Georgia CTAE

Business Communications (7.451) (2022)

Adopted 2022

Business Communications (7.451)

BMA-BC-1. The following standard is included in all CTAE courses adopted for the Career Cluster/Pathways. BMA-BC-1

1. Communicate effectively through writing, speaking, listening, reading, and interpersonal abilities. BMA-BC-1.1
2. Demonstrate creativity by asking challenging questions and applying innovative procedures and methods. BMA-BC-1.2
3. Exhibit critical thinking and problem solving skills to locate, analyze and apply information in career planning and employment situations. BMA-BC-1.3
4. Model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity. BMA-BC-1.4
5. Apply the appropriate skill sets to be productive in a changing, technological, diverse workplace to be able to work independently and apply team work skills. BMA-BC-1.5
6. Present a professional image through appearance, behavior and language. BMA-BC-1.6

BMA-BC-2. Examine and practice grammar, mechanics, and process of composing professionally written business communications. BMA-BC-2

1. Correctly use parts of speech and components of sentence structure to compose business communications. BMA-BC-2.1
2. Correctly apply mechanics of punctuation, capitalization, and number expression when composing business communications. BMA-BC-2.2
3. Apply the writing process to plan, compose, and edit effective business communications. BMA-BC-2.3
4. Interpret the four basic activities in the pre-writing process (defining purpose, identifying audience, gathering information, and organizing information). BMA-BC-2.4
5. Establish a process for preparing business documents to include a planning stage, writing stage, revising stage, and proofreading stage. BMA-BC-2.5

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6. Create grammatically correct and professionally written correspondence. BMA-BC-2.6

BMA-BC-3. Apply effective oral communication by communicating in a clear, courteous, concise, and professional manner. BMA-BC-3

1. Analyze the situation, purpose, and audience to guide the planning and presentation of oral communication. BMA-BC-3.1
2. Select language, visuals, proper tone, body language, and method of delivery appropriate to the situation. BMA-BC-3.2
3. Monitor and adjust one's own participation and body language according to the situation and the needs of others (e.g., focuses on speaker; avoids interruptions; does not dominate conversation; uses techniques for taking turns; attends to cultural differences in communication styles, such as variations in pause time, pace, volume/intensity, and body language). BMA-BC-3.3
4. Deliver impromptu and planned speeches with confidence. BMA-BC-3.4

BMA-BC-4. Use active and intentional listening skills to respond appropriately to oral communication. BMA-BC-4

1. Critique group members' and own interactions/work and adjust to ensure group success. BMA-BC-4.1
2. Interpret given information to compose questions with confidence to prompt general and specific information or provide feedback. BMA-BC-4.2
3. Contribute relevant ideas with support/evidence by clarifying, illustrating, or expanding (e.g., contributes topics related to ideas with support and talks in turn, with consideration for others in the conversation). BMA-BC-4.3
4. Identify and eliminate distractions (i.e. cell phones, devices, etc.) to enhance attention to speaker. BMA-BC-4.4
5. Assess and respond to non-verbal communication as active listener or speaker. BMA-BC-4.5

BMA-BC-5. Master word processing software at an expert level to create, edit, and publish professional-appearing business documents. BMA-BC-5

1. Share and maintain documents by configuring options, restricting access to a document, and adding and modifying templates in an existing document. BMA-BC-5.1
2. Format content of a document by applying advanced font and paragraph attributes, creating tables and charts, constructing reusable content in a document, and linking sections. BMA-BC-5.2
3. Track and reference documents by reviewing, comparing and combining documents, creating a reference page, creating a table of authorities in a document, and creating an index in document. BMA-BC-5.3

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4. Perform mail merge operations by executing mail merge, create a mail merge by using other data sources, and creating labels and forms. BMA-BC-5.4
5. Manage macros and forms by creating and manipulating macros, applying and manipulating macro options, creating forms, and manipulating forms. BMA-BC-5.5

BMA-BC-6. Integrate multiple forms of communication in the successful pursuit of a career/employment. BMA-BC-6

1. Apply the critical-thinking and soft skills needed to function in students' multiple roles as citizens, consumers, workers, managers, business owners, and directors of their own futures. BMA-BC-6.1
2. Analyze and follow policies for managing legal and ethical issues in organizations and in a technology-based society. BMA-BC-6.2
3. Compare and contrast the evolving impact of electronic communications on business and the consumer in a global business community. BMA-BC-6.3
4. Evaluate the potential benefits and problems in the future of electronic communications (including but not limited to confidentiality, security, legal issues, professionalism). BMA-BC-6.4
5. Collaborate with peers and others through the use of emerging electronic communications tools. BMA-BC-6.5
6. Analyze and demonstrate proper use of telecommunication tools, such as voice dictation, voice mail, video conferencing, and cellular technology. BMA-BC-6.6
7. Distinguish the advantages and disadvantages of electronic communications. BMA-BC-6.7

