

Southeastern School
Business Management and Administration Department
Business Administrative Services Program
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Business Communications

Course Description

Business Communications focuses on how employees and management interact with each other and with groups and individuals outside of the organization to reach organizational goals, objectives, and activities. This course emphasizes oral, written, and digital communication techniques, and content is designed to encourage exploration of business ethics, teamwork, conflict resolution, and leadership skills. Content standards require the use of presentation and word processing software to create business communications. Standards require proficiency in producing documents and multimedia presentations.

No prerequisite is required for this course.

Program/Instructional Delivery Plan

All course information and coursework are detailed in the Schoology Learning Management System which students can access once enrolled in the course. Other online applications will be utilized to ensure content delivery.

<p><u>Assessment Procedures</u></p> <p>Students will be assessed at the completion of each unit in one or more of the following ways:</p> <ul style="list-style-type: none"> • Teacher Observations • Performance Tasks • Objective Tests • Checklists • Rubrics • Online Activities • Scenarios/Case Studies • Oral Presentations • Research Reports/Projects • Portfolios • Certification Exams • Safety Tests • Simulations 	<p><u>Grading Scale</u></p> <p>A 90-100 B 80-89 C 70-79 D 60-69 F 59 or below</p> <p><u>Grading Policy</u></p> <p>Grades are based on a points system. Typically, assessments and projects will be worth up to 200 points; classwork, quizzes and homework will be worth up to 100 points.</p>
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Required Reading

Students will complete a book study of *“The 7 Habits of Highly Effective Teens”* by Sean Covey to enhance course content and instruction.

Course Goals

Each foundational and content standard completes the stem “Students will ...”

Foundational Standards Unit

1. Incorporate safety procedures in handling, operating, and maintaining tools and machinery; handling materials; utilizing personal protective equipment; maintaining a safe work area; and handling hazardous materials and forces.
2. Demonstrate effective workplace and employability skills, including communication, awareness of diversity, positive work ethic, problem-solving, time management, and teamwork.
3. Explore the range of careers available in the field and investigate their educational requirements, and demonstrate job-seeking skills including resume-writing and interviewing.
4. Advocate and practice safe, legal, responsible, and ethical use of information and technology tools specific to the industry pathway.
5. Participate in a Career and Technical Student Organization (CTSO) to increase knowledge and skills and to enhance leadership and teamwork.
6. Discuss and demonstrate ways to value diversity.

General Communication Unit

1. Describe the business communication process.

Oral Communication Unit

2. Demonstrate effective oral communication skills.
3. Demonstrate proficient listening skills.

Written Communication Unit

4. Demonstrate correct usage and mechanics in English, including sentence structure, punctuation, and grammar, to communicate clearly and concisely.
5. Utilize reading strategies to read efficiently, comprehend content, and retain information.
6. Produce effective written documents.
7. Compose an effective business report.

Human Relations Unit

8. Apply communication skills in varied professional roles.

Digital Technology Unit

9. Use technology to enhance the effectiveness of communication.
10. Demonstrate proficiency in word processing software to create, edit, and publish professional business documents.
11. Use digital technologies, communication and networking tools, and social networks appropriately to access, manage, integrate, evaluate, and disseminate information in professional settings.
12. Demonstrate proficiency with presentation software to create, edit, publish, and deliver professional business presentations.
13. Create and present a digital portfolio of products highlighting the procedures and techniques involved in effective business communication.

Career Opportunities Unit

14. Demonstrate communication skills needed to gain and keep employment.

Career and Technical Student Organization Integration

Career and technical student organizations (CTSOs) are integral, cocurricular components of each career and technical education course. These organizations serve as a means to enhance classroom instruction while helping students develop leadership abilities, expand workplace-readiness skills, and broaden opportunities for personal and professional growth.

Future Business Leaders of America (FBLA) is the CTSO for this course.

FBLA dues are included in the \$25 Computer Lab Fee for the school year.

Embedded Numeracy/Literacy/Science Anchor Assignment

Students will complete an anchor assignment which demonstrates the integration of technical reading and writing, mathematics and mathematic vocabulary, and science concepts and science vocabulary appropriate to the program area.

BMA Anchor Assignment – 200 points

Students will **research** 3 specific STEM-related business careers (Accountants, Auditors, and Operations Research Analysts) to **compare and contrast** wages and employment trends. Students will prepare a formal **summary** of their research findings in an **MLA format essay** which includes **tables, charts, and graphs** to support their findings of the **median hourly wages** and **median annual wages**. Students will also compare and contrast the various knowledge, skills, abilities, personality, technology, and educational and credentialing requirements to be successful in those careers.

- **Numeracy** – integration of mathematics and mathematical vocabulary by utilizing critical thinking to make sense of problems and present median wages using tables and charts
- **Literacy** – integration of technical reading and writing skills by communicating clearly and effectively while presenting data in an MLA format essay
- **Science** – integration of science concepts and science vocabulary by employing valid and reliable research strategies while also using technology to enhance productivity

Available Industry Recognized Credentials Offered

Students will have the opportunity to demonstrate the skills needed to get the most out of Microsoft Office 2019 by earning a Microsoft Office Specialist certification in a specific Office program.

MOS certification is offered for Word, Excel, PowerPoint, Access, and Outlook.