

Business Communication Competency Profile Crosswalk Document

This document provides instructors and administrators with links between the competencies and the Show-Me Standards for students in Missouri public schools and the *National Standards for Business Education*.

For the *National Standards for Business Education*, a numbering system has been developed, as the originals used bulleted items. A sample numbered item is C.I.A.1.3, which means Communication, Roman numeral I, Section A, Level 1, the third bulleted item.

These suggested competencies, developed by an advisory committee, are intended to provide a basis for the curriculum for each course. Each list is neither inclusive nor entirely required. You may select competencies from this list, combine those with competencies from other lists, and develop competencies of your own to define the outcomes you expect your students to achieve. The Show-Me Standards identified provide guides. If the activities you choose can be better aligned with other Standards, align the competencies/objectives to those Standards instead of those shown.

Competencies	Show-Me Standards	<i>National Standards for Business Education*</i>
A. Develop Communication Foundation Skills		
1. Practice pronunciation and enunciation	2.2, CA1	C.I.A.1.3
2. Ask questions to clarify information	2.3, CA1	C.I.A.1.6
3. Organize thoughts for written and oral communication	1.8, CA1	C.I.A.2.1
4. Demonstrate basic research techniques (e.g., library, Internet, and surveys)	1.2, CA3	C.I.B.2.6
5. Select appropriate materials for reports and presentations	1.2, CA3	C.I.B.3.5
6. Use a variety of references and resources (e.g., dictionary, thesaurus, and spell check)	1.4, CA1	C.III.2.6
7. Use notetaking skills that incorporate critical listening and reading techniques	1.5, CA5	C.I.C.2.8
8. Interpret messages, articles, and supporting graphic materials	1.5, CA5	C.I.B.3.2
9. Interpret information from manuals, computer printouts, and electronic sources	1.5, CA3	C.I.B.3.3
10. Use proper English and appropriate vocabulary when communicating	2.1, CA1	C.I.B.3.1, C.I.A.4.2
11. Use acceptable standards for grammar, mechanics, and word usage	2.2, CA1	C.I.C.1.1, C.I.C.2.2
12. Use bias-free language (e.g., gender, race, religion, physical challenges, and sexual orientation)	2.3, CA1	C.I.C.2.7
13. Use the proper techniques to make an oral presentation	2.1, CA1	C.I.A.3.6

14. Use acceptable steps in the writing process (e.g., plan, compose, edit, and produce)	2.1, CA4	C.I.C.1.3-4, C.I.C.2.1
15. Write business documents using the correct style, format, and content	2.1, CA4	C.I.C.2.5, C.I.C.3.6
16. Distinguish between paraphrasing, documentation, and plagiarism	1.7, 4.4, CA3	C.I.C.2.3
17. Document all sources (e.g., print and electronic) using current standards	1.7, 2.1, CA4	C.I.C.2.4
18. Proofread documents for correct grammar, spelling, and punctuation	2.2, CA1	C.I.C.2.6
19. Edit business documents to ensure that they are effective (e.g., clear, concise, and consistent)	2.2, CA1	C.I.C.1.4
20. Select the appropriate reading method (e.g., skimming, scanning, speed-reading, and in-depth reading) for a particular situation	1.5, CA3	C.I.B.3.4
21. Identify factors that affect readability of text (e.g., sentence length, word selection, and type size)	1.6, 2.2, CA1	C.I.C.3.1
22. Identify major barriers to listening	1.5, 2.3, CA5	C.I.D.3.4
23. Use active listening techniques	1.5, CA5	C.I.D.1.2
24. Interact effectively with people from diverse backgrounds	2.3, CA7	C.I.A.4.1
25. List examples of how nonverbal messages have different meanings in various cultures	2.3, CA7	C.I.D.3.7
26. Interpret nonverbal cues in messages	1.6, CA5	C.I.D.3.3
27. Use appropriate telephone techniques to gather and record information	2.3, CA1	C.I.A.2.9
28. Record complete and accurate telephone messages	2.3, CA1	C.III.2.2
29. Evaluate media and oral presentations analytically and critically	1.5, CA5	C.I.D.3.2
30. Distinguish between fact, inference, and judgment in communication	1.7, CA3	C.I.B.2.1
B. Develop Social Communication Skills		
1. Demonstrate appropriate etiquette and manners in different situations (e.g., diversity, dining, and meetings)	2.6, CA1, CA6	C.II.A.2.4
2. Demonstrate professional and ethical behavior	4.4, CA1	C.II.A.3.2
3. Explain the role self-concept plays in personal and professional life	4.8, SS6, HPE2	C.II.A.3.1
4. Discuss the impact of time management practices on personal and professional image	4.5, HPE2	C.II.A.3.4
5. Practice simple introductions in different situations	4.8, CA1	C.II.A.2.5
6. Demonstrate appropriate work ethics (e.g., work area, attitude, punctuality, appearance, and behavior)	4.4, SS6	C.II.A.3.11
7. Work cooperatively with peers and authority figures (e.g., show tact, courtesy, and respect)	4.4, CA6	C.II.B.1.4

