Utah CTE

Business Communication 1: Grades 10-12 (2022)

Effective communication- Students will understand that effective communication results in the receiver understanding the intended message. 1

1 **Recognizing the purpose of a message** 1.1

- a Political 1.1.A
- b Commercial 1.1.B
- c Social 1.1.C
- d Personal 1.1.D
- e Education 1.1.E

2 **Understand and identify how the audience and situation affects style and tone.** 1.2

- a Recognize when to use communication channels based on audience 1.2.A
  - 1 Friends 1.2.A.1
  - 2 Boss/Supervisor 1.2.A.2
  - 3 People you supervise 1.2.A.3
- b How appearances (visual aides and dress for example) impact message 1.2.B

3 **Barriers to effective communication** 1.3

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a Identify barriers to communication. 1.3.A

1 Organizational barriers: the hindrances in the flow of information among the employees that might result in a commercial failure of an organization. 1.3.A.1

2 Physical barriers: an element or a physical factor that acts as a distraction to hinder the flow of communication 1.3.A.2

3 Physiological barriers: the limitations of the human body and the human mind (memory, attention, and perception) 1.3.A.3

4 Language barriers: Obstacles like the lack of knowledge of a specific language that obstructs communication. 1.3.A.4

5 Cultural barriers: an issue arising from a misunderstanding of meaning, caused by cultural differences between sender and receiver. 1.3.A.5

6 Psychological barriers: the influence of the psychological state of the communicators (sender and receiver) which creates an obstacle for effective communication. 1.3.A.6

7 Technology barriers: any miscommunication caused by technology integration, slow internet, lack of training on technology or other technology based interferences. 1.3.A.7

b Use bias-free language to develop responsible ways of thinking and acting. Bias-free language does not discriminate and therefore includes all audience members in a fair and friendly manner. 1.3.B

Performance Skills: Create a presentation on any subject that shows the following

a Clearly identified audience

b Tailor a presentation to an audience

c Use bias-free language.

Effective communication includes recognizing non-verbal cues, choosing the message, and recognizing barriers to communication. Students will identify and demonstrate effective non-verbal communication. 2

1 Nonverbal communication is the transfer of information through the use of body language including eye contact, facial expressions, gestures and more. 2.1

a Recognize the effect of nonverbal communication 2.1.A

1 Facial Gestures 2.1.A.1

2 Hand gestures 2.1.A.2

3 Body language 2.1.A.3

4 Mannerisms 2.1.A.4

5 Eye contact 2.1.A.5

Performance Skills (choose one): Demonstrate nonverbal communication. This includes the following:

a Practice nonverbal forms of communication.

Demonstrate how altering non-verbal communication can change a message.

Give a specific example of a communication barrier in business

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Communication Skills- Students will develop and practice effective spoken communication skills. Spoken Communication- refers to the production of spoken language to send an intentional message to a listener, especially in contrast to using gestures or mannerisms (non-verbal communication). 3

1 **Understand correct use of the following components/characteristics of spoken language** 3.1

- a Pronunciation: how you say a word. This includes emphasizing different syllables, words, or phrases. Pronunciation can vary based on geography or tradition. 3.1.A
- b Enunciation: to pronounce a word clearly; articulating every syllable of the word 3.1.B
- c Tone: is the inflection, the rise and fall of the sound, such as ending a question in a higher pitch. Often conveys specific emotions to the listener. Can include volume. 3.1.C
- d Cadence: rhythmic flow of a sequence of sounds or words, including pauses. 3.1.D

2 **Understand how to create an effective spoken presentation** 3.2

- a Prepare thoroughly and plan your message 3.2.A
- b Consider your audience 3.2.B
- c Avoid reading your presentation 3.2.C
- d Dress appropriately 3.2.D
- e Introduce yourself and your topic 3.2.E
- f Speak clearly using projection to reach the back row 3.2.F
- g Have confidence, make eye contact and use your space 3.2.G
- h Be careful with filler words 3.2.H
- i Summarize and end strong 3.2.I
- j Be prepared to answer questions 3.2.J

Performance Skills: Practice and use oral communication skills. This includes the following:

- a Plan and present short presentations
- b Analyze a famous speech
  1. Evaluate cadence, enunciation, pronunciation and tone

Written Communication- Students will produce effective written communication documents. 4

1 **Use digital tools to identify and correct common grammatical errors** 4.1

- a Misspelled and misused words 4.1.A
- b Run on sentences or fragments 4.1.B
- c Proper capitalization (proper nouns, I, start of sentences) 4.1.C
- d Improper punctuation (when to use semicolons, colons, commas, and periods) 4.1.D

2 **Use effective writing to produce emails appropriate to task, purpose, and audience.** 4.2

Appropriate use of salutation and opening of an email 4.2.A

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b Use correct tone and professionalism (etiquette) for the audience and intended message 4.2.B

1 everyday/routine/good news 4.2.B.1

2 sales/persuasive 4.2.B.2

3 bad news/refusal messages 4.2.B.3

c Appropriate use of complimentary close 4.2.C

d Understand the use of e-mail attachments 4.2.D

e Editing (read it through) before publishing/send 4.2.E

3 Know how to access and select the appropriate templates for document design 4.3

a Explore available templates - in google, microsoft, or other web resources 4.3.A

b Understand the importance and need for document layout 4.3.B

c Know which templates will enhance your message 4.3.C

Performance Skills (choose one): Students will demonstrate their understanding of effective written communication

a Compose and send either a good news or a bad news email

b Have students evaluate email or another piece of writing looking for grammar, purpose, audience, and layout.

Listening Skills- Students will develop and practice proficient listening skills in the workplace- including phone calls, video calls, and in person. 5

1 Understand how to follow directions and listen attentively 5.1

a Take accurate notes 5.1.A

b Ask questions 5.1.B

c Follow directions 5.1.C

d Make eye contact and exhibit other non-verbal cues, such as nodding, and smiling 5.1.D

2 Demonstrate the proper use of telephone and video call techniques 5.2

a Speak clearly and take part in conversation 5.2.A

b Be aware of your background, muting self or turning off camera 5.2.B

c Be courteous- professional in chat, not texting during meetings, etc. 5.2.C

d Leave effective messages including contact information- spoken slowly 5.2.D

e Reply to messages in a timely manner 5.2.E

Performance Skills (choose one): Students will practice listening skills.

a Watch or participate in a business meeting and take notes

b Practice following oral directions and taking notes.

c Demonstrate proper phone technique.