

# Business Communication II

**Levels:** Grades 10-12  
**Units of Credit:** 0.50  
**CIP Code:** 52-0521  
**Core Code:** 32-02-00-00-111  
**Prerequisite:** None  
**Skill Test:** # 222

## COURSE DESCRIPTION

This advanced course can be used to build upon the skills acquired in Business Communication I or used as a stand alone class that focuses on additional methods of constructive communication skills through professional presentation software. Competency will again be developed in oral, written, nonverbal communication; listening skills will be incorporated throughout the semester. The goal is to provide students with a practical, proficient portfolio consisting of a résumé, job application, and an oral presentation. Students will complete the course with a greater understanding of the impact of technology and the need for effective communication skills to advance in a business career.

## CORE STANDARDS, OBJECTIVES, AND INDICATORS

### STANDARD 1

**Students will develop and practice effective oral communication skills.**

**Objective 1:** If continuing from Business Communication I, build on Standard 3 Objectives 1-4.

**Objective 2:** Evaluate oral presentations analytically and critically. (Videotape presentation for evaluation suggested)

**Objective 3:** Deliver impromptu and planned speeches with confidence.

**Objective 4:** Present a formal oral presentation that includes suitable supporting materials.

### STANDARD 2

**Students will improve and demonstrate effective informational reading strategies.**

**Objective 1:** If continuing from Business Communication I, build on Standard 4 Objectives 1-4.

**Objective 2:** Use basic research techniques to find and use different types of information and using primary and secondary sources.

**Objective 3:** Read and report on several current business articles.

### STANDARD 3

**Students will compose an effective research paper using the writing process:**

- 1.) Define purpose/objective/problem
- 2.) Determine audience
- 3.) Draft (Brainstorm, research, outline, organize, write)
- 4.) Edit
- 5.) Publish

**Objective 1:** Identify the parts of a business research paper: title page, table of contents, letter of transmittal, executive summary, and appendix.

**Objective 2:** Create a report which demonstrates introduction, body, and conclusion.

**Objective 3:** Use in-text citations applying MLA or APA format.

**Objective 4:** Create a Reference/Works Cited page.

**Objective 5:** Enhance report by selecting, using, and labeling appropriate visuals (charts, graphs, tables, etc.).

**Objective 6:** Distinguish between paraphrasing, plagiarism, and documentation.

#### **STANDARD 4**

**Students will use technology to enhance the effectiveness of communication.**

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

**Objective 2:** Be able to use modern technology to enhance business communication (copy machine, CD-DVD ROM, video, document camera, cell phone, PDA, scanner, i-Pod, voice recognition software).

**Objective 3:** Discuss basic business terminology including WATS lines, LAN systems, cellular technology, voice recognition, dictation, and Internet applications.

**Objective 4:** Consider electronic ethics, ownership, and confidentiality.

#### **STANDARD 5**

**Students will integrate all forms of communication in the successful pursuit of employment communication skills by creating an employment portfolio.**

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

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

**Objective 3:** Properly complete a job application form.

**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.

#### **STANDARD 6**

**Students will develop organizational communication skills through the development of leadership, personal ethics, and customer-business relationships.**

**Objective 1:** Explain the importance of taking moral responsibility for all oral and written communication and actions taken.

**Objective 2:** Investigate office relationships, sexual harassment, office politics, ethics, customer and employee rights, tact, courtesy, and correct business behavior.

**Objective 3:** Write short-term and long-term personal and professional goals.

**Objective 4:** Incorporate standards of personal ethics into effective communication.

**Objective 5:** Combine proper leadership, supervision techniques, and customer service strategies to develop positive customer and business relationships.

**Objective 6:** Practice relevant strategies for dealing with dissatisfied customers on the telephone, through face-to-face communication, and in writing.

**Objective 7:** Identify situations in which technology can positively and negatively impact customer service.

#### **STANDARD 7**

**Students will present an oral report using presentation software to enhance the presentation.**

**Objective 1:** Present an organized, unified oral report.

**Objective 2:** Use correct grammar, spelling, and parallelism in both presentation and oral report.

**Objective 3:** Create a Reference/Words Cited page with proper citations for sources used in report and presentation.

**Objective 4:** Use appropriate body language including voice quality, eye contact, and hand gestures when giving an oral presentation.

**Objective 5:** Create an electronic slide show to supplement an oral presentation.

**Objective 6:** Create effective slide transitions, bullets, graphics, charts, appropriate backgrounds, word art, custom animation, audio, and video in electronic slide show.