

B.E. Publishing

Correlations to *Business & Professional Communications* to Certiport Critical Career Skills: Professional Communication Certification

STANDARD		CORRELATING PAGES	
1 Describe Basic Communication Principles			
1.1	Identify professional communication skills	May include differentiating between professional and unprofessional behaviors; recognizing a professional email address; cultivating an appropriate social media presence including profile information, posts, photos, and videos; describing professional time-management skills including punctuality, attendance, and notification.	Ch. 2 p. 25 Types of Language, Ch. 6 p. 158 Contact Information, Ch. 6 p. 78 Writing and Formatting Social Media Posts, Ch. 11 p. 147 Personal Qualities
1.2	Identify effective verbal, nonverbal, and listening skills	May include basic delivery standards such as facing the audience or speaker and making eye contact; communicating a message or feedback through nonverbal methods; moderating intonation, rate, tone, volume, and enunciation; keeping your attention on the message; deferring judgment.	Ch. 1 p. 24 Nonverbal Communication, Ch. 8 p. 111-113 Conducting Informal Professional Presentations, Ch. 9 p. 122 Conducting Formal Professional Presentations, Ch. 10 p. 134 Critically Listening to Formal Presentations
2 Plan for Effective Communication			
2.1	Analyze the effect of the audience on a message	May include identifying the audience data required to craft an effective message; analyzing audience demographics such as age, education, gender, marital status, race, religion, and other statistical factors by which population is measured.	Ch. 4 p. 40 Audience and Purpose, Ch. 5 p. 53-56 Defining Purpose and Audience & Adapting Language, Ch. 6 p 72 Audience and Purpose, Ch. 9 p 116-117 Preparing for Formal Speaking
2.2	Analyze the effect of the environment on a message	May include in-person vs. remote, audience size, room size, available equipment.	Ch. 8 p. 111-113 Conducting Informal Presentations, Ch. 9 p 116-117 Preparing for Formal Speaking
2.3	Given a communication scenario, identify the specific purpose	May include identifying the primary message you need to deliver; distinguishing between informative, persuasive, and motivational messages, differentiating between ethical, emotional, and logical persuasion.	Ch. 4 p. 40 Audience and Purpose, Ch. 5 p. 53-56 Defining Purpose and Audience & Adapting Language, Ch. 6 p 72 Audience and Purpose, Ch. 9 p 116-117 Preparing for Formal Speaking

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2.4	Given a communication scenario, address ethical and legal issues	May include defining and identifying issues related to accessibility, attribution, biasfree communication, confidentiality, copyright, trademark, and plagiarism; responding to requests for data, identifying biased communication terminology, ensuring that presentations and documents comply with accessibility standards, removing personal information from presentations and documents.	Ch. 1 p. 11-15 Ethics in Communication, Copyright and Fair Use & Cultural Diversity in the Workplace, Ch. 4 p. 43-44 Points of View, Ch. 9 p. 118-119 Collecting Information Sources
2.5	Given a business scenario, select the most appropriate communication medium	May include verbal messages such as face-to-face discussions, phone calls, and voice messages; written messages such as emails, text messages, business letters, job applications, resumes, and meeting agendas and minutes; visual messages such as PowerPoint presentations and videos; business-related social media messages using services such as Facebook, Instagram, LinkedIn, and Twitter.	Ch. 2 p 26 Channels of Communication, Ch. 5 p. 66-68 Publishing, Ch. 6 p. 75-79 Composing, Editing, and Formatting a Variety of Written Documents
2.6	Effectively outline and summarize your message	May include creating a complete and concise outline; outlining messages; summarizing your planned message.	Ch. 5 p. 60-62 Writing Process, Ch. 6 p. 78-79 Writing and Formatting Informal Reports, Ch. 9 p. 119-121 Organizing Information
3 Apply Best Practices for Creating Business Deliverables			
3.1	Assemble accurate business communication deliverables	May include creating business communications such as business letters, meeting agendas, meeting minutes, and resumes from components; analyzing the effectiveness of different forms of business communications; using spelling and grammar tools.	Ch. 7 p. 91-94 Writing and Formatting Letters, Ch. 12 p. 157-161 Create a Resume & Create a Cover Letter
3.2	Apply visual design standards to business communications	May include identifying design principles of business communications such as balance, proximity, alignment, repetition, contrast, space, rule of thirds, font choice, color choice, and white space; distinguishing among effective and ineffective visual designs for common forms of business communications such as presentation slides, email messages, and documents.	Ch. 5 p. 66-68 Publishing, Ch. 6 p. 80 Typography in Informal Documents, Ch. 7 p. 86 Formatting Formal Documents

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3.3	Identify effective uses of data visualization to present complex information	May include types of data visualization such as graphs, charts, plots, and infographics; accurate visual representation of data; interpreting the message of a data visualization graphic.
Ch. 4 p. 45 Interpreting Information, Ch. 5 p. 63-64 Composing, Ch. 8 p. 110 Visual and Auditory Aids		
4 Deliver Your Message		
4.1	Describe the variables involved in delivering an effective message	May include personal presentation such as attire and hygiene; environmental variables such as location, physical space, technology, and formality; and issues such as regional language variations, imprecise language, jargon, context, and perceptions.
Ch. 8 p. 111-113 Conducting Informal Presentations, Ch. 9 p. 116-117 Preparing for Formal Speaking, Ch. 13 p. 170-171 Diversity in the Workplace		
4.2	Identify methods of adapting a message based on audience feedback	May include direct feedback; indirect feedback such as body language.
Ch. 8 p. 111-113 Conducting Informal Presentations, Ch. 9 p. 126 Evaluating Presentations		
5 Receive Communications		
5.1	Given a business communication, restate the key points of the message	May include identifying the primary goal of a specific communication; summarizing verbal or written messages.
Ch. 4 p. 46-47 Reading Methods		
5.2	Given a message, identify appropriate responses or clarifying questions	May include responding to and clarifying messages.
Ch. 4 p. 42 Reader's Purpose, Ch. 10 p. 130-131 The Listening Process		
6 Analyze Communication Scenarios		
6.1	Analyze important factors of obtaining employment	May include identifying common mistakes made by interviewers and applicants, distinguishing between appropriate and inappropriate job application documents.
Ch. 12 p. 156-162 Getting Started, p. 163 Create an Employment Portfolio, p. 164 Application Process & References, p. 165-166 Interview Process, p. 167 Following Up		

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6.2	Analyze expressions of and responses to feedback	May include giving constructive criticism, receiving constructive and destructive criticism, seeking feedback, setting and clarifying expectations, and modeling correct behavior as a feedback method.	Ch. 4 p. 42 Reader's Purpose, Ch. 5 p. 64-65 Editing, Ch. 9 p. 126 Evaluating Presentations, Ch. 14 p. 192 Building Confidence
6.3	Analyze communication etiquette within a business hierarchy	May include communications with supervisors, peