BUSINESS COMMUNICATIONS

MIS03 **14060**

Students in Business Communications will learn to integrate oral and written communication in a clear, courteous, concise, complete, and correct manner on both personal and professional levels. Listening skills, learning styles, and teamwork will be incorporated to provide students with a solid base so that they are able to communicate effectively.

Note: This course can be taught for Business Education credit only.

Credit ½ OR 1 credit
Max credit = 1

Level Grades 9-12

Prerequisite: Keyboarding or equivalent skill

-These are the standards/competencies taken from the larger Business Education document that are the bare minimum to be covered in the class in any school using this MIS03 code.

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Standard 4	*COMMUNICATION*
FOUNDATIONS OF COMMUNICATION	
Topic 4.1	**Listen actively, use the communication process, read and research information, and integrate technology to enhance communication effectiveness.**

	Student Competencies	
	ACTIVE LISTENING	
	4.1.1	Identify relevant information in spoken messages.
	4.1.2	Listen attentively for the purpose of recording information and taking accurate notes.
	4.1.6	Identify barriers to listening.
	4.1.12	Analyze and critically evaluate the intent of messages.
	BASIC COMMUNICATION PROCESS	
	4.1.14	Choose content appropriate for the purpose and audience.
	4.1.17	Gather necessary information to ensure a complete and comprehensive message.
	4.1.19	Specify desired outcome of the message.
	4.1.20	Identify primary and secondary audiences.
	4.1.21	Determine audience benefits.
	4.1.23	Evaluate the message to ensure it meets the purpose.

		READING AND RESEARCH
	4.1.27	Distinguish between fact and opinion.
	4.1.35	Document all information sources to give credit and to avoid plagiarism.
	4.1.37	Expand vocabulary to include advanced business terminology.
	4.1.42	Analyze and evaluate the validity, reliability, accuracy, and currency of sources.
	4.1.43	Compare appropriate citation styles for paraphrased and verbatim content.
		TECHNOLOGY
	4.1.44	Project a positive image over the phone.
	4.1.45	Demonstrate appropriate mobile phone etiquette.
	4.1.46	Evaluate examples of voice mail greetings and messages to determine effectiveness.
	4.1.48	Recognize importance of promptly, politely, and accurately responding to digital messages.
	4.1.49	Select the most efficient and effective technology tool to communicate information based on audience and context.
	4.1.51	Refine documents using spell check, thesaurus, and grammar check tools.
	4.1.57	Compose informal and formal messages using technology tools.

INTERPERSONAL SKILLS

Topic 4.2	**Apply interpersonal skills in personal and professional environments to communicate effectively.**

		Student Competencies
		PROFESSIONALISM AND BUSINESS ETIQUETTE
	4.2.1	Describe qualities of a person with a positive work ethic.
	4.2.2	Demonstrate respect for diversity.
	4.2.6	Convey a positive attitude.
	4.2.13	Exhibit professional and ethical behavior in the work environment.
		LEADERSHIP AND COLLABORATIVE COMMUNICATION
	4.2.39	Describe the importance of preparing and distributing an agenda prior to the meeting.
	4.2.44	Apply effective team skills in a business environment.

WRITTEN COMMUNICATION

Topic 4.3	**Prepare clear, complete, concise, correct, and courteous written messages for personal and professional uses.**

		Student Competencies
		MECHANICS AND WRITING BASICS
	4.3.1	Adapt language and style for specific audiences.
	4.3.2	Use acceptable standards for grammar, punctuation, and word and number usage.
	4.3.4	Document properly both print and digital sources to avoid plagiarism.
	4.3.6	Proofread business documents to ensure that they are clear, correct, concise, complete, consistent, and courteous.
	4.3.7	Discuss the importance of taking responsibility for all written communication.
	4.3.12	Use bias-free language.
	4.3.15	Apply a variety of specific proofreading techniques to identify and correct errors.

	4.3.17	Evaluate effectiveness of messages.
	4.3.18	Accept responsibility for all written communication.
	BUSINESS MESSAGES	
	4.3.21	Compose coherent business messages that request information and action.
	4.3.24	Compose a variety of personal messages.
	4.3.25	Compose persuasive messages.
	4.3.27	Apply correct formats to various business messages.
	4.3.30	Compose various routine and goodwill messages.
	4.3.31	Compose various messages that convey negative information.
	4.3.35	Evaluate and revise poorly written business messages.

SPOKEN COMMUNICATION

Topic 4.4	**Demonstrate professional speaking techniques and strategies.**

Student Competencies

	SPEAKING BASICS	
	4.4.1	Organize thoughts to reflect logical thinking before speaking.
	4.4.6	Discuss the importance of appropriate word selection in responding to questions and providing explanations.
	4.4.7	Identify vocal segregates such as um, uh, er, so, like, etc.
	4.4.9	Use speed, tone, emphasis, and volume to deliver content professionally.
	4.4.10	Demonstrate an awareness and acceptance of multicultural and regional speech differences.
	4.4.12	Handle both friendly and hostile questions effectively in informal and formal situations.
	4.4.13	Use standard English when speaking on the job, especially avoiding the use of expletives, slang, and unfamiliar jargon and technical terms.
	4.4.17	Demonstrate appropriate strategies for communicating in face-to-face discussions.
	PRESENTATIONS	
	4.4.21	Deliver presentations for various purposes.
	4.4.32	Use proper techniques to deliver professional business presentations.
	4.4.37	Respond skillfully and professionally to audience questions.

EMPLOYMENT COMMUNICATION

Topic 4.5	**Communicate effectively for employment success.**

Student Competencies

	SPEAKING BASICS	
	4.5.5	Discuss the assessment of interests, skills, and abilities as they relate to selecting a career.
	4.5.7	Write formal, persuasive application messages, and résumés customized to meet prospective employers' needs.
	4.5.8	Prepare résumés in both print and digital formats.
	4.5.12	Prepare responses to commonly asked interview questions.
	4.5.14	Prepare a list of questions to ask an interviewer.
	4.5.18	Discuss significance of nonverbal communication in the interview process.

	4.5.19	Complete job application forms.
	4.5.20	Write a job interview thank-you message.