



EXAM INFORMATION

Items

45

Points

62

Prerequisites

NONE

Grade Level

10-12

Course Length

ONE SEMESTER

Career Cluster

BUSINESS MANAGEMENT AND
ADMINISTRATION

Performance Standards

INCLUDED

Certificate Available

YES

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 can communicate effectively.

EXAM BLUEPRINT

STANDARD	PERCENTAGE OF EXAM
1- Communication Process	11%
2- Usage & Mechanics	20%
3- Oral Communication Skills	7%
4- Reading Strategies	11%
5- Written Communication Documents	34%
6- Listening Skills	8%
7- Personal & Professional Roles	8%
8- Employment	1%



STANDARD 1

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.

1. Communicate with one another using only nonverbal communication such as gestures, body language, eye contact, etc.
2. Identify barriers to communication.

Standard 1 Performance Evaluation included below (Optional)

STANDARD 2

STUDENTS WILL DEVELOP CORRECT USAGE AND MECHANICS IN ENGLISH

Objective 1 Identify commonly misspelled and misused words.

1. Identify and correctly spell commonly misspelled words.
 1. Accommodate, argument, judgement, commitment, consensus, dependent, license, acquire, occasionally, questionnaire, receive, recommend, foreign, schedule, restaurant, definite, maintenance, occurrence, illegal, reference, sincerely
2. Identify commonly misused words.
 1. It's v. Its; Who's v. Whose; passed v. past; principal v. principle; accept v. except; their, there, they're; Because v. Cause; who v. whom; affect v. effect; cite, sight, site; e.g. v. i.e.

Objective 2 Use sentence structure and grammar to communicate in a clear, courteous, concise, complete, and correct manner.

1. Identify and use the following sentence structures in the correct manner
 1. correct word choice (avoid redundancy)
 2. subject-verb agreement
 3. parallelism (Avoid run-on, compound, and fragmented sentences.)
2. Understand the correct use of numbers in writing.
 1. In general, spell out single-digit numbers.
 2. Spell out numbers that begin a sentence
 3. Use numerals in dates, addresses, percentages, and page references. For large numbers, use a combination of words and numerals (e.g. \$7.2 million)

Objective 3 Practice and use correct punctuation in written communication.

1. Comma
2. Semicolon
3. Colon
4. Dash
5. Hyphen



6. Parentheses
7. Apostrophe
8. Quotation marks
9. Ellipsis
10. Period

Standard 2 Performance Evaluation included below (Optional)

STANDARD 3

STUDENTS WILL DEVELOP AND PRACTICE EFFECTIVE ORAL COMMUNICATION SKILLS

- Objective 1 Practice correct pronunciation, enunciation, tone, and cadence.
- Objective 2 Demonstrate understanding of the areas of study within speech communication: basic communication, interpersonal communication, organizational communication, rhetorical communication.
- Objective 3 Identify regional, international, and cultural differences in communication; use bias-free language to develop responsible ways of thinking and acting. (bias language is words or phrases that are considered prejudiced, hurtful, or offensive; it demeans or excludes because of age, gender, race, ethnicity, social class, and some physical or mental traits).
- Objective 4 Plan and present a short presentation based on research and written evaluation individually or as a group member.
- Objective 5 Understand and identify how audience and situation effects style and tone.

Standard 3 Performance Evaluation included below (Optional)

STANDARD 4

STUDENTS WILL DEVELOP READING STRATEGIES THAT IMPROVE SPEED, COMPREHENSION, AND RETENTION

- Objective 1 Use skim and scan techniques to look over a document (e.g. headings, topic sentences, vocabulary, bolded words, titles, and questions within the text)
- Objective 2 Read, follow, and create simple directions.
- Objective 3 Utilize and select correct reading methods for a particular situation (e.g., skimming, scanning, summarizing, speed reading, and close reading).
- Objective 4 Recognize the purpose of the message (e.g. propaganda, biased, literal, inferential, and factual statements).

Standard 4 Performance Evaluation included below (Optional)



STANDARD 5

STUDENTS WILL PRODUCE EFFECTIVE WRITTEN COMMUNICATION DOCUMENTS

- Objective 1 Identify the four steps of the writing process (planning, composing, editing, and publishing).
1. 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.
1. Use correct styles for everyday/routine/good news, sales/persuasive, and bad news/refusal messages
 2. Understand the need for first, second, and third person points of view, passive/active voice, and tone.
 3. Understand the use of e-mail attachments and letter enclosures.
- Objective 3 Understand the parts of a business letter and their locations (e.g. senders address, inside address, date, salutation, body, complimentary close, signature line, enclosure notation, and typists' initials).
- Objective 4 Understand the importance and need for document layout and a design element.

Standard 5 Performance Evaluation included below (Optional)

STANDARD 6

STUDENTS 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.
1. 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.
1. Ask questions to clarify, make eye contact and exhibit other non-verbal cues, such as nodding, and smiling.

Standard 6 Performance Evaluation included below (Optional)

STANDARD 7

STUDENTS WILL APPLY COMMUNICATION SKILLS IN VARIED PROFESSIONAL ROLES.

- Objective 1 Practice and consider the six-step conflict resolution process (in order).
1. Clarify the disagreement.
 2. Establish a common goal.
 3. Discuss ways to meet the goal.
 4. Determine barriers to the goal.
 5. Agree on the best way to resolve the conflict.
 6. Acknowledge the solution and determine responsibility for those involved.
- Objective 2 Determine effective leadership skills, such as planning, organizing, and monitoring.



Objective 3 Understand the four stages of team development.

1. Forming
2. Storming
3. Norming

Objective 4 Define ethics and integrity as they relate to business communication.

Objective 5 Demonstrate understanding of the intent and impact of performed, spoken, written and visual texts.

Standard 7 Performance Evaluation included below (Optional)

STANDARD 8

STUDENTS WILL INTEGRATE ALL FORMS OF COMMUNICATION IN PURSUIT AND RETENTION OF EMPLOYMENT (REQUIRED IN BUSINESS COMMUNICATION I IF BUSINESS COMMUNICATION 2 IS NOT OFFERED)

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.

Objective 3 Understand the application and interview process for employment.

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

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 given situations.



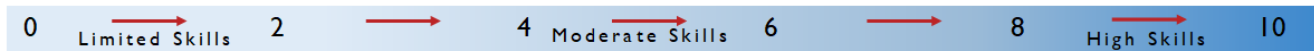
Business Communication I Performance Standards (Optional)

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 Communication Process

Score:

- Use verbal and nonverbal communication. This includes the following:
 - Identify the four steps of the communication process.
 - Practice nonverbal forms of communication.
 - Alter a message using only nonverbal communication.
 - Demonstrate how altering non-verbal communication can change a message.

STANDARD 2 Usage & Mechanics

Score:

- Practice and use correct grammar and mechanics. This includes the following:
 - Use correct grammar, mechanics, and spelling in written communication.
 - Identify simple, compound, and complex sentences.
 - Identify and correcting redundancy, lack of parallelism, and incorrect word choice.

STANDARD 3 Oral Communication Skills

Score:

- Practice and use oral communication skills. This includes the following:
 - Tailor a presentation to an audience.
 - Use bias-free language.
 - Identify audience.
 - Plan and present short presentations.

STANDARD 4 Reading Strategies

Score:

- Develop reading strategies. This includes the following:
 - Read, follow, and create simple directions.
 - Utilize and select correct reading methods for a particular situation (e.g., skimming, scanning, summarizing, speed reading and close reading).
 - Identify the purpose of a message (e.g. political, commercial, social, personal, and education).



STANDARD 5 Written Communication Documents

Score:

- Use the four steps of the writing process. This includes the following:
 - Compose e-mails and letters
 - Use the direct, indirect, and persuasive approaches.
 - Include a design element (headings, art, typography, spacing) in a written message.

STANDARD 6 Listening Skills

Score:

- Practice listening skills.
 - Practice following oral directions and taking notes.
 - Demonstrate proper phone technique.
 - Identify characteristics of attentive listening.

STANDARD 7 Personal & Professional Roles

Score:

- Use appropriate personal and professional communication skills.
 - Understand chains of commands.
 - Role play correct response to conflict resolution. Demonstrate positive leadership skills and business ethics.
 - Conduct a meeting and prepare an agenda.

PERFORMANCE STANDARD AVERAGE SCORE: