South Carolina CTE

Workplace Communications (2017): Course 5041

SAFETY AND ETHICS	1	Review school safety policies and procedures. A1
	2	Review classroom safety rules and procedures. A2
	3	Review safety procedures for using equipment in the classroom. A3
	4	Identify major causes of work-related accidents in office environments A4
	5	Demonstrate safety skills in an office/work environment. A5
STUDENT ORGANIZATIONS	1	Identify the purpose and goals of a Career and Technology Student Organization (CTSO). B1
	2	Explain how CTSOs are integral parts of specific clusters, majors, and/or courses. B2
	3	Explain the benefits and responsibilities of being a member of a CTSO. List leadership opportunities that are available to students through participation in CTSO conferences, competitions, community service, philanthropy, and other activities. B3
	4	Explain how participation in CTSOs can promote lifelong benefits in other professional and civic organizations. B4
TECHNOLOGY KNOWLEDGE	1	Demonstrate proficiency and skills associated with the use of technologies that are common to a specific occupation. C1
	2	Identify proper netiquette when using e-mail, social media, and other technologies for communication purposes C2
	3	Identify potential abuse and unethical uses of laptops, tablets, computers, and/or networks C3
	4	Explain the consequences of social, illegal, and unethical uses of technology (e.g., piracy; cyberbullying; illegal downloading; licensing infringement; inappropriate uses of software, hardware, and mobile devices in the work environment). C4

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	5	**Discuss legal issues and the terms of use related to copyright laws, fair use laws, and ethics pertaining to downloading of images, photographs, documents, video, sounds, music, trademarks, and other elements for personal use.** C5
	6	**Describe ethical and legal practices of safeguarding the confidentiality of businessrelated information.** C6
	7	**Describe possible threats to a laptop, tablet, computer, and/or network and methods of avoiding attacks** C7
PERSONAL QUALITIES AND EMPLOYABILITY SKILLS	1	**Demonstrate punctuality** D1
	2	**Demonstrate self-representation.** D2
	3	**Demonstrate work ethic.** D3
	4	**Demonstrate respect.** D4
	5	**Demonstrate time management.** D5
	6	**Demonstrate integrity.** D6
	7	**Demonstrate leadership.** D7
	8	**Demonstrate teamwork and collaboration.** D8
	9	**Demonstrate conflict resolution.** D9
	10	**Demonstrate perseverance.** D10
	11	**Demonstrate commitment.** D11
	12	**Demonstrate a healthy view of competition.** D12
	13	**Demonstrate a global perspective.** D13
	14	**Demonstrate health and fitness.** D14
	15	**Demonstrate self-direction.** D15
	16	**Demonstrate lifelong learning.** D16
PROFESSIONAL KNOWLEDGE	1	**Demonstrate effective speaking and listening skills.** E1
	2	**Demonstrate effective reading and writing skills.** E2
	3	**Demonstrate mathematical reasoning.** E3
	4	**Demonstrate job-specific mathematics skills.** E4

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	5 Demonstrate critical-thinking and problem-solving skills. E5
	6 Demonstrate creativity and resourcefulness. E6
	7 Demonstrate an understanding of business ethics. E7
	8 Demonstrate confidentiality. E8
	9 Demonstrate an understanding of workplace structures, organizations, systems, and climates. E9
	10 Demonstrate diversity awareness. E10
	11 Demonstrate job acquisition and advancement skills. E11
	12 Demonstrate task management skills. E12
	13 Demonstrate customer-service skills. E13
THE COMMUNICATION PROCESS	1 Examine and practice the six steps of the communication process. F1
	2 Identify and differentiate non-verbal cues from verbal cues. F2
	3 Model acceptable nonverbal skills in professional communications. F3
	4 Create and respond to various workplace scenarios using effective verbal and non-verbal cues. F4
READING FOR A PURPOSE	1 Develop reading strategies that will improve speed, comprehension, and retention i.e. reading with purpose, reading for information, reading to follow directions). G1
	2 Select correct reading methods for a particular situation (e.g., skimming, scanning, summarizing, speed-reading, in-depth reading). G2
	3 Summarize key details from various reading sources. G3
	4 Determine the meaning of technical terms and other unfamiliar words using context clues. G4
	5 Read and follow simple directions. G5
LISTENING FOR A PURPOSE	1 Identify and practice effective listening skills. H1
	2 Analyze the situation, purpose (informative, evaluative, empathetic, and reflective), and audience of an oral message. H2
	3 Practice methods of active listening such as taking accurate notes and asking questions. H3

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	4 **Critique group members' and own interactions/work and adjust to ensure group success.** H4
	5 **Critique various media and oral presentations analytically and critically.** H5
	6 **Identify and overcome major barriers to enhance active listening.** H6
	7 **Demonstrate professionalism by conducting oneself in a manner appropriate for the workplace.** H7
	8 **Demonstrate the proper use of telephone techniques and manners.** H8
WRITING FOR A PURPOSE	1 **Correctly use parts of speech and components of sentence structure to compose business communications in the appropriate format.** I1
	2 **Correctly apply mechanics of punctuation, capitalization, spelling, and number expression when composing business communications.** I2
	3 **Write in a clear, courteous, concise, complete, and correct manner, without bias.** I3
	4 **Identify and describe the writing process, i.e. determining audience and purpose; brainstorming, outlining, and organizing to produce a rough draft; proofreading and revising to create polished documents that are logical, coherent, and unified.** I4
	5 **Using the writing process, compose and produce a variety of messages using standard business letters, e-mail, newsletters, technical reports, and social media for each of the following: formal, informal, persuasive, and bad news/good news communications.** I5
	6 **Using various social media, identify and respond to work-related situations, i.e. inquiries from customers/employers/colleagues, and networking with industry professionals.** I6
	7 **Select message formatting (fonts, color, case, informal abbreviations, emoticons) for desired audiences.** I7
	8 **Edit and revise personal work as well as that of others.** I8
RESEARCHING FOR A PURPOSE	1 **Locate, assess, and use information from a variety of print and online sources.** J1
	2 **Locate print and online information to aid in decision making and strengthening arguments.** J2
	3 **Determine authority and validity of sources/resources.** J3
	xplain how statistics can be interpreted and manipulated. J4

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	5 **Discuss ethical issues involved in gathering, displaying, and interpreting data.** J5
	6 **Design and carry out various research projects by selecting a topic, constructing inquiry based questions, accessing resources, evaluating credibility, and organizing information.** J6
	7 **Analyze data from graphic features (e.g., charts and graphs) from a variety of resources.** J7
	8 **Using various technologies, create charts, tables, and surveys to collect and showcase data in support of business communications.** J8
	9 **Use pertinent data to justify findings.** J9
SPEAKING FOR A PURPOSE	1 **Develop and practice effective oral communication skills.** K1 a Practice correct pronunciation and enunciation. K1A b Identify regional, international, and cultural differences in communication; use bias-free language. K1B c Participate in group discussions by expressing opinions and talking about current issues positively and tactfully. K1C d Plan and present short presentations individually or as a group member. K1D
	2 **Use proper telephone techniques and etiquette.** K2
	3 **Ask questions and respond to questions with confidence to elicit general and specific information.** K3
	4 **Organize thoughts to reflect logical thinking before speaking, i.e. outline, agenda, handout, or speaker notes.** K4
	5 **Identify and model effective speech delivery techniques, i.e. voice inflections, facial expressions, eye contact, and movement.** K5
	6 **Deliver impromptu and planned speeches/presentations.** K6
	7 **Select and use appropriate technology to enhance business presentations, (e.g., PowerPoint, Photo Story, MovieMaker, Prezi, etc.).** K7
SOCIAL COMMUNICATION	1 **Compile significant points regarding courtesy and propriety (priority, privacy, property) in a digital business world ("netiquette").** L1
	2 **Demonstrate appropriate behavior in relationships such as personal leadership, respect for authority, chain of command, and conflict resolution.** L2
	3 **Brainstorm, develop, and present a personal code of ethics.** L3

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	4 Determine validity and reliability of information (biased, literal, inferential, and factual) statements. L4
EMPLOYMENT COMMUNICATIONS-CAPSTONE	1 Research the job market and specific potential employers using personal and electronic networks. M1
	2 Compose a cover letter/envelope, resume (print and scannable), and follow-up letter for a simulated job opportunity. M2
	3 Complete an employment application form. M3
	4 Role-play interviews and demonstrate appropriate nonverbal and verbal communication. M4
	5 Differentiate among business attire (e.g., casual, business-casual, professional business, and formal attire) and select correct attire for specific situations. M5
	6 Talk about qualities that employers expect in employees. M6
	7 Examine legal and illegal employment practices. M7
	8 Brainstorm and prepare a list of questions to ask an interviewer (i.e. job responsibilities, work environment). M8
	9 Demonstrate common mistakes made by interviewers and interviewees. M9
	10 Practice basic etiquette and manners in given situations. M10
	11 Develop an employment portfolio to include documents that support professional performance. M11