DESCRIPTION

Business Communication affects all aspects of our lives. This introductory course will teach students to communicate in a clear, courteous, concise, complete, and correct manner on both the 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.

STANDARDS, OBJECTIVES, AND INDICATORS

STANDARD 1 10% of Exam Blueprint

◊ STUDENTS WILL IDENTIFY THE COMMUNICATION PROCESS AND PRACTICE EFFECTIVE NONVERBAL COMMUNICATION SKILLS.

Objective 1: Identify the four steps of the communication process.
1. Sender encodes message.
2. Message is sent.
3. Receiver receives message.
4. Receiver sends feedback.

Objective 2: Recognize the differences between nonverbal and verbal communication.
- Communicate with one another using only nonverbal communication such as gestures, body language, eye contact, etc.
- Identify barriers to communication.

STANDARD 2 20% of Exam Blueprint

◊ STUDENTS WILL DEVELOP CORRECT USAGE AND MECHANICS IN ENGLISH.

Objective 1: Practice and use correct spelling in written communications.
- Commonly misspelled business words.
  Indicator: Numbers, style, general rules (words or figures).

Objective 2: Practice and use correct punctuation and grammar in written communication.
- Indicator: Identify and revise misplaced and dangling modifiers, redundant words or phrases, correct word choice, and simple, compound and complex sentences.
Objective 3: Communicate in a clear, courteous, concise, complete, and correct manner; select language for audience and purpose.

- Indicator: Use sentence elements including parallelism, phrases and clauses, subject-verb agreement, and avoiding run-on sentences and fragments.

STANDARD 3 7% of Exam Blueprint

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

STANDARD 4 11% of Exam Blueprint

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

Objective 1: Interpret a list of vocabulary words, homonyms, synonyms, antonyms, and jargon.
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: Assess how point of view or purpose shapes content and style in propaganda, biased, literal, inferential, and factual statements.

STANDARD 5 34% of Exam Blueprint

◊ Students will produce effective written communication documents.

Objective 1: Identify the four steps of the writing process (planning, composing, editing, and publishing).

- Indicator: Create clear, courteous, concise, complete, and correct documents.

Objective 2: Use the writing process to produce e-mails and letters appropriate to task, purpose, and audience.

- Indicator: Everyday/routine/good news, sales/persuasive, and bad news/refusal.
- Indicator: “You” approach, passive/active voice, and tone.
- Indicator: Email attachments, letter enclosures.
Objective 3: Format Block and Modified Block Style letters using open and mixed punctuation.

STANDARD 6  8% of Exam Blueprint

(Student will develop and practice proficient listening skills.)
Objective 1: Practice following oral directions, by listening attentively, taking accurate notes, and asking questions.
Objective 2: Demonstrate the proper use of telephone technique.
   • Indicator: Observe verbal cues, speak clearly, be courteous, handle difficult callers, plan outgoing calls, take part in conversation, and leave effective messages, concise through message.
Objective 3: Demonstrate courtesy and respect for the speaker through attentive listening.
   • Indicator: Empathize with sender, ask questions to clarify, and make eye contact.

STANDARD 7  8% of Exam Blueprint

(Student will apply basic oral and written communication skills in personal and professional roles.)
Objective 1: Demonstrate proper respect with customers, coworkers, subordinates, and supervisors.
   • Indicator: Chains of command-upward, downward, and horizontal.
Objective 2: Practice and consider the process of conflict resolution by demonstrating correct responses to passive, assertive, and aggressive behaviors.
   • Indicator: Participate in group discussions by role playing each behavior by professionally talking about current business issues.
Objective 3: Explore positive leadership skills, techniques, styles, good listening skills, communication skills, and an example of good integrity.
   • Indicator: Conducting a meeting and preparing an agenda.
Objective 4: Explore positive teamwork skills, techniques, and styles.
Objective 5: Incorporate standards of business ethics into effective communication.

STANDARD 8  2% of Exam Blueprint

(Student will use technology to enhance the effectiveness of communication.)
Objective 1: Practice and apply basic software applications.
   • Indicator: Refine and enhance documents as needed, using electronic spell check, thesaurus, grammar check, layout, design, and graphics.
STANDARD 9

◊ **STUDENTS WILL INTEGRATE ALL FORMS OF COMMUNICATION IN PURSUIT AND RETENTION OF EMPLOYMENT.**

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

**Objective 2:** Create an employment portfolio.
- Indicators: Write an application/cover letter, resume, and follow-up letter for a simulated job opportunity.

**Objective 3:** Understand the application and interview process for employment.
- Indicators:
  - Complete a job application form properly.
  - Role-play interviews and demonstrate appropriate verbal and nonverbal communication.
  - Differentiate among business attire (e.g. casual, business-casual, professional business, and formal attire) and select correct attire for specific situations.
  - Prepare a list of questions to ask an interviewer and make a list of common mistakes made by interviewers and applicants.
  - Use correct strategies for accepting or rejecting an offer.

**Objective 4:** Understand the skills needed to maintain employment.
- Indicators:
  - Understand qualities that employers expect in employees.
  - Examine legal and illegal employment practices.
  - Practice basic etiquette in given situations.