8. Explain the importance of following the chain-of-command	4.6, SS6	C.II.B.4.1
9. Explain the value and impact of interpersonal relationships	4.8, SS6	C.II.B.3.5
10. Discuss types of discrimination and the impact on an interpersonal relationship	2.3, 4.6, SS6	C.II.B.3.7
11. Demonstrate appropriate responses to passive, assertive, and aggressive behaviors	3.6, SS6	C.II.B.3.4
12. Practice conflict resolution	3.6, SS6	C.II.B.3.6, C.II.B.2.3
13. Apply the principles of group dynamics in structured activities	4.6, CA6	C.II.B.3.8
14. Discuss issues positively and tactfully	2.3, 4.6, CA6	C.II.B.2.1
C. Use Technological Communication		
1. Select the appropriate technology for transmitting messages	2.7, CA5	C.III.3.4
2. Demonstrate the appropriate use of electronic messaging technologies (e.g., FAX, voice mail, conference calls, chat rooms, and e-mail)	2.7, CA1	C.III.3.2
3. Apply the etiquette rules for electronic messaging (e.g., e-mail, cellular telephone, and voice mail)	2.3, 2.7, CA1	C.III.2.3-4, C.III. 3.3
4. Use voice input and recognition tools	2.7, CA1	C.III.3.5
5. Use scanning hardware and layout, design, and graphics software to enhance documents	2.7, CA1, CA5	C.III.3.7
6. Address ethical issues regarding ownership and the use of electronically generated information	2.7, 4.4, SS6	C.III.3.8
7. Discuss ways to keep data secure from theft and destruction	3.6	C.III.3.1
D. Develop Employment Communication Skills		
1. Write a formal application letter	2.6, CA1	C.IV.2.1
2. Complete job application forms	2.6, CA1	C.IV.3.11
3. Create a resume in print (traditional and scannable) and online formats	2.6, 2.7, CA1	C.IV.3.4
4. Demonstrate interview skills	2.6, CA1	C.IV.3.6
5. Prepare responses to commonly asked interview questions	2.6, CA1	C.IV.3.7
6. Prepare a list of questions to ask an interviewer	2.6, CA1	C.IV.3.9
7. Prepare responses to illegal and discriminatory interview questions	2.6, CA1	C.IV.4.6
8. Discuss the significance of nonverbal communication in interviewing	2.6, CA1	C.IV.3.10
9. Write a thank-you message	2.6, CA1	C.IV.3.12
10. Use correct strategies for accepting or rejecting a job offer (e.g., oral and written)	2.6, CA1	C.IV.3.14

11. Discuss appropriate oral and written actions when leaving a job under different circumstances (e.g., resignation and termination)	2.6, CA1	C.IV.4.11
12. Create an employment portfolio	2.6, CA5	C.IV.4.2
E. Develop Organizational Communication Skills		
1. Discuss communication techniques as they apply to internal and external customers	2.3, CA6	C.V.A.3.1
2. Employ appropriate communication strategies for dealing with dissatisfied customers (e.g., face-to-face discussions, electronic correspondence, and writing)	2.3, CA1, CA6	C.V.A.3.5
3. Discuss office politics	4.4, CA6	C.V.B.3.2
4. Discuss the positive and negative aspects of the “grapevine”	4.4, CA6	C.V.B.3.7
5. Discuss the impact of expressing courtesy and gratitude to colleagues	2.3, 2.6, CA6	C.V.B.3.3
6. Show interest and support for the ideas of others	2.3, CA6, SS6	C.V.B.4.2
7. Write personal notes to colleagues in special circumstances (e.g., express congratulations, sympathy, and appreciation)	2.1, CA1	C.V.B.4.3
8. Discuss sexual harassment and its implications in the workplace	4.6, CA6, SS6	C.V.B.3.6
9. Plan a meeting to achieve an identified purpose (e.g., schedule the facilities, arrange for a speaker, and notify the participants)	2.1, CA1	C.V.C.3.3
10. Involve all participants in a meeting	2.3, CA6	C.V.C.3.4
11. Lead a brainstorming session	2.3, CA6	C.V.C.4.6
12. Use appropriate leadership language (e.g., optimism, encouragement, and action)	2.3, CA6	C.V.C.4.4
13. Demonstrate proper parliamentary procedures	4.6, CA6	C.V.C.3.6
14. Use delegation techniques	4.5	C.V.D.3.3
15. Use techniques to provide appropriate feedback	2.1, CA1	C.V.D.4.2
16. Discuss the basic concepts of negotiations	4.6, CA6	C.V.D.4.8
17. Lead a group activity that promotes team-building concepts	4.6, CA6	C.V.D.3.2
18. Discuss the importance of taking responsibility for all communication (e.g., ethical and legal)	4.4, CA6	C.V.E.3.2

* National Standards for Business Education (Key)

A – Accounting
 BL – Business Law
 CD – Career Development
 C – Communication
 CO – Computation
 E – Economics

PF – Personal Finance
 EN – Entrepreneurship
 IT – Information Technology
 IB – International Business
 M – Management
 MKT – Marketing