Arkansas CTE

Business Communications: Grades 10, 11, 12

Adopted 2003

Communications

1.1 Define terminology

1. Prepare a list of terms with definitions 1.1.1
2. Discuss the importance and purposes of communication 1.1.2

1.2 Explain the difference between business English and conversational English

1. List examples of conversations demonstrating business English 1.2.1
2. List examples of conversations demonstrating conversational English 1.2.2

1.3 Explain the differences between verbal and nonverbal communication

1. Evaluate situations for verbal and nonverbal cues 1.3.1

1.4 Identify the basic factors of the communication process: sender, receiver, message, feedback, channel

1. Diagram the communication process 1.4.1

1.5 List barriers to communication

1. Analyze/Discuss internal and external situations with communication barriers 1.5.1

1.6 Identify the five C's of communication: clear, concise, complete, correct, courteous

1. Apply the five C's to a form of communication (i.e., written, oral, etc.) 1.6.1

1.7 Discuss effective listening

1. List ways to improve listening skills 1.7.1

Writing

2.1 Define terminology

1. Prepare a list of terms with definitions 2.1.1

2.2 Identify mechanics (periods, semi-colons, etc.) and parts of speech (plurals, adjectives, sentence fragments, etc.)

1. Apply the rules of mechanics and the rules of speech 2.2.1

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2.3 Identify the stages of the writing process: prewriting/planning, drafting/writing, revising/editing, proofreading, publishing

1. Compose written communications, applying the stages of the writing process 2.3.1

2.4 Evaluate written correspondence for tone

1. Compose written communications, applying tone 2.4.1

2.5 Evaluate written correspondence for "you" attitude

1. Compose written communications, applying the "you" attitude 2.5.1

2.6 Identify commonly used proofreader's marks

1. Proofread written communications with errors, using proofreader's marks 2.6.1

2.7 Identify various types of common written communications used in business

1. Format, compose, and produce various types of written communications used in business -- reports, resumes, memos, letters, e-mail, etc. 2.7.1

Technology

3.1 Define communications technology

1. List/Discuss examples of communications technology (i.e., voice mail, e-mail, fax, Internet) 3.1.1

3.2 Describe the various types of communications technology used in business

1. Analyze the best type of technology to be used in a communications scenario 3.2.1

3.3 Demonstrate the ability to execute a successful search for data accurately

1. Conduct research using the five basic steps: planning the search, locating sources of information, organizing the information, evaluating the sources, and using the information to prepare a short report on a business topic 3.3.1

Speaking

4.1 Define terminology

1. Prepare a list of terms with definitions 4.1.1

4.2 Identify the importance of oral communication in business

1. Give examples of situations in which oral communication is appropriate in a business setting 4.2.1

4.3 Compose a short speech on a business-related topic

1. Present a short speech on a business-related topic 4.3.1
2. Give a presentation using visual aids (i.e., flow charts, slide show, posters) 4.3.2

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Identify the importance of good oral communication in a job interview

1. Participate in a job interview 4.4.1

4.5 Identify proper telephone communication

1. Demonstrate an appropriate telephone conversation in a business setting 4.5.1

4.6 Identify appropriate communication in a given setting

1. Demonstrate effective communication in various situations (i.e., face-to-face, small group, large group) 4.6.1

Career

5.1 Discuss the job process

1. Describe the appropriate aspects of a job search 5.1.1

5.2 Demonstrate and apply the job process

1. Compose a job-specific cover letter 5.2.1
2. Create a personal résumé 5.2.2
3. Complete a sample job 5.2.3
4. Conduct a mock job interview 5.2.4
5. Compose a follow-up/thank you letter 5.2.5