

BUSINESS COMMUNICATIONS
GRADES 11-12
(1 Semester - Prerequisites: Keyboarding)

COURSE OVERVIEW:

Communication is a critical competency needed in today's workplace regardless of profession. Survival in business necessitates being able to speak, listen, read, write, and interpret nonverbal cues. Therefore, the basics of English are reinforced for effectiveness in four phases of communication—speaking, writing, listening, and reading. This course develops background knowledge about the problems of business in oral and written communication. It offers practice in composing effective messages, inquiries, replies, and various forms of business letters.

UNITS OF INSTRUCTION:

- UNIT I - The Psychology of Effective Communications
- UNIT II - Developing Reading and Listening Skills
- UNIT III - Improving Basic Work Skills
- UNIT IV - Grammar Review
- UNIT V - Punctuation and Punctuation Style Review
- UNIT VI - The Craft of Writing
- UNIT VII - Planning and Writing Letters
- UNIT VIII - Memos, Reports, and Other Communications
- UNIT IX - Preparation for Effective Speaking
- UNIT X - Writing and Speaking to Get a Job

STUDENT OUTCOMES:

1.	Students will become familiarize with the importance of nonverbal communication and interpreting nonverbal cues.
2.	Students will improve their reading and listening skills.
3.	Students will understand the relationship between effective communication and the ability to work harmoniously with others.
4.	Students will write inquiry, pleasant, disagreeable, and persuasive business letters.
5.	Students will write interoffice communications and short reports.
6.	Students will give oral presentations to an audience.
7.	Students will develop confidence in etiquette relating to business and social situations.
8.	Students will exhibit knowledge of proper grammar, punctuation, spelling, tone, style, organization, format, clarity, conciseness, and word choice in the above communications.

MAJOR LEARNING EXPERIENCES TO ACHIEVE OUTCOMES:

1.	Collect sample correspondence from home and create a portfolio of the different kinds of communication discussed in class. Critique this same correspondence.
2.	Use WORKS and Word 2000 word processing programs to create the required assignments in class.
3.	Find opportunities to write "real-life" communication to businesses or individuals and share them in class.

ADOPTED TEXT OR PRINCIPAL MATERIALS USED:

TEXT: Currently under consideration. Newspapers. Resource Center Materials. Films. Prepared teacher handouts. Computer.
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