

Business Communications: Grades 10, 11, 12

Adopted 2003

Communications

1.1 Define terminology

1. Prepare a list of terms with definitions [1.1.1](#)
 2. Discuss the importance and purposes of communication [1.1.2](#)
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1.2 Explain the difference between business English and conversational English

1. List examples of conversations demonstrating business English [1.2.1](#)
 2. List examples of conversations demonstrating conversational English [1.2.2](#)
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1.3 Explain the differences between verbal and nonverbal communication

1. Evaluate situations for verbal and nonverbal cues [1.3.1](#)
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1.4 Identify the basic factors of the communication process: sender, receiver, message, feedback, channel

1. Diagram the communication process [1.4.1](#)
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1.5 List barriers to communication

1. Analyze/Discuss internal and external situations with communication barriers [1.5.1](#)
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1.6 Identify the five C's of communication: clear, concise, complete, correct, courteous

1. Apply the five C's to a form of communication (i.e., written, oral, etc.) [1.6.1](#)
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1.7 Discuss effective listening

1. List ways to improve listening skills [1.7.1](#)
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Writing

2.1 Define terminology

1. Prepare a list of terms with definitions [2.1.1](#)
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2.2 Identify mechanics (periods, semi-colons, etc.) and parts of speech (plurals, adjectives, sentence fragments, etc.)

1. Apply the rules of mechanics and the rules of speech [2.2.1](#)

2.3 Identify the stages of the writing process: prewriting/planning, drafting/writing, revising/editing, proofreading, publishing

1. Compose written communications, applying the stages of the writing process 2.3.1
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2.4 Evaluate written correspondence for tone

1. Compose written communications, applying tone 2.4.1
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2.5 Evaluate written correspondence for "you" attitude

1. Compose written communications, applying the "you" attitude 2.5.1
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2.6 Identify commonly used proofreader's marks

1. Proofread written communications with errors, using proofreader's marks 2.6.1
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2.7 Identify various types of common written communications used in business

1. Format, compose, and produce various types of written communications used in business -- reports, resumes, memos, letters, e-mail, etc. 2.7.1
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Technology

3.1 Define communications technology

1. List/Discuss examples of communications technology (i.e., voice mail, e-mail, fax, Internet) 3.1.1
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3.2 Describe the various types of communications technology used in business

1. Analyze the best type of technology to be used in a communications scenario 3.2.1
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3.3 Demonstrate the ability to execute a successful search for data accurately

1. Conduct research using the five basic steps: planning the search, locating sources of information, organizing the information, evaluating the sources, and using the information to prepare a short report on a business topic 3.3.1
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Speaking

4.1 Define terminology

1. Prepare a list of terms with definitions 4.1.1
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4.2 Identify the importance of oral communication in business

1. Give examples of situations in which oral communication is appropriate in a business setting 4.2.1
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4.3 Compose a short speech on a business-related topic

1. Present a short speech on a business-related topic 4.3.1
2. Give a presentation using visual aids (i.e., flow charts, slide show, posters) 4.3.2

4.4 Identify the importance of good oral communication in a job interview

1. Participate in a job interview [4.4.1](#)

4.5 Identify proper telephone communication

1. Demonstrate an appropriate telephone conversation in a business setting [4.5.1](#)

4.6 Identify appropriate communication in a given setting

1. Demonstrate effective communication in various situations (i.e., face-to-face, small group, large group) [4.6.1](#)
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Career

5.1 Discuss the job process

1. Describe the appropriate aspects of a job search [5.1.1](#)
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5.2 Demonstrate and apply the job process

1. Compose a job-specific cover letter [5.2.1](#)
2. Create a personal résumé [5.2.2](#)
3. Complete a sample job [5.2.3](#)
4. Conduct a mock job interview [5.2.4](#)
5. Compose a follow-up/thank you letter [5.2.5](#)