BMA-BC-7. Apply skills and strategies for the delivery of effective oral communication and presentations. BMA-BC-7

1. Determine the topic and the audience and select a purpose (e.g., monologue, debate, historical reenactment, speech, mock job/academic interview). BMA-BC-7.1
2. Understand and organize speech/presentation into three parts: opening, body, and closing. BMA-BC-7.2
3. Match verbal and nonverbal messages (e.g., voice modulation, expression, tone, body language, gestures, attire). BMA-BC-7.3
4. Use techniques to enhance the message (e.g., irony and dialogue to achieve clarity, force, and aesthetic effect; technical language). BMA-BC-7.4
5. Apply vocals, articulation, logical, ethical, and emotional appeals to support the purpose. BMA-BC-7.5

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6. Make necessary adjustment in delivery and language during presentations to connect with audience based on interpretation of verbal and nonverbal responsiveness of audience. BMA-BC-7.6

BMA-BC-8. Use digital technologies (computers, PDAs, media players, GPS, etc.), communication/networking tools, and social networks appropriately to access, manage, integrate, evaluate, and create information to successfully function in professional settings. BMA-BC-8

1. Distinguish between personal and professional use of social media outlets (Twitter, Facebook, LinkedIn, etc.). BMA-BC-8.1
2. Evaluate use of social media for business messaging and brand awareness. BMA-BC-8.2
3. Understand and apply social media etiquette with focus on target audience and purpose of message. BMA-BC-8.3
4. Examine how individuals interpret messages differently, how values and points of view are included or excluded, and how media can influence beliefs and behaviors. BMA-BC-8.4
5. Apply a fundamental understanding of the ethical/legal and privacy issues surrounding the access and use of media (what to share, what not to share). BMA-BC-8.5
6. Display proper use and etiquette of digital technology devices to communicate business objectives in supporting a mobile environment. BMA-BC-8.6

BMA-BC-9. Master presentation software to create, edit, publish, and deliver professionalappearing business presentations. BMA-BC-9

1. Manage the presentation by adjusting views, manipulating presentation, configuring quick access toolbar, and presentation file options. BMA-BC-9.1
2. Create professional slide presentation by constructing and editing a photo album, changing slide orientation settings, adding and deleting slides, formatting slides, entering and editing text, and formatting text box. BMA-BC-9.2
3. Apply graphical and multimedia elements to presentation by manipulating graphical elements, images, clip art, shapes, WordArt, SmartArt, and editing video and audio content. BMA-BC-9.3
4. Create charts and tables within a presentation by constructing, modifying, and inserting a table and a chart, and applying and manipulating table and chart elements and layouts. BMA-BC-9.4
5. Apply transitions and animations to the presentation by selecting and manipulating built-in and custom animation, applying effect and path options, applying and modifying transitions between slides. BMA-BC-9.5

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6. Prepare and deliver presentation by applying knowledge to save, share, print, and protect the presentation by applying presentation tools, setting-up a slide show, setting presentation timing, and recording the presentation. BMA-BC-9.6
7. Demonstrate presentation skills by creating well-organized, audience-appropriate presentations such as informative, entertaining, instructional, etc., using proper public speaking techniques. BMA-BC-9.7

BMA-BC-10. Explore how related student organizations are integral parts of career and technology education courses through leadership development, school and community service projects, entrepreneurship development, and competitive events. BMA-BC-10

1. Explain the goals, mission and objectives of Future Business Leaders of America. BMA-BC-10.1
2. Explore the impact and opportunities a student organization (FBLA) can develop to bring business and education together in a positive working relationship through innovative leadership and career development programs. BMA-BC-10.2
3. Explore the local, state, and national opportunities available to students through participation in related student organization (FBLA) including but not limited to conferences, competitions, community service, philanthropy, and other FBLA activities. BMA-BC-10.3
4. Explain how participation in career and technology education student organizations can promote lifelong responsibility for community service and professional development. BMA-BC-10.4
5. Explore the competitive events related to the content of this course and the required competencies, skills, and knowledge for each related event for individual, team, and chapter competitions. BMA-BC-10.5