

Entrepreneurship (CIP Code: 52.0701/52.0101)

GRADE LEVEL/UNIT TITLE: 11-12/Communication Skills Course Code: 040011/034305

COURSE INTRODUCTION		
<p>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.</p> <p>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.</p> <p>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.</p>		
UNIT DESCRIPTION	SUGGESTED UNIT TIMELINE	
Students will learn effective communication on the job and to obtain employment.	2 weeks	
	CLASS PERIOD (min.)	
	50 Minutes	
ESSENTIAL QUESTIONS		
<ol style="list-style-type: none"> How can effective communication support business success? What are the basic rules of business communication? What are the different types of business communication and how are they used? What role does verbal and non-verbal communication play in the world of business? 		
ESSENTIAL MESASURABLE LEARNING OBJECTIVES	NBEA STANDARD	DOK
1. Explain the nature of effective communications	Comm I.A.3.c	2
2. Apply effective listening skills	Comm I.A.3.d	2
3. Use proper grammar and vocabulary	Comm I.A.3.d	1
4. Reinforce service orientation through communication	Comm I.B.3.c	2
5. Explain the nature of effective verbal communication	Comm I.B.3.b	2
6. Address people properly	Comm I.A.2.a	1
7. Handle telephone calls in a businesslike manner	Comm I.B.3.h	1
8. Make oral presentations	Comm I.A.3.b	2
9. Explain the nature of written communications	Comm I.??	2
10. Write business letters	Comm I.D.3.f	2
11. Write informational letters	Comm I.D.3.g	2
12. Write inquiries	Comm I.D.3.i	2
13. Write persuasive messages	Comm II.F.3.c	2

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14. Prepare simple written reports	Comm I.D.3.j	2
15. Prepare complex written reports	Comm I.D.3.k	2
16. Use communications technologies/systems (e.g., e-mail, faxes, voice mail, cell phone, etc.)	Comm I.D.3.o	1
17. Follow directions	Comm I.D.3.b	1
18. Explain the nature of staff communication	Comm III.D.3.l	2
19. Give directions for completing job tasks	Comm I.D.3.c	1
20. Conduct a meeting	Comm I.B.3.c	2
21. Show empathy for others	Comm I.D.3.h	2
22. Use appropriate assertiveness	Comm II.B.3.b	1
23. Demonstrate negotiation skills	Comm III.A.3.d	2
24. Handle difficult customers/clients	Comm III.A.3.e	2
25. Interpret business policies to customers/clients	Comm III.A.3.a	2
26. Handle customer /client complaints	Comm III.A.3.g	2
27. Explain the nature of organizational change	Comm II.B.3.i	3
28. Describe the nature of organizational conflict	Comm II.B.3.c	2
29. Explain the nature of stress management	Mgmt IV.B.3.a	2
30. Utilize job-search strategies	Comm III.F.3.b	2
31. Complete a job application	Comm III.F.3.m	2
32. Interview for a job	Comm III.F.3.g	3
33. Write a follow-up letter after job interviews	Comm III.F.3.n	2
34. Write a letter of application	Comm III.F.3.c	2
35. Prepare a resume	Comm III.F.3.d	2
36. Describe techniques for obtaining work experience (e.g., volunteer activities, internships)	CD V.A.3.a	2
37. Explain the need for ongoing education as a worker	Mgmt IV.C.3.a	2
38. Explain possible advancement patterns for jobs	CD III.A.3.a	2
39. Determine skills needed to enhance career progression	CD III.E.3.a	2
40. Utilize resources that can contribute to professional development (e.g., trade journals/periodicals, professional/trade associations, classed/seminars, trade shows, and mentors)	CD V.E.3.b	2
41. Use networking techniques for professional growth	CD III.B.3.d	2

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OBJ. #	INSTRUCTIONAL STRATEGIES
1-6, 8-11, 30-41	1. Utilizing lesson plan on job applications or the lesson plan provided at http://www.uen.org/Lessonplan/preview.cgi?LPid=13120 teach students about proper job applications. Lecture on Winning Job Resumes.
2, 6, 22-29	2. Utilize videos to demonstrate proper customer service techniques (listed in resources). Have students practice with each other.
OBJ. #	INSTRUCTIONAL ACTIVITIES
1-6, 8-11, 30-41	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.
2, 6, 22-29	2. Students take notes on proper customer service techniques and practice with each other.