

# Communication Principles

Communication Principles is a semester or year-long course that provides students with the communication skills needed to assume administrative responsibility. Students participate in administrative problem-solving activities for the workplace and develop conflict-management and interpersonal skills. Students also learn how to disseminate information about products and services to achieve a desired outcome. Students develop an understanding of ethical business behavior.

Future Business Leaders of America (FBLA) is a co-curricular component of this course. FBLA enhances classroom instruction, develops leadership skills, and provides opportunities for professional growth and service.

## Written Communication

Students will:

1. Utilize reading strategies to acquire the meaning of technical concepts and to follow directions in the business industry.
  - Interpreting reading materials related to the business industry to apply and communicate information learned from reading to actual practice
2. Demonstrate effective use of written and oral language by using coherent paragraphs and correct grammar.
  - Examples: using parallel structure, using correct punctuation and sentence structure
3. Demonstrate effective writing techniques used to communicate in the business environment, including enhancing vocabulary and composing concise documents with clarity.
4. Create business documents, including analytical and informational reports, letters, memorandums, minutes, and electronic correspondence to disseminate information.

## Oral Communication

5. Demonstrate effective verbal and nonverbal communication in the workplace.
  - Determining appropriate business attire for a given situation
    - Examples: formal meeting, casual meeting, special occasion
  - Demonstrating proper posture, tone, facial expression, and etiquette in the workplace
  - Demonstrating telephone etiquette

- Examples: tone, pitch, courtesy
- Recognizing effective behavior for meetings
  - Examples: attentiveness, cellular telephone usage
- 6. Utilize tables, charts, figures, and graphs to enhance written and oral communication.
- 7. Deliver formal and informal presentations related to a broad range of business topics.
  - Determining audience and presentation purpose to secure listeners' attention and interest
  - Explaining the value of support materials for use in oral presentations

## **Technology**

- 8. Utilize a variety of technology tools to communicate accurately and effectively in the workplace.
  - Interpreting information from secondary, electronic, and real time references using paraphrasing skills
  - Designing a survey to obtain information
  - Developing a vision and mission statement incorporating data imported from various sources
- 9. Exchange information via telecommunications software.
  - Examples: sending and receiving e-mail messages, images, and online information services with supervision
  - Selecting communication methods for various tasks
  - Demonstrating business ethics and correct electronic communication etiquette

## **Ethics**

- 10. Apply problem-solving techniques needed to resolve business issues related to ethics.

## **Career Opportunities**

- 11. Determine career and entrepreneurial opportunities, responsibilities, and educational and credentialing requirements related to commerce communication.
- 12. Explain the employment process, including career research; job source research; résumé preparation; letters of application, acceptance, refusal, and resignation; application form completion; and interview preparation.
  - Creating an employment portfolio

13. Demonstrate effective verbal and written communication skills needed in the workplace.
  - Explaining the communication process
  - Explaining the purpose of communication
  - Determining communication barriers