



Business Communication II

EXAM INFORMATION

Items

38

Points

46

Prerequisites

BUSINESS COMMUNICATION I

Grade Level

11-12

Course Length

ONE SEMESTER

Career Cluster

BUSINESS MANAGEMENT AND
ADMINISTRATION

Performance Standards

INCLUDED

Certificate Available

YES

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 professional communication skills. Competency will be developed in oral, written, interpersonal, technological, and employment communication; listening skills will be incorporated throughout the semester. The goal is to provide students with a practical, proficient portfolio consisting of a cover letter, resume, and follow-up letter. 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.

EXAM BLUEPRINT

STANDARD	PERCENTAGE OF EXAM
1- Oral Communication Skills	9%
2- Information Reading Strategies	7%
3- Business Report	37%
4- Communication & Technology	4%
5- Employment Portfolio	28%
6-Communication & Relationships	4%
7- Oral Report	11%



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 through 5.
- Objective 2 Evaluate oral presentations analytically and critically. (Videotape presentation for evaluation suggested)
- Objective 3 Develop a strategy and practice plan for both planned and impromptu presentations.
- Objective 4 Construct and Develop competent speech communication skills based on research and written evaluation
- Objective 5 Explain how culture influences effective speaking.
- Objective 6 Manage apprehension about communicating in public contexts.

Standard 1 Performance Evaluation included below (Optional)

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 through 4.
- Objective 2 Use basic research techniques to find and use a variety of primary and secondary sources.
- Objective 3 Read and report both in a written and in an oral format on current business articles. Evaluate content of articles in diverse formats and media.

Standard 2 Performance Evaluation included below (Optional)

STANDARD 3

STUDENTS WILL COMPOSE AN EFFECTIVE BUSINESS REPORT

- Objective 1 Using research and the writing process (site specific textual evidence) to do the following:
 - 1. Plan
 - 2. Compose
 - 3. Edit
 - 4. Publish
- Objective 2 Identify the parts of a business report: title page, table of contents, abstract/executive summary, body (including introduction and conclusion), references, and appendix.
 - 1. Use in-text citations applying MLA or APA format.
 - 2. Create a Reference/Works Cited page.
 - 3. Enhance report by selecting, using, and labeling appropriate visuals (charts, graphs, tables, etc.).
 - 4. Distinguish between paraphrasing, plagiarism, and documentation.
- Objective 3 Recognize the difference between an analytical and an informational report.



Standard 3 Performance Evaluation included below (Optional)

STANDARD 4

STUDENTS WILL USE TECHNOLOGY TO ENHANCE THE EFFECTIVENESS OF COMMUNICATION

Objective 1 Practice and apply basic software applications.

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

Objective 2 Understand basic business terminology, including WAN and LAN, cellular technology, voice recognition, Internet applications, and cloud computing.

Standard 4 Performance Evaluation included below (Optional)

STANDARD 5

STUDENTS WILL CREATE AN EMPLOYMENT PORTFOLIO INTEGRATING 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.

1. Write an application/cover letter, resume, and follow-up letter for a simulated job opportunity.
2. Identify the difference between chronological and functional resumes.
3. Include the skills learned in Business Communication and any other skills certificates that have been earned on a resume.

Objective 3 Understand the application and interview process for employment.

1. Complete a written or electronic job application form properly. Role-play interviews and demonstrate appropriate verbal and nonverbal communication.
2. Differentiate among business attire (e.g., casual, business-casual, professional business, and formal attire) and select correct attire for specific situations.
3. Prepare a list of questions to ask an interviewer and make a list of common mistakes made by interviewers and applicants.
4. Use correct strategies for accepting or rejecting an offer.
5. Prepare a list of questions an interviewee may be asked; make sure they are open-ended and appropriate.

Objective 4 Understand the skills needed to maintain employment.

1. Understand qualities that employers expect in employees.
2. Examine legal and illegal employment practices.
3. Practice basic etiquette in a given situation.

Standard 5 Performance Evaluation included below (Optional)



STANDARD 6

STUDENTS WILL DEVELOP COMMUNICATION SKILLS SPECIFIC TO AN ORGANIZATION THROUGH PROFESSIONAL LEADERSHIP, PERSONAL ETHICS, AND CUSTOMER/BUSINESS RELATIONSHIPS

- Objective 1 Understand the importance of taking responsibility for oral and written communication.
- Objective 2 Understand appropriate professional behavior: office relationships, sexual harassment, politics, business ethics, and customer and employee rights.
 - 1. Apply course material to social civic, and ethical problems in order to develop responsible ways of thinking and acting.
- Objective 3 Write short-term and long-term personal and professional goals.
- Objective 4 Develop supervision techniques and customer service strategies.
 - 1. Practice relevant strategies for dealing with dissatisfied customers on the telephone, through face-to-face communication, and in writing.
 - 2. Identify situations in which technology can impact customer service.
- Objective 5 Improve listening, note taking and observational skills and use those skills to engage in the dialogue.

Standard 6 Performance Evaluation included below (Optional)

STANDARD 7

STUDENTS WILL PRESENT A PROFESSIONAL ORAL REPORT USING TECHNOLOGY TO ENHANCE THE EFFECTIVENESS OF THE PRESENTATION

- Objective 1 Create and organize a professional oral report.
 - 1. Construct (research, outline, and organize) public speeches.
 - 2. Use correct grammar, spelling, and parallelism in both the presentation and oral report.
 - 3. Use primary sources to support ideas.
 - 4. Create a Reference/Works Cited page with proper citations for sources.
- Objective 2 Use appropriate nonverbal communication while presenting, including voice quality, eye contact, and hand gestures. Construct (research, outline, and organize) public speeches.
- Objective 3 Create an effective electronic slide show to supplement the oral presentation.
 - 1. Create effective slide transitions, bullets, graphics, charts, backgrounds, custom animation, audio, and video in electronic slide show.

Standard 7 Performance Evaluation included below (Optional)



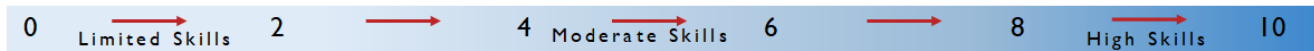
Business Communication II Performance Standards (Optional)

Performance assessments may be completed and evaluated at any time during the course. The following performance skills are to be used in connection with the associated standards and exam. To pass the performance standard the student must attain a performance standard average of **8 or higher** on the rating scale. Students may be encouraged to repeat the objectives until they average **8 or higher**.

Students Name _____

Class _____

PERFORMANCE RATING SCALE



STANDARD 1 Oral Communication Skills

Score:

- Deliver a professional oral presentation using an electronic slide show.

STANDARD 2 Information Reading Strategies

Score:

- Read and report on several current business articles.

STANDARD 3 Business Report

Score:

- Create a business report that includes a title page, table of contents, abstract/executive summary, body, references, and appendix.

STANDARD 4 Communication & Technology

Score:

- Use technology to enhance effectiveness of communication.

STANDARD 5 Employment Portfolio

Score:

- Create an employment portfolio that includes a job application, cover letter, resume, reference sheet, and follow-up letter.

STANDARD 6 Communication & Relationships

Score:

- Role play job interviews as both the interviewer and the interviewee.

STANDARD 7 Oral Report

Score:

- Write a short-term and long-term personal and professional goals.

PERFORMANCE STANDARD AVERAGE SCORE: