Tennessee CTE

# Business Communications

## Communication Components

1 **Demonstrate compliance with the school's ethics policy regarding copyrighted materials, plagiarism, authenticity, proper citations, privacy, and proper use of technology resources.** 1

2 **Identify, analyze, and critique the basic components of communications, such as the message, the sender, the receiver, the mode, the noise, and the response. This includes conducting responsible research when necessary, developing effective arguments, composing meaningful and coherent messages appropriate to the intended audience, and polishing one's delivery skills to deliver an effective and credible message, followed by listening.** 2

3 **Differentiate between verbal and nonverbal communications when interacting with peers, subordinates, superiors, and customers. List specific techniques for effective communications and evaluate how different cultures and generations attach different meanings to various gestures, intonations, and other communications techniques.** 3

4 **Practice and implement proven communication techniques to foster positive interpersonal relationships in the business atmosphere, such as:** 4

- a Establishing and maintaining positive relationships with coworkers and customers (e.g., being fair, helpful, tactful, gracious, and appreciative). 4.A
- b Recognize manifestations of tension and employ recommended strategies to resolve the situation in the most favorable ways (e.g., collaborating, compromising, accommodating). 4.B
- c Practice various interactions and conflict resolution strategies by participating in role-play exercises and structured controversies, allowing students to model positive/supportive behaviors that respect varying perspectives and viewpoints of others and yield consensus decision-making. 4.C

## Digital Citizenship

5 **Create a rubric for evaluating and selecting the best electronic communication tool for a given task or situation. Using scenarios from business and industry, identify appropriate tools for various situations and defend selections through a persuasive narrative, based on the application of the rubric.** 5

6 **Research and analyze various aspects of good digital citizenship. In groups, discuss the effects of technology on day-to-day and business communications. Select one topic (such as hacking of a customer database, social media, etc.) for further exploration and develop an electronic presentation employing to**

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**demonstrate the implications of the topic on society, as well as business and industry.** 6

**7 Compile significant points regarding courtesy and propriety in a digital business world ("netiquette") and prepare a presentation or web page that includes the topics of** 7

- a Message priority (urgent, normal, or low) 7.A
- b Consent to share (property rights) 7.B
- c Confidential or sensitive information (privacy) 7.C
- d Message formatting (fonts, color, case, informal abbreviations, emoticons) 7.D

**Business Writing**

**8 Evaluate, create, and revise business correspondence, e-mail messages, short contracts and reports, electronic forms, and small legal documents for a business in standard English using the following:** 8

- a Employing word processing and simple spreadsheet programs 8.A
- b Using proper grammar essentials, including parts of speech, vocabulary, punctuation, sentence structure 8.B
- c Applying accepted business styles, including fonts, margins, layout, color, formats for dates, times, currencies, proper names 8.C
- d Using acceptable business language, vocabulary, acronyms 8.D
- e Writing for social media 8.E
- f Writing for the internet 8.F

**9 Analyze examples of written digital communications (e-mails, instant messaging, etc.). Compare and contrast writing conventions required to master this form of communications.** 9

**10 Analyze examples of writing for evolving digital platforms such as social media applications. Compare and contrast writing conventions required for commonly used applications and construct an event announcement for a local business in formats appropriate for at least three different social media/networking tools.** 10

**11 Locate a website used by a business to sell a product or service. Evaluate the website's design, content, text, images, layout, and color. Discern the site's effectiveness and ease of navigation, including the use of hyperlinks. Using persuasive writing, produce a critique addressing the pros and cons of the site, and offer recommended revisions.** 11

**Desktop Publishing**

**12 Create, adjust, and publish business document projects to typographic standards:** 12

- a Using word processing, spreadsheet, and desktop-publishing software 12.A
- b Planning layouts based on estimation and calculations to achieve accepted balance of text, art, photos, and white space 12.B

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c Applying consistent style standards, including fonts, margins, layout, color scheme, and image and text formats 12.C

d Inserting and formatting merged graphic elements, such as charts, graphs, photos and artwork, and text embellishments 12.D

e Incorporating editing and revision markings to incorporate desired changes by the author/editor 12.E

13 **Configure and send typographic output for designing camera ready documents on destination printer, color model (RGB, CMYK, etc.), preprint color requirement, and process color separations.** 13

14 **Manipulate, enhance and produce digital photographs, graphics, or other art elements utilizing photographic and / or graphic editing software.** 14

**Oral Communications**

15 **Draft and edit two speeches: (1) to persuade, and (2) to inform. Incorporate planning and preparation to deliver speeches that adhere to the following expectations:** 15

a Appropriate for various audiences and purposes 15.A

b Delivered with enthusiasm and appropriate body language 15.B

c Structured to guide the listener to the desired objective or response 15.C

d Includes facts and research, in addition to original claim(s) and counterclaim(s) supported by evidence 15.D

e Revised based on peer feedback 15.E

16 **Critique the purpose of various speaking assignments to identify the design and goal, such as to inform, educate, convince, persuade, or lead to action.** 16

17 **Plan, prepare, and conduct a short business meeting, including following-up after the meeting. Write an agenda, develop and produce necessary materials, facilitate the meeting effectively, and prepare a follow-up email thanking the attendees for their participation and summarizing key takeaways and action items.** 17

18 **Promote, organize, and practice creative problem-solving using the brainstorming approach, incorporating common techniques such as predefined time limits, short breaks, goals, visual aids, and record-keeping.** 18

**Virtual Meetings**

19 **Plan, organize, schedule, and deliver a webinar to one or more distant parties using computer conferencing tools (e.g., telephone or voice over IP, online conferencing system).** 19

a Prepare an invitation, agenda, and overall script for the webinar, outlining the planned verbiage and business-related flow of information. Include guidelines, minutes and follow-up. 19.A

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b Single-handedly or as a team, conduct the webinar or simulated webinar according to the agenda. 19.B

c Leverage the video, audio, and meeting enhancement tools available through the selected webinar software, such as highlighting, chat, polling, and question features to maximize audience interaction. 19.C

d Save, and edit, if needed, a short audio/video recording of the webinar for later publication. 19.D

**20 Plan, organize, schedule, and conduct a web videoconference or simulation with one or more distant parties using computer conferencing tools (e.g., webcams, high-speed Internet, computer)** 20

a Prepare an overall agenda for the web conference, outlining the planned exchanges of information, positioning and appearance of people, and switching between video sources (e.g., webcams, document cams, and other imagery). 20.A

b Follow the agenda to complete the web-meeting exchange, either single-handedly or as part of a team. 20.B

c Use effective communication and engagement strategies (such as effective meetings facilitation) to encourage active participation by all parties connected to the meeting. 20.C

d Save, and edit if needed, a short audio/video recording of the web meeting for later publication. 20.D

**Career Activities**

**21 Prepare an electronic portfolio** 21

a Including work products demonstrating career preparation skills, using an assortment of media (text, photos, video, hyper-linked pages). 21.A

b Including a professionally formatted résumé and other supporting documents such as cover letter and application. 21.B

c Packaged on a suitable media (e.g., CD, DVD, memory stick, web site). 21.C

**22 Research interview questions focused on engaging with the potential employer. Identify one company and conduct mock job interviews to practice asking clear questions and providing clear job interview responses.** 22

**23 Conduct a job search of positions in one or more career areas of interest using tools such as https://www.jobs4tn.gov and other online employment resources; complete a job application; participate in mock interviews with partner businesses and/or through participation in a student organization event.** 23

**24 Address the appropriate use of and ethics related to social media in personal and professional situations and its impact on career search processes, as well as its impact on the professional reputation of a person.** 24