

Business Communications

Course Description:

Students will reinforce communication skills needed in business, management and administrative occupations by composing and reading written and digital communications, developing and delivering formal and informal presentations, applying active listening skills to obtain and clarify information, and exhibiting interpersonal skills to deal positively with diverse individuals. Students will use tables charts, and figures to support written and oral communication, and locate, organize, and reference written information from various sources to communicate effectively. This course may be available for articulated or dual credit at a postsecondary institution.

Program of Study to which the course applies:

Business Technology Applications Pathway

Course Code 030600

	Course Content	Crosswalk to Common Core Academic Standards	Crosswalk to Nebraska Academic Standards	Crosswalk to Nebraska Career Readiness Standards	Crosswalk Clarification
Standard 1	Students will develop clear, concise, and effective written business communication.				
Benchmark 1.1	Collect, evaluate, and organize resources to plan, develop, and prepare letters, memos, reports, and digital communication.	ELA.WHST.11–12.7-9	LA.12.1.6.j LA.12.4.1.a–c	CR.5.A.1 CR.5.B.1 CR.9.A.2	The depth of students’ investigations, and thus the research standards that apply, will be determined by the nature of the task (CC: ELA.WHST.11–12.7–9; NE: CR.5.B.1, CR.9.A.2, LA.12.4.1.a-c, LA.12.1.6.j).
Sample Performance Indicator 1.1.1	Collect information to write an informal, business-related report (e.g., writing careers in business, innovative technology, ethics, diversity).				
Sample Performance Indicator 1.1.2	Evaluate samples of business writing.				
Sample Performance Indicator 1.1.3	Gather and organize resources to compose a formal report following a prescribed format.				
Sample Performance Indicator 1.1.4	Select an appropriate medium for the message.				
Sample Performance Indicator 1.1.5	Create effective job search documents (e.g., resume, cover letter, electronic career portfolio).				
Benchmark 1.2	Determine the correct writing approach and apply to written messages.	ELA.WHST.11-12.4	LA.12.2.2.a	CR.2.B.1	

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Sample Performance Indicator 1.2.1	Analyze scenarios to determine the writing approach of the message (e.g., direct, indirect, persuasive) based on the purpose of the message and the predicted audience reaction.				
Sample Performance Indicator 1.2.2	Compose direct, indirect, and persuasive communications (e.g., letters, memos, digital communication).				
Benchmark 1.3	Compose documents using proper grammar and mechanics (e.g., number rules, spelling, capitalization, punctuation).	ELA.L.11-12.1 ELA.L.11-12.2	LA.12.2.1.e	N/A	
Sample Performance Indicator 1.3.1	Complete review exercises on grammar, number rules, spelling, capitalization, and punctuation.				
Sample Performance Indicator 1.3.2	Compose documents using proper grammar and mechanics.				
Benchmark 1.4	Incorporate editing, revising, and proofreading strategies in all communication.	ELA.WHST.11-12.5	LA.12.2.1.c-e	N/A	
Sample Performance Indicator 1.4.1	Practice proofreading strategies.				
Sample Performance Indicator 1.4.2	Apply editing strategies to create a final product.				
Benchmark 1.5	Collaborate on various projects including written documents, presentations, and digital communication.	ELA.WHST.11-12.5 ELA.WHST.11-12.6 ELA.SL.11-12.1	LA.12.2.1.d LA.12.3.3	CR.8.A.1–3	
Sample Performance Indicator 1.5.1	Partner with another student to create a report.				
Sample Performance Indicator 1.5.2	Deliver the collaborative report to the class using digital media.				
Standard 2	Students will understand the importance of listening and speaking skills for personal and professional use.				
Benchmark 2.1	Develop, refine, and apply active listening and speaking skills in a variety of situations.	ELA.SL.11-12.6	LA.12.3.2 LA.12.3.3	CR.2.A.1–4	
Sample Indicator 2.1.1	Participate in active listening exercises with classmates.				
Sample Indicator 2.1.2	Present an oral report on active listening observations from outside the classroom.				
Benchmark 2.2	Analyze the role of nonverbal communication and model appropriate usage (e.g., appearance, body language, written document nonverbal symbols).	ELA.SL.11-12.5 ELA.WHST.11-12.6 ELA.L.11-12.3	LA.12.3.1.b-c	CR.2.A.2	

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Sample Indicator 2.2.1	Role-play workplace scenarios and demonstrate appropriate and inappropriate verbal and nonverbal communication.				
Sample Indicator 2.2.2	Evaluate nonverbal communication in a video clip.				
Standard 3	Students will incorporate reading skills in a variety of business-related activities.				
Benchmark 3.1	Demonstrate reading comprehension by restating or summarizing the information.	ELA.RST.11-12.2 ELA.WHST.11-12.2.b ELA.SL.11-12.4	LA.12.2.1.b LA.12.3.1.a LA.12.1.6.d	CR.1.A.2	
Sample Performance Indicator 3.1.1	Identify jargon in a business article.				
Sample Performance Indicator 3.1.2	Write a summary of a business article.				
Benchmark 3.2	Analyze, summarize, and evaluate the reliability and accuracy of print and digital information.	ELA.WHST.11-12.8	LA.12.1.6.a LA.12.4.1.a LA.12.4.1.e SS.12.1.2.f	N/A	
Sample Performance Indicator 3.2.1	Compare, contrast, and evaluate the reliability and accuracy of three articles on the same topic.				
Sample Performance Indicator 3.2.2	Brainstorm the potential impact of incorrect information on a business.				
Benchmark 3.3	Interpret information from professional resources and related documents (e.g., manuals, company policies, annual reports, reference materials).	ELA.RST.11-12.10 ELA.WHST.11-12.9	LA.12.1.6.d LA.12.4.1.a	CR.1.A.2	
Sample Performance Indicator 3.3.1	Write an analysis of a policy, report, or article summarizing and evaluating key points.				
Sample Performance Indicator 3.3.2	Recommend a change in company policy and how it could be implemented.				
Standard 4	Students will portray professional etiquette and ethical standards.				
Benchmark 4.1	Model appropriate etiquette in social and business situations.	ELA.L.11-12.3	LA.12.3.1.b LA.12.3.3	CR.2.A.3 CR.2.D.1-3 CR.3.B.3	

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Sample Performance Indicator 4.1.1	Demonstrate appropriate etiquette during a business luncheon.				
Sample Performance Indicator 4.1.2	Create a brief video demonstrating appropriate business etiquette.				
Benchmark 4.2	Distinguish between document paraphrasing and plagiarism.	ELA.WHST.11-12.8	LA.12.4.1.b	N/A	
Sample Performance Indicator 4.2.1	Define paraphrasing and plagiarism.				
Sample Performance Indicator 4.2.2	Research and report on the outcome of plagiarism cases.				
Benchmark 4.3	Define ethics and recognize consequences of unethical and/or illegal behaviors.	N/A	LA.12.4.1.c	CR.5.A.4 CR.7.B.1-2	
Sample Performance Indicator 4.3.1	Summarize examples from two companies that have published codes of ethics and present them to the class.				
Sample Performance Indicator 4.3.2	Define ethics and differentiate among examples of unethical and/or illegal actions.				
Standard 5	Students will use technology to enhance business communication.				
Benchmark 5.1	Analyze benefits and challenges presented by using digital media for business purposes.	N/A	N/A	CR.5.A.1	
Sample Performance Indicator 5.1.1	Compare and contrast three companies' use of digital media to promote their businesses.				
Sample Performance Indicator 5.1.2	Identify risks and benefits of using digital media in business.				
Benchmark 5.2	Select the appropriate technology tools to expedite workplace communication.	ELA.RST.11-12.7 ELA.WHST.11-12.6	LA.12.3.1.c LA.12.3.3.a LA.12.4.1.f	CR.9.B.1	
Sample Performance Indicator 5.2.1	Create a list of digital tools that could be used for communication.				
Sample Performance Indicator 5.2.2	Conduct a video conference.				
Standard 6	Students will use tables, charts, and figures to support written and oral communication.				
Benchmark 6.1	Select and create effective tables, charts, and figures to inform and/or persuade.	ELA.WHST.11-12.2.a	LA.12.2.1.f	CR.2.B.1	

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Sample Performance Indicator 6.1.1	Include a minimum of one graphic element in a prepared report or presentation.				
Sample Performance Indicator 6.1.2	Retrieve samples of effective and ineffective graphics and discuss their attributes.				
Benchmark 6.2	Adopt graphic design principles to improve visuals.	N/A	N/A	CR.9.B.1	
Sample Performance Indicator 6.2.1	Define effective graphic design principles.				
Sample Performance Indicator 6.2.2	Improve an ineffective graphic.				
Standard 7	Students will appreciate and demonstrate an awareness of cultural differences.				
Benchmark 7.1	Examine perspectives and opinions of diverse workers in the business environment and how these factors impact communication.	ELA.L.11-12.3 ELA.SL.11-12.1.d	LA.12.3.3.b	CR.2.A.3 CR.5.A.4	
Sample Indicator 7.1.1	Choose a country and describe the culture and business etiquette in a brief presentation or report.				
Sample Indicator 7.1.2	Research the impact of diversity on business practices in the United States (e.g., age, gender, culture, ability differences, sexual orientation, religion, regional practices).				

Additional Resources for Educators

Suggestions for innovative teaching and learning strategies

www.culturegrams.org

Related Assessments

NeSA Test, Standardized Tests, ACT, SAT

Extended Learning Opportunities

FBLA and PBL Competitive Events

Professional Development Opportunities

Presenting to local service organizations

Community Links/Resources available

College Boards, Chamber of Commerce

Business professionals review resume portfolios

Speakers

Contributors

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Reference Sheet

Key Code	Source
SCC OFFT 1110	Southeast Community College Office Technology 1110 Course
NBEA	National Business Education Association Standards (2007)
	Nebraska Language Arts Standards, 2009
	Nebraska Standards for Career Ready Practice
KS	National Career Cluster Knowledge and Skills Standards
	Course Syllabus: OFFT 1110 Business Communications, SCC
	Course Syllabus: BSAD 2250 Business Communications, MPCC

	Date
Creation Date	
Approval Date	7/13/2012
Revision Date	