

## DESE Model Curriculum

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

Course Code: 040011/034305

CIP Code: 52.0701/52.0101

### **COURSE INTRODUCTION:**

**An instructional program that provides a background for the development and operation of a business starting with the role of the entrepreneur in our economy to development of a business plan and the application of specific marketing skills and concepts within the business environment.**

**Instruction in this area prepares students to understand how to organize and operate a business. All students can benefit from an understanding of and appreciation for entrepreneurship and its role in the enterprise system.**

**This course is designed to provide students with the fundamental knowledge needed for organizing, developing, and implementing a business concern within the private free enterprise system. Topics of student will include learning the advantages and disadvantages of owning a business, preparing a business plan, choosing a location, securing a loan, determining organizational structure, and promoting a business.**

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<b>UNIT DESCRIPTION:</b>  Students will learn effective communication on the job and to obtain employment.		<b>SUGGESTED UNIT TIMELINE: 2 WEEKS</b>  <b>CLASS PERIOD (min.): 50 MINUTES</b>				
<b>ESSENTIAL QUESTIONS:</b> <ol style="list-style-type: none"> <li>1. How can effective communication support business success?</li> <li>2. What are the basic rules of business communication?</li> <li>3. What are the different types of business communication and how are they used?</li> <li>4. What role does verbal and non-verbal communication play in the world of business?</li> </ol>						
ESSENTIAL MEASURABLE LEARNING OBJECTIVES	Entrepreneurship Education Standards	CROSSWALK TO STANDARDS				
		GLEs/CLEs	PS	CCSS	NBEA Standards	DOK
1. Explain the nature of effective communications	D.01			SL 11-12.6	Comm I.A.3.c	<b>2</b>
2. Apply effective listening skills	D.02			SL 11-12.1a	Comm I.A.3.d	<b>2</b>
3. Use proper grammar and vocabulary	D.03			L 11-12.2	Comm I.A.3.d	<b>1</b>
4. Reinforce service orientation through communication	D.04			SL 11-12.1d	Comm I.B.3.c	<b>2</b>
5. Explain the nature of effective verbal communication	D.05			L 11-12.1	Comm I.B.3.b	<b>2</b>
6. Address people properly	D.06			SL 11-12.4	Comm I.A.2.a	<b>1</b>

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7. Handle telephone calls in a businesslike manner	D.07			SL 11-12.6	Comm I.B.3.h	<b>1</b>
8. Make oral presentations	D.08			SL 11-12.2	Comm I.A.3.b	<b>2</b>
9. Explain the nature of written communications	D.09			SL 11-12.1a L 11-12.1a	<b>Comm I.??</b>	<b>2</b>
10. Write business letters	D.10			L 11-12.3 W 11-12.2a	Comm I.D.3.f	<b>2</b>
11. Write informational letters	D.11			W 11-12.2b	Comm I.D.3.g	<b>2</b>
12. Write inquiries	D.12			W 11-12.3a	Comm I.D.3.i	<b>2</b>
13. Write persuasive messages	D.13			W 11-12.3d	Comm II.F.3.c	<b>2</b>
14. Prepare simple written reports	D.14			W 11-12.3	Comm I.D.3.j	<b>2</b>
15. Prepare complex written reports	D.15			W 11-12.5	Comm I.D.3.k	<b>2</b>
16. Use communications technologies/systems (e.g., e-mail, faxes, voice mail, cell phone, etc.)	D.16			WHST 11-12.6	Comm I.D.3.o	<b>1</b>
17. Follow directions	D.17			RST 11-12.3	Comm I.D.3.b	<b>1</b>
18. Explain the nature of staff communication	D.18			SL 11-12.6	Comm III.D.3.l	<b>2</b>
19. Give directions for completing job tasks	D.19			SL 11-12.3	Comm I.D.3.c	<b>1</b>
20. Conduct a meeting	D.20			SL 11-12.1a	Comm I.B.3.c	<b>2</b>
21. Show empathy for others	D.28			SL 11-12.1b	Comm I.D.3.h	<b>2</b>
22. Use appropriate assertiveness	D.29			SL 11-12.2	Comm II.B.3.b	<b>1</b>

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23. Demonstrate negotiation skills	D.30			RST 11-12.3	Comm III.A.3.d	<b>2</b>
24. Handle difficult customers/clients	D.31			SL 11-12.3	Comm III.A.3.e	<b>2</b>
25. Interpret business policies to customers/clients	D.32			SL 11-12.3	Comm III.A.3.a	<b>2</b>
26. Handle customer /client complaints	D.33			SL 11-12.3	Comm III.A.3.g	<b>2</b>
27. Explain the nature of organizational change	D.34			RST 11-12.2	Comm II.B.3.i	<b>3</b>
28. Describe the nature of organizational conflict	D.35			RST 11-12.6	Comm II.B.3.c	<b>2</b>
29. Explain the nature of stress management	D.36			RST 11-12.2	Mgmt IV.B.3.a	<b>2</b>
30. Utilize job-search strategies	H.07			RI 11-12.7	Comm III.F.3.b	<b>2</b>
31. Complete a job application	H.08			W 11-12.4 W 11-12.6	Comm III.F.3.m	<b>2</b>
32. Interview for a job	H.09			SL 11-12.1c	Comm III.F.3.g	<b>3</b>
33. Write a follow-up letter after job interviews	H.10			W 11-12.2	Comm III.F.3.n	<b>2</b>
34. Write a letter of application	H.11			WW 11-12.2	Comm III.F.3.c	<b>2</b>
35. Prepare a resume	H.12			W 11-12.6	Comm III.F.3.d	<b>2</b>
36. Describe techniques for obtaining work experience (e.g., volunteer activities, internships)	H.13			RST 11-12.2	CD V.A.3.a	<b>2</b>
37. Explain the need for ongoing education as a worker	H.14			SL 11-12.2	Mgmt IV.C.3.a	<b>2</b>
38. Explain possible advancement patterns for jobs	H.15			SL 11-12.4	CD III.A.3.a	<b>2</b>

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39. Determine skills needed to enhance career progression	H.16			RST 11-12.2	CD III.E.3.a	<b>2</b>
40. Utilize resources that can contribute to professional development (e.g., trade journals/periodicals, professional/trade associations, classed/seminars, trade shows, and mentors)	H.17			SL 11-12.1a	CD V.E.3.b	<b>2</b>
41. Use networking techniques for professional growth	H.18			RST 11-12.7	CD III.B.3.d	<b>2</b>
<p><b>ASSESSMENT DESCRIPTIONS*:</b> (Write a brief overview here. Identify Formative/Summative. Actual assessments will be accessed by a link to PDF file or Word doc. )</p> <p><b>Students will role play a customer service scenario. They are to display the correct techniques and skills. (formative)</b></p> <p><b>*Attach Unit Summative Assessment, including Scoring Guides/Scoring Keys/Alignment Codes and DOK Levels for all items. Label each assessment according to the unit descriptions above ( i.e., Grade Level/Course Title/Course Code, Unit #.)</b></p>						
<b>Obj. #</b>	<b>INSTRUCTIONAL STRATEGIES (research-based): (Teacher Methods)</b>					
1-6 8-11 30-41	<p><b>1. Utilizing lesson plan on job applications or the lesson plan provided at: <a href="http://www.uen.org/Lessonplan/preview.cgi?LPid=13120">http://www.uen.org/Lessonplan/preview.cgi?LPid=13120</a> teach students about proper job applications. Lecture on Winning Job Resumes.</b></p>					
2 6 22-29	<p><b>2. Utilize videos to demonstrate proper customer service techniques (listed in resources). Have students practice with each other.</b></p>					
<b>Obj. #</b>	<b>INSTRUCTIONAL ACTIVITIES: (What Students Do)</b>					
1-6 8-11 30-41	<p><b>1. Students will search for a position in a career field of interest to them and analyze the current job description. Students will complete a finalized resume, cover letter, and mock interview. Students will critique each other’s resumes, cover letters, and mock interviews through DECA/FBLA requirements and standards.</b></p>					
2 6 22-29	<p><b>2. Students take notes on proper customer service techniques and practice with each other.</b></p>					

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### UNIT RESOURCES: (include internet addresses for linking)

- <http://www.uen.org/Lessonplan/preview.cgi?LPid=13120>
- <http://www.questgarden.com/103/80/7/100518103250/> You Landed an Interview Webquest

### MCCE Resources:

- BE DVD ROM 16.9-“Upgrade your Communication Skills at Work: Email”
- MCE DVD ROM 7.1-“Upgrade your Communication Skills at Work: Ads & Brochures
- MCE DVD ROM 7.2-“Upgrade Your Communication Skills At Work: Websites & Blogs’
- BE DVD ROM 19.3-“Business Writing”
- BE KIT 10.1-“Let's Talk...Telephone Tactics for Better Business: Every Call Counts”
- BE VIDEO 104-“Marketing and Customer Service” or MCE DVD ROM 49-“Basic Career Communication Skills: Marketing & Customer Service”
- BE DVD ROM 16.3-“Telephone Skills and Tips”