Business Management and Administration Career Cluster
Business Communications
Course Number: 07.45100

Course Description:
What message are you sending when you speak, write, and listen? As one of the most important skills for employers, students will explore the value of communication in their personal and professional life. The digital presence and impact of written and visual communication in a technological society will be addressed. Students will create, edit, and publish professional-appearing business documents with clear and concise communication. Creative design, persuasive personal and professional communications will be applied through research, evaluation, validation, written, and oral communication. Leadership development and teamwork skills will be stressed as students work independently and collaboratively. Presentation skills will be developed and modeled for students master presentation software in this course.

Various forms of technologies will be used to expose students to resources, software, and applications of communications. Professional communication skills and practices, problem-solving, ethical and legal issues, and the impact of effective presentation skills are enhanced in this course to prepare students to be college and career ready. Employability skills are integrated into activities, tasks, and projects throughout the course standards to demonstrate the skills required by business and industry. Competencies in the co-curricular student organization, Future Business Leaders of America (FBLA), are integral components of the employability skills standard for this course.

Business Communications is the third course in the Business and Technology pathway in the Business Management and Administration cluster. Students enrolled in this course should have successfully completed Introduction to Business and Technology and Business and Technology. After mastery of the standards in this course, students should be prepared to take the end of pathway assessment in this career area.

Course Standard 1

BMA-BC-1
The following standard is included in all CTAE courses adopted for the Career Cluster/Pathways. Teachers should incorporate the elements of this standard into lesson plans during the course. The topics listed for each element of the standard may be addressed in differentiated instruction matching the content of each course. These elements may also be addressed with specific lessons from a variety of resources. This content is not to be treated as a unit or separate body of knowledge but rather integrated into class activities as applications of the concept.

Standard: Demonstrate employability skills required by business and industry.
The following elements should be integrated throughout the content of this course.
1.1 Communicate effectively through writing, speaking, listening, reading, and interpersonal abilities.

Person-to-Person Etiquette	Telephone and Email Etiquette	Cell Phone and Internet Etiquette	Communicating At Work	Listening
Interacting with Your Boss	Telephone Conversations	Using Blogs	Improving Communication Skills	Reasons, Benefits, and Barriers
Interacting with Subordinates	Barriers to Phone conversations	Using Social Media	Effective Oral Communication	Listening Strategies
Interacting with Co-workers	Making and Returning Calls		Effective Written Communication	Ways We Filter What We Hear
Interacting with	Making Cold Calls		Effective Nonverbal	Developing a

Suppliers			Skills	Listening Attitude
	Handling Conference Calls		Effective Word Use	Show You Are Listening
	Handling Unsolicited Calls		Giving and Receiving Feedback	Asking Questions
				Obtaining Feedback
				Getting Others to Listen

Nonverbal Communication	Written Communication	Speaking	Applications and Effective Résumés
Communicating Nonverbally	Writing Documents	Using Language Carefully	Completing a Job Application
Reading Body Language and mixed Messages	Constructive Criticism in Writing	One-on-One Conversations	Writing a Cover Letter
Matching Verbal and Nonverbal communication		Small Group Communication	Things to Include in a Résumé
Improving Nonverbal Indicators		Large Group Communication	Selling Yourself in a Résumé
Nonverbal Feedback		Making Speeches	Terms to Use in a Résumé
Showing Confidence Nonverbally		Involving the Audience	Describing Your Job Strengths
Showing Assertiveness		Answering Questions	Organizing Your Résumé
		Visual and Media Aids	Writing an Electronic Résumé
		Errors in Presentation	Dressing Up Your Résumé

1.2   Demonstrate creativity by asking challenging questions and applying innovative procedures and methods.

Teamwork and Problem Solving	Meeting Etiquette
Thinking Creatively	Preparation and Participation in Meetings
Taking Risks	Conducting Two-Person or Large Group Meetings
Building Team Communication	Inviting and Introducing Speakers
	Facilitating Discussions and Closing
	Preparing Visual Aids
	Virtual Meetings

1.3   Exhibit critical thinking and problem solving skills to locate, analyze and apply information in career planning and employment situations.

Problem Solving	Customer Service	The Application Process	Interviewing Skills	Finding the Right Job
Transferable Job Skills	Gaining Trust and Interacting with Customers	Providing Information, Accuracy and Double Checking	Preparing for an Interview	Locating Jobs and Networking
Becoming a Problem Solver	Learning and Giving Customers What They Want	Online Application Process	Questions to Ask in an Interview	Job Shopping Online
Identifying a Problem	Keeping Customers Coming Back	Following Up After Submitting an Application	Things to Include in a Career Portfolio	Job Search Websites
Becoming a Critical Thinker	Seeing the Customer's Point	Effective Résumés:	Traits Employers are Seeking	Participation in Job Fairs
Managing	Selling Yourself and the Company	Matching Your Talents to a Job	Considerations Before Taking a Job	Searching the Classified Ads

	Handling Customer Complaints	When a Résumé Should be Used		Using Employment Agencies
	Strategies for Customer Service			Landing an Internship
				Staying Motivated to Search

1.4 **Model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity.**

Workplace Ethics	Personal Characteristics	Employer Expectations	Business Etiquette	Communicating at Work
Demonstrating Good Work Ethic	Demonstrating a Good Attitude	Behaviors Employers Expect	Language and Behavior	Handling Anger
Behaving Appropriately	Gaining and Showing Respect	Objectionable Behaviors	Keeping Information Confidential	Dealing with Difficult Coworkers
Maintaining Honesty	Demonstrating Responsibility	Establishing Credibility	Avoiding Gossip	Dealing with a Difficult Boss
Playing Fair	Showing Dependability	Demonstrating Your Skills	Appropriate Work Email	Dealing with Difficult Customers
Using Ethical Language	Being Courteous	Building Work Relationships	Cell Phone Etiquette	Dealing with Conflict
Showing Responsibility	Gaining Coworkers' Trust		Appropriate Work Texting	
Reducing Harassment	Persevering		Understanding Copyright	
Respecting Diversity	Handling Criticism		Social Networking	
Making Truthfulness a Habit	Showing Professionalism			
Leaving a Job Ethically				

1.5 **Apply the appropriate skill sets to be productive in a changing, technological, diverse workplace to be able to work independently and apply team work skills.**

Expected Work Traits	Teamwork	Time Management
Demonstrating Responsibility	Teamwork Skills	Managing Time
Dealing with Information Overload	Reasons Companies Use Teams	Putting First Things First
Transferable Job Skills	Decisions Teams Make	Juggling Many Priorities
Managing Change	Team Responsibilities	Overcoming Procrastination
Adopting a New Technology	Problems That Affect Teams	Organizing Workspace and Tasks
	Expressing Yourself on a Team	Staying Organized
	Giving and Receiving Constructive Criticism	Finding More Time
		Managing Projects
		Prioritizing Personal and Work Life

1.6 **Present a professional image through appearance, behavior and language.**

On-the-Job Etiquette	Person-to-Person Etiquette	Communication Etiquette	Presenting Yourself
Using Professional Manners	Meeting Business Acquaintances	Creating a Good Impression	Looking Professional
Introducing People	Meeting People for the First Time	Keeping Phone Calls Professional	Dressing for Success

Appropriate Dress	Showing Politeness	Proper Use of Work Email	Showing a Professional Attitude
Business Meal Functions		Proper Use of Cell Phone	Using Good Posture
Behavior at Work Parties		Proper Use in Texting	Presenting Yourself to Associates
Behavior at Conventions			Accepting Criticism
International Etiquette			Demonstrating Leadership
Cross-Cultural Etiquette			
Working in a Cubicle			

Support of CTAE Foundation Course Standards and Georgia Standards of Excellence L9-10RST 1-10 and L9-10WHST 1-10:
Georgia Standards of Excellence ELA/Literacy standards have been written specifically for technical subjects and have been adopted as part of the official standards for all CTAE courses.

Course Standard 2

BMA-BC-2
Examine and practice grammar, mechanics, and process of composing professionally written business communications.
  2.1   Correctly use parts of speech and components of sentence structure to compose business communications.
  2.2   Correctly apply mechanics of punctuation, capitalization, and number expression when composing business communications.
  2.3   Apply the writing process to plan, compose, and edit effective business communications.
  2.4   Interpret the four basic activities in the pre-writing process (defining purpose, identifying audience, gathering information, and organizing information).
  2.5   Establish a process for preparing business documents to include a planning stage, writing stage, revising stage, and proofreading stage.
  2.6   Create grammatically correct and professionally written correspondence.

Course Standard 3

BMA-BC-3
Apply effective oral communication by communicating in a clear, courteous, concise, and professional manner.
  3.1   Analyze the situation, purpose, and audience to guide the planning and presentation of oral communication.
  3.2   Select language, visuals, proper tone, body language, and method of delivery appropriate to the situation.
  3.3   Monitor and adjust one's own participation and body language according to the situation and the needs of others (e.g., focuses on speaker; avoids interruptions; does not dominate conversation; uses techniques for taking turns; attends to cultural differences in communication styles, such as variations in pause time, pace, volume/intensity, and body language).
  3.4   Deliver impromptu and planned speeches with confidence.

Course Standard 4

BMA-BC-4
Use active and intentional listening skills to respond appropriately to oral communication.

4.1   Critique group members' and own interactions/work and adjust to ensure group success.
4.2   Interpret given information to compose questions with confidence to prompt general and specific information or provide feedback.
4.3   Contribute relevant ideas with support/evidence by clarifying, illustrating, or expanding (e.g., contributes topics related to ideas with support and talks in turn, with consideration for others in the conversation).
4.4   Identify and eliminate distractions (i.e. cell phones, devices, etc.) to enhance attention to speaker.
4.5   Assess and respond to non-verbal communication as active listener or speaker.

Course Standard 5

BMA-BC-5
Master word processing software at an expert level to create, edit, and publish professional-appearing business documents.

5.1   Share and maintain documents by configuring options, restricting access to a document, and adding and modifying templates in an existing document.
5.2   Format content of a document by applying advanced font and paragraph attributes, creating tables and charts, constructing reusable content in a document, and linking sections.
5.3   Track and reference documents by reviewing, comparing and combining documents, creating a reference page, creating a table of authorities in a document, and creating an index in document.
5.4   Perform mail merge operations by executing mail merge, create a mail merge by using other data sources, and creating labels and forms.
5.5   Manage macros and forms by creating and manipulating macros, applying and manipulating macro options, creating forms, and manipulating forms.

Course Standard 6

BMA-BC-6
Integrate multiple forms of communication in the successful pursuit of a career/employment.

6.1   Apply the critical-thinking and soft skills needed to function in students' multiple roles as citizens, consumers, workers, managers, business owners, and directors of their own futures.
6.2   Analyze and follow policies for managing legal and ethical issues in organizations and in a technology-based society.
6.3   Compare and contrast the evolving impact of electronic communications on business and the consumer in a global business community.
6.4   Evaluate the potential benefits and problems in the future of electronic communications (including but not limited to confidentiality, security, legal issues, professionalism).
6.5   Collaborate with peers and others through the use of emerging electronic communications tools.
6.6   Analyze and demonstrate proper use of telecommunication tools, such as voice dictation, voice mail, video conferencing, and cellular technology.
6.7   Distinguish the advantages and disadvantages of electronic communications.

Course Standard 7

BMA-BC-7
Apply skills and strategies for the delivery of effective oral communication and presentations.

7.1 Determine the topic and the audience and select a purpose (e.g., monologue, debate, historical reenactment, speech, mock job/academic interview).

7.2 Understand and organize speech/presentation into three parts: opening, body, and closing.

7.3 Match verbal and nonverbal messages (e.g., voice modulation, expression, tone, body language, gestures, attire).

7.4 Use techniques to enhance the message (e.g., irony and dialogue to achieve clarity, force, and aesthetic effect; technical language).

7.5 Apply vocals, articulation, logical, ethical, and emotional appeals to support the purpose.

7.6 Make necessary adjustment in delivery and language during presentations to connect with audience based on interpretation of verbal and nonverbal responsiveness of audience.

Course Standard 8

BMA-BC-8
Use digital technologies (computers, PDAs, media players, GPS, etc.), communication/networking tools, and social networks appropriately to access, manage, integrate, evaluate, and create information to successfully function in professional settings.

8.1 Distinguish between personal and professional use of social media outlets (Twitter, Facebook, LinkedIn, etc.).

8.2 Evaluate use of social media for business messaging and brand awareness.

8.3 Understand and apply social media etiquette with focus on target audience and purpose of message.

8.4 Examine how individuals interpret messages differently, how values and points of view are included or excluded, and how media can influence beliefs and behaviors.

8.5 Apply a fundamental understanding of the ethical/legal and privacy issues surrounding the access and use of media (what to share, what not to share).

8.6 Display proper use and etiquette of digital technology devices to communicate business objectives in supporting a mobile environment.

Course Standard 9

BMA-BC-9
Master presentation software to create, edit, publish, and deliver professional-appearing business presentations.

9.1 Manage the presentation by adjusting views, manipulating presentation, configuring quick access toolbar, and presentation file options.

9.2 Create professional slide presentation by constructing and editing a photo album, changing slide orientation settings, adding and deleting slides, formatting slides, entering and editing text, and formatting text box.

9.3 Apply graphical and multimedia elements to presentation by manipulating graphical elements, images, clip art, shapes, WordArt, SmartArt, and editing video and audio content.

9.4   Create charts and tables within a presentation by constructing, modifying, and inserting a table and a chart, and applying and manipulating table and chart elements and layouts.

9.5   Apply transitions and animations to the presentation by selecting and manipulating built-in and custom animation, applying effect and path options, applying and modifying transitions between slides.

9.6   Prepare and deliver presentation by applying knowledge to save, share, print, and protect the presentation by applying presentation tools, setting-up a slide show, setting presentation timing, and recording the presentation.

9.7   Demonstrate presentation skills by creating well-organized, audience-appropriate presentations such as informative, entertaining, instructional, etc., using proper public speaking techniques.

Course Standard 10

BMA-BC-10

Explore how related student organizations are integral parts of career and technology education courses through leadership development, school and community service projects, entrepreneurship development, and competitive events.

10.1   Explain the goals, mission and objectives of Future Business Leaders of America.

10.2   Explore the impact and opportunities a student organization (FBLA) can develop to bring business and education together in a positive working relationship through innovative leadership and career development programs.

10.3   Explore the local, state, and national opportunities available to students through participation in related student organization (FBLA) including but not limited to conferences, competitions, community service, philanthropy, and other FBLA activities.

10.4   Explain how participation in career and technology education student organizations can promote lifelong responsibility for community service and professional development.

10.5   Explore the competitive events related to the content of this course and the required competencies, skills, and knowledge for each related event for individual, team, and chapter competitions.