills.

Objective 1: Practice correct pronunciation and enunciation.

Objective 2: Identify regional, international, and cultural differences in communication; use bias-free language.

Objective 3: Participate in group discussions by expressing opinions and talking about current business issues positively and tactfully.

Objective 4: Plan and present short presentations individually or as a group member.

STANDARD 4

Students will develop reading strategies that will improve speed, comprehension, and retention.

Objective 1: Develop a list of vocabulary words, confusing homonyms, and technical business terms.

Objective 2: Read and follow simple directions.

Objective 3: Select correct reading methods for a particular situation (e.g. skimming, scanning, summarizing, speed reading, and in-depth reading).

Objective 4: Identify propaganda; biased, literal, inferential, and factual statements.

STANDARD 5

Students will compose effective written communication.

Objective 1: Use the writing process to compose e-mails, memos, and letters including determining audience and purpose; brainstorming, outlining, and organizing to produce a rough draft; and revising to create polished documents which are logical, coherent, and unified.

Objective 2: Compose and produce a variety of mailable business letters, memos, or e-mail messages in each of the following areas: everyday/routine/good news, sales/persuasive, and bad news.

Objective 3: Use open and mixed punctuation, format letters using Block Style and Modified Block Style and memos in formal format.

Objective 4: Edit and revise personal work as well as that of others.

STANDARD 6

Students will develop and practice proficient listening skills.

Objective 1: Practice following oral directions.

Objective 2: Demonstrate the proper use of telephone techniques and manners. Record complete and accurate telephone messages.

Objective 3: Listen attentively by taking accurate notes and asking questions.

Objective 4: Demonstrate courtesy and respect for the speaker through attentive listening.

Objective 5: Identify and overcome major barriers to listening.

STANDARD 7

Students will apply basic social communication skills in personal and professional situations by demonstrating competence, ethics, leadership, and interpersonal skills.

Objective 1: Demonstrate proper respect for authority.

Objective 2: Practice and consider the process/es for conflict resolution by demonstrating correct responses to passive, assertive, and aggressive behaviors.

Objective 3: Explore positive leadership skills, techniques, and styles including conducting a meeting and preparing an agenda.

Objective 4: Explain the importance of following chains of command (upward, downward, and horizontal).

Objective 5: Incorporate standards of personal ethics into effective communication.

STANDARD 8

Students will use technology to enhance the effectiveness of communication.

Objective 1: Demonstrate basic keyboarding and computer functions using basic software applications.

Objective 2: Refine and enhance documents as needed, using electronic spell check, thesaurus, grammar check, layout, design, and graphics as needed.

STANDARD 9

Students will integrate all forms of communication in the successful pursuit and retention of employment by creating an employment portfolio. (Optional in Business Communication I if Business Communication II is not taught.)

Objective 1: Explore job search strategies and sources for job placement.

Objective 2: Write a mailable application letter, resume (print and scannable), and follow-up letter for a simulated job opportunity.

Objective 3: Complete a job application form properly.

Objective 4: Role-play interviews and demonstrate appropriate nonverbal communication.

Objective 5: Differentiate among business attire (e.g. casual, business-casual, professional business, and formal attire) and select correct attire for specific situations.

Objective 6: Talk about qualities that employers expect in employees.

Objective 7: Examine legal and illegal employment practices.

Objective 8: Use correct strategies for accepting or rejecting an offer.

Objective 9: Prepare a list of questions to ask an interviewer and make a list of common mistakes made by interviewers and interviewees.

Objective 10: Practice basic etiquette and manners in given situations.