

# Business Communications

## (12009)

**Rationale Statement:**

Encourages understanding and mastery of all communication skills essential for interacting effectively with people in the workplace and in the society. Of equal importance is the mastery of the foundation skills – listening, speaking, reading, and writing – and their application in both social and organizational settings.

Business Communications 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, and 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 using technology.

**Suggested Grade Level:**

- Grades 10 – 12

**Topics Covered:**

- **Nonverbal Communication**
- **Personal and Professional Communication**
- **Self-Concept**
- **Communication with Business Constituencies**

**Core Technical Standards & Examples**

<b>Indicator #1: Demonstrate use of the communication process and practice effective nonverbal and verbal communication skills.</b>	
<b>Bloom’s Taxonomy Level</b>	<b>Standard and Examples</b>
Applying	<p><b>COMM.1.1 Apply acceptable nonverbal skills in personal and professional communication.</b></p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Demonstrate the importance of nonverbal messages</li> <li>• Interpret barriers to nonverbal messages</li> <li>• Listen objectively and record points of a speaker’s message</li> </ul>

	<ul style="list-style-type: none"> <li>Identify regional and cultural differences in nonverbal communication</li> </ul>
Analyzing	<p><b>COMM.1.2 Differentiate between nonverbal and verbal communication</b></p> <p>Examples:</p> <ul style="list-style-type: none"> <li>Analyze and evaluate the integrity of print and digital information</li> <li>Analyze and identify misinformation published in both print and digital formats</li> <li>Analyze and synthesize information from published sources for group discussions and team-building activities</li> <li>Explain a sensitivity to language bias (gender, race, age, religion, physically challenged, and sexual orientation)</li> </ul>

<b>Indicator #2: Apply basic social communication skills in both personal and professional settings.</b>	
<b>Bloom's Taxonomy Level</b>	<b>Standard and Examples</b>
Applying	<p><b>COMM.2.1 Communicate in a clear, complete, concise, correct and courteous manner on personal and professional levels.</b></p> <p>Examples:</p> <ul style="list-style-type: none"> <li>Demonstrate a command of interactive listening techniques in a variety of settings, such as electronic meetings and video conferencing</li> <li>Participate in group discussion and role-playing</li> <li>Deliver presentations</li> <li>Write logical, coherent phrases, sentences, and paragraphs incorporating correct spelling, grammar, and punctuation</li> <li>Demonstrate appropriate business document formats</li> </ul>
Understanding	<p><b>COMM.2.2 Identify self-concept and design a program for improvement.</b></p> <p>Examples:</p> <ul style="list-style-type: none"> <li>Define and give examples of personal hygiene and grooming</li> <li>List characteristics inherent in a positive attitude</li> <li>Identify appropriate manners and etiquette in a variety of social settings</li> <li>Define human relations and interpersonal communication skills</li> <li>Select a plan for personal improvement</li> </ul>
Analyzing	<p><b>COMM.2.3 Enhance personal / professional self-concept and image by leading group activities.</b></p> <p>Examples:</p>

	<ul style="list-style-type: none"> <li>• Compare and contrast school, community, and or volunteer activities, leadership roles</li> <li>• Build a network of professional contact and list in a portfolio</li> <li>• Explain the basic principles of group dynamics</li> <li>• Apply the principles of group dynamics in structured activities</li> <li>• Analyze and respond to ethical decision making case studies</li> </ul>
Evaluating	<p><b>COMM.2.4 Select appropriate communication techniques to avoid, minimize, prevent or resolve conflicts.</b></p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Evaluate the impact of careless performance on professional image and job retention</li> <li>• Evaluate the importance of respecting the opinions of cross-generational workers in the business environment</li> <li>• Evaluate appropriate responses to passive, assertive, and aggressive behaviors</li> </ul>

<b>Indicator #3: Demonstrate communication with various business constituencies.</b>	
<b>Bloom's Taxonomy Level</b>	<b>Standard and Examples</b>
Understanding	<p><b>COMM.3.1 Describe effective leadership characteristics.</b></p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Explain various motivational theories</li> <li>• Define and list short term personal goals</li> <li>• Discuss leadership qualities (trustworthiness, ethical behavior, tact, courtesy, and positive attitude) and their importance in one's personal development</li> <li>• Discuss reward and punishment theories as they relate to the business setting</li> </ul>
Applying	<p><b>COMM.3.2 Demonstrate the importance of the use of appropriate customer service and customer satisfaction.</b></p>

	<p>Examples:</p> <ul style="list-style-type: none"> <li>• Apply listening skills in customer / client relationships</li> <li>• Demonstrate appropriate word selection in responding to questions and providing explanations</li> <li>• Demonstrate extending courtesy when dealing with customers</li> <li>• Demonstrate how one might take personal responsibility for customer satisfaction by adopting an entrepreneurial spirit</li> <li>• Demonstrate initiative to excel in providing customer service</li> </ul>
Applying	<p><b>COMM.3.3 Utilize professional employment communication.</b></p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Explain the assessment of interests, skills, and abilities as they relate to selecting a job / career</li> <li>• Write a formal application message, resume and follow-up message for a job opportunity</li> <li>• Prepare responses to commonly asked interview questions</li> <li>• Complete a job application form</li> <li>• Explain qualities that employers expect in potential employees</li> </ul>
Evaluating	<p><b>COMM.3.4 Evaluate the process by which individuals make ethical decisions.</b></p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Solve problems using techniques that take into consideration personal and ethical values</li> <li>• Create a brochure depicting how decisions relating to family and friends impact a career</li> <li>• Discuss manipulative language used in business</li> <li>• Role-play dilemmas of deciding what is best for oneself, for the company, and for the customer</li> </ul>