

DESE Model Curriculum: Business Technology (CIP Code: 11.0103)

GRADE LEVEL/UNIT TITLE: 11-12/Apply Effective Communication Skills

COURSE INTRODUCTION		
<p>This course is designed to help students develop the qualities, knowledge, and skills necessary for working in a business. Students enhance computer application skills as they develop competencies needed by administrative support professionals. The content includes the use of technology to develop communication skills, the performance of office procedures tasks, the production of quality work using advanced features of business software applications, and the production of high quality employment portfolios and job-seeking documents. In addition, this course provides training or skills many employers find deficient: dealing with other people, using the telephone, organizing work, and handling other crucial tasks.</p> <p>Course rationale: This area of instruction provides content for employment in one of the largest major occupational groups--administrative support. Demand in this career area will continue to expand as businesses utilize advanced office technology to increase their production efficiency and improve the quality of their products and services. This area of instruction benefits students by enhancing the software application skills and communication competencies needed by administrative support professionals and those students continuing their education.</p>		
UNIT DESCRIPTION	SUGGESTED UNIT TIMELINE	
Communicate effectively (written & verbally), demonstrate listening skills, and accessing information using electronic resources.	1 month	
	CLASS PERIOD (min.)	
	50 min.	
ESSENTIAL QUESTIONS		
<ol style="list-style-type: none"> How does one manage information and utilize technology to communicate effectively? How do you determine the most effective form of business communication? How can the use of professional, technical, and electronic resources increase productivity in school and the workplace? 		
ESSENTIAL MEASURABLE LEARNING OBJECTIVES	NBEA STANDARD	DOK
1. Use correct grammar, spelling, and punctuation	COMM.I.D.2.2	1
2. Apply proofreading and editing skills	COMM.I.D.3.4	2
3. Select and use the appropriate communication tool for specific tasks (e.g., electronic, written, verbal)	COMM.II.B.4.2	2
4. Communicate appropriately with internal and external customers	COMM.III.A.3.1 COMM.III.A.3.7	3
5. Compose various business correspondence (i.e., e-mail, letter, memo)	COMM.I.D.1.6	2
6. Access information from professional, technical, and electronic resources	COMM.I.C.3.3 COMM.I.C.3.5	3
7. Deliver oral presentations using appropriate tools	COMM.I.D.4.3 COMM.I.B.4.5	4
8. Demonstrate and interpret nonverbal communication	COMM.I.A.3.3	4
9. Demonstrate effective listening skills	COMM.I.A.4.3	2
10. Demonstrate the ability to give and follow written and oral instructions	COMM.I.A.1.1 COMM.I.C.1.8 COMM.I.D.2,5	3

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11. Accurately receive and relay messages in a professional manner	CD.III.D.3.5	2
12. Identify factors affecting global communications (e.g., time, culture, exchange rates, human relations skills)	IB.II.A.2.2 IB.III.D.3.1	4
ASSESSMENT DESCRIPTIONS		
n/a		
OBJ. #	INSTRUCTIONAL STRATEGIES	
1, 2	1. Demonstrate revising paragraphs using proofreading marks (online)	
3-6	2. Review proper business/personal letters from the FBLA format guide found online	
7-10	3. Review guidelines and show examples of various performance events for FBLA	
OBJ. #	INSTRUCTIONAL ACTIVITIES	
1, 2	1. Students will read a paragraph and apply proper grammar, proofreading, and editing skills (see below)	
3-6	2. Students will create their own business/personal letters using proper formatting from the FBLA format guide (see below)	
7-10	3. Students will prepare and participate in a performance event through FBLA	
UNIT RESOURCES		
1. http://www.educationworld.com/a_lesson/archives/edit.shtml		
2. http://www.fbla-pbl.org/docs/FBLA-PBLFormat%20Guide2010.pdf		