Utah CTE

Business Communication 2 (2025)

Communication in Careers: Students will learn communication skills to be successful in a chosen career path. 1

1. **Explore high-wage, high-demand careers using resources like YouScience Brightpath and the Utah DWS website. Look for 3-5 star careers.** 1.1
    1. Explore career options to help students choose a career pathway for their capstone project by the end of this Strand. 1.1.1
    2. Understand the connection between CTE High School, College, and Career Pathways, specifically as they relate to Business Communication careers and other classes offered related to these Pathways. 1.1.2
        1. Describe the Utah pathway(s) that Business Communications is currently included in. 1.1.2.1
            1. Utah CTE Pathways 1.1.2.1.1
            2. Explore UTech, Utah's technical college network, to identify technical colleges and local digital marketing programs. 1.1.2.1.2
            3. Explore what opportunities are available for Utah high school seniors. 1.1.2.1.3

2. **Determine skills and experience needed for a specific career path.** 1.2
    1. Identify industry exams, licenses, and certifications needed for a career. 1.2.1
    2. Students can gain their first credentials or Industry certifications that highlight the skills they have through Google, MOS, ADA, CS/IT, Adobe, Data Analytics, Digital Marketing, and MTA industry exams. 1.2.2

3. **Determine the Education and/or Certification programs offered in Communication (ex. public relations).** 1.3
    1. Identify secondary certifications and/or degrees needed for these types of careers. 1.3.1
        1. USHE Utah System of Higher Education. Highlight the current BS or BA opportunities in Business or Communications 1.3.1.1
        2. Teach students the importance of emerging social media sites like LinkedIn in verifying communication skills. 1.3.1.2

Reading Strategies: Students de

1. **Use basic evaluation techniques to find and use a variety of credible and reliable sources of information. Selecting the most appropriate information to include in our sources (CRAAP)** 2.1

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informational reading strategies necessary for success in their career path. Possible resources include using the Utah Online Library in order to find credible information. 2

1. Currency: How recent the information is 2.1.1
2. Relevance: How important the information is for your needs 2.1.2
3. Authority: The source of the information, including the author, publisher, and sponsor 2.1.3
4. Accuracy: How reliable, truthful, and correct the information is 2.1.4
5. Purpose: The reason the information exists 2.1.5

2. **Understand how to use and apply the information from various articles, websites, blogs, and other industry publications to a chosen career path.** 2.2
   1. Summarize the main ideas of the information sources 2.2.1
   2. Explore trends and the effect of AI on an industry 2.2.2
   3. Identify the various ways an industry communicates information to its stakeholders. 2.2.3
      1. Blogs 2.2.3.1
      2. Social Media 2.2.3.2
      3. Infographics 2.2.3.3
      4. Formal reports or documents 2.2.3.4
      5. Professional journals and periodicals 2.2.3.5

3. **Explain strategies for reading and interpreting graphs, charts, tables, and other non-textual diagrams.** 2.3
   1. Identifying the X and Y axis and what they represent 2.3.1
   2. Understanding the legend of the chart 2.3.2
   3. Labeling information to display meaning 2.3.3
   4. Looking for patterns and trends in information 2.3.4
   5. Chunking information together 2.3.5
   6. Using pictures where relevant to increase understanding 2.3.6

Conversation Skills: Students will understand the importance of formal and informal conversation in business communication. 3

1. **Describe situations in a work environment that require professional conversation.** 3.1
   1. Explain how to have a difficult conversation when (hiring, firing, asking for a promotion, hygiene issues, colleague conflicts, giving a positive no, resigning from a job, and managing an unhappy customer/ employee.) 3.1.1
   2. Explain how to have a difficult conversation when (hiring, firing, asking for a promotion, hygiene issues, colleague conflicts, giving a positive no, resigning from a job, and managing an unhappy customer/ employee.) 3.1.2

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3. Discuss the importance of preparing for a difficult conversation and listening to the other person. Three C's of Difficult Conversations 3.1.3
    1. Confidence: Do not apologize, know your points while speaking with calm conviction. 3.1.3.1
    2. Clarity: Be direct and specific by summarizing, restating decisions, expectations, and deadlines. 3.1.3.2
    3. Control: Stay emotion-free while still showing empathy and understanding for the other person. 3.1.3.3
4. Describe how biases impact communication and perspective in understanding 3.1.4
    1. Biases: preconceived notions or judgments that can influence how messages are sent and received 3.1.4.1
5. Differentiate between formally requesting time off and providing a two-week notice to an employer, which is ideally done through formal email or written letter. 3.1.5
6. Discuss when to have conversations in person, through text, or by email. 3.1.6

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2. **Explore the business/professional situations that require communication, and evaluate appropriate communication. Develop ways to improve listening, notetaking, and observing skills, and give verbal feedback to engage in each situation** 3.2
    1. Small talk: informal break room talk, introductions, or group gathering moments with supervisor, colleagues, and customers. 3.2.1
    2. Discuss negative conversation types that are not conducive to group conversations. 3.2.2
        1. Interrupters 3.2.2.1
        2. Rambling 3.2.2.2
        3. Repeaters 3.2.2.3
        4. Negative Talk 3.2.2.4
        5. Poor Body language 3.2.2.5
        6. The one upper 3.2.2.6
        7. Narcissistic tendencies 3.2.2.7
    3. Customer relationship interaction: remembering customer names and details 3.2.3
    4. Impromptu summary: Without prior notice, express your opinion thoughtfully, and summarize current issues succinctly. 3.2.4

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5. Reporting to or receiving a report/feedback from a supervisor 3.2.5
    1. When giving feedback, use the sandwich method: positive, negative, positive. 3.2.5.1
    2. Prepare questions from your feedback, training, or future career goals. 3.2.5.2
    3. Keep a paper trail of comments and any formal professional feedback. 3.2.5.3
    4. Report back on goals in a timely manner or request a timeline if one was not given. 3.2.5.4
6. Business dinner or reception: more formal conversations with business partners or clients. The goal is to make a positive impression, avoiding controversial topics. 3.2.6
7. Illustrate how to prepare for a board meeting or formal presentation. 3.2.7
    1. Have a prepared presentation with details planned and listed in a handout or a slideshow. 3.2.7.1

Employment Communication Students will explore the appropriate communication tools and strategies for securing employment. 4

1. **Understand the importance of tailoring an employment resume to match a specific job description** 4.1
    1. Job Posting websites: a site used by employers to advertise their job vacancies to job seekers. 4.1.1
        1. Examples: Jobs.utah.gov, Monster.com, Snagajob, Indeed.com, Glassdoor, Simplyhired, and LinkedIn. 4.1.1.1
    2. Job Description: published notice of employment opening including lists of duties and experience required. 4.1.2
    3. Adapting a resume to include keywords from the job description to aid in the screening of applicants. 4.1.3
        1. Keywords: specific words from the job description that an employer will use to filter applicants. 4.1.3.1

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2. **Students understand that a professional resume communicates their skills and verifiable experiences.** 4.2
    1. Templates: a digital tool that provides a structure for resumes, cover letters, and other business documents 4.2.1
    2. Professional profiles/ networking sites: include your name, professional profile photo, summarize your work history/story, list your skills, and ask connections to endorse your skills, network with/follow others. 4.2.2
    3. Resumes Essential Components: Contact information, Work experience, Education Experience, and at least 1 of the following (Skills and Certifications, Personal Interest, Awards) to fill one page. 4.2.3
    4. References Sheet: a separate document that contains names, contact information, and relationship length and description. Non-family members! 4.2.4

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5. Requesting a letter of recommendation (LoR): for employment or scholarships, which should include: 4.2.5
    1. Job description, employer name, or position 4.2.5.1
    2. A timeline of when you need LoR 4.2.5.2
    3. Keywords to use within the LoR 4.2.5.3
    4. Examples and experiences you have had with the recommender 4.2.5.4

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3 Explore the importance of an effective cover letter and follow-up letter in the ability to secure employment 4.3

1. Cover letter essentials: 4.3.1
    1. Consistent formatting with resume: this includes fonts and header styles with contact information. 4.3.1.1
    2. Introduction: Where the potential employee briefly describes themselves. 4.3.1.2
    3. Employee Skills: should be matched to the job description and give specific details. 4.3.1.3
    4. Fit: employee beliefs and values align with the business culture and mission 4.3.1.4
    5. Ask: Request an interview and explain how to best contact you 4.3.1.5
2. Follow-up letter essentials: 4.3.2
    1. Thank the employer for the interview 4.3.2.1
    2. Reminder of fit: why you are an ideal candidate 4.3.2.2
    3. Future looking: how to contact you for further information 4.3.2.3

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4 Understand he process for effective job interviews 4.4

1. Informal job interviews 4.4.1
    1. Networking: Interacting with others to exchange information and develop professional/ social contacts. 4.4.1.1
    2. Professionally complete a written or electronic job application form 4.4.1.2

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2. Interview Essentials: 4.4.2
    1. Research the company. Applicants should know their product/service, and understand the company values and culture (including dress) 4.4.2.1
    2. Prepare answers to common interview questions (identify ones common to each chosen career path) 4.4.2.2
    3. Prepare a list of questions to ask at the end of an interview. Should be related to the company's mission, vision, values, the fit, and ask. 4.4.2.3
    4. Avoid common mistakes made by applicants such as improper dress or grooming, looking at your phone, chewing gum, sharing too much personal information, answering questions too briefly, not doing research on the company, inquiring too soon on pay, or vacation time off. 4.4.2.4
    5. Arrive early 4.4.2.5
    6. Find a way to stand out through your experience and education. Be sure to connect it back to the position you are applying for. 4.4.2.6

5. **Understand the unique aspects of virtual/video interviews and best practices for success.** 4.5
    1. Technology Check: Test the internet connection, webcam, and microphone beforehand. Ensure good lighting and a clean background 4.5.1
    2. Professional Appearance: Dress professionally, as you would for an in-person interview 4.5.2
    3. Eye Contact: Look at the camera, not just the screen, to simulate eye contact 4.5.3
    4. Body Language: Maintain good posture and body language. Be aware of non-verbal communication 4.5.4
    5. Minimize Distractions: Find a quiet place with minimal interruptions. Silence notifications and close unnecessary tabs/programs 4.5.5
    6. Platform Familiarity: If you know the video platform (Zoom, Teams, etc.), familiarize yourself with it in advance 4.5.6
    7. Virtual Etiquette: 4.5.7
        1. Mute when not speaking 4.5.7.1
        2. Wait your turn to speak and avoid interrupting 4.5.7.2
        3. Be mindful of background noise and visual distractions 4.5.7.3

6. **Describe the importance of maintaining a professional and appropriate social media activity in securing and keeping employment.** 4.6
    1. Explain the importance of an online persona: an identity that someone presents online through the activities and interactions they choose to engage in. 4.6.1
    2. Social media accounts should give the impression that you are a professional and trustworthy potential hire. 4.6.2

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    Explain the use of Social media as a common screening practice for future college and career opportunities. Share statistics of screening practices. 4.6.3

Informational Reading: Students will improve and demonstrate effective informational reading strategies necessary to success in the workplace. 5

1 **Use basic evaluation techniques to find and use a variety of credible and reliable sources of information.** 5.1
   1 Date of publication 5.1.1
   2 Check the sources of the information 5.1.2
   3 Checking sources for credible and accurate information 5.1.3
   4 Determine the motive(s) of the publication, such as political, commercial, educational, or informational 5.1.4
   5 Verify AI sources to ensure they do not produce hallucinations 5.1.5
      1 Hallucinations: misleading or incorrect results when using AI tools 5.1.5.1

2 **Determine key understanding from various articles, websites, blogs, and other publications.** 5.2
   1 Summarize the information sources main ideas 5.2.1
   2 Determine the key points for future communications 5.2.2

3 **Understand how to use the information you have gathered to apply it to the business or organization that they are in.** 5.3
   1 Create recommendations on improved practices for the business 5.3.1
   2 Determine the best way to communicate recommendations from reading 5.3.2

Sharing Information: Students will understand various formal methods for delivering/sharing knowledge in the workplace. 6

1a **Demonstrate the ability to present a verbal report in a work environment** 6.1A
   1 Identify how verbal presentations vary through different industries. Client presentation vs a large audience. 6.1A.1

1b **Describe situations and scenarios to create and organize a professional verbal report in a variety of workplace settings** 6.1B
   1 Plan & Construct: (research, outline, and organize) in a well-thought-out and easily communicated format. 6.1B.1
   2 Compose: use correct grammar, spelling, and parallelism in both the presentation and oral report. Reference/Works Cited page with proper citations for sources. 6.1B.2
   3 Edit: Practice and revise the presentation after receiving feedback. 6.1B.3
   4 Present (See standard 2) 6.1B.4

2a **Share an example of a professional presentation.** 6.2A
   1 Manage public speaking apprehension. 6.2A.1
      1 Rehearse your presentation 6.2A.1.1
      2 Visual guide- slideshow 6.2A.1.2

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2 Individual challenges in verbal presentations are common Share strategies for facing human limitations 6.2A.2

1 Paced breathing 6.2A.2.1

2 Repeated practice 6.2A.2.2

2b Review best practices when giving a professional presentation. 6.2B

1 Dress appropriately 6.2B.1

2 Posture 6.2B.2

3 Eye contact 6.2B.3

4 Body language, including hand/arm gestures 6.2B.4

5 Filler words such as like, um, so. 6.2B.5

6 Volume and enunciation 6.2B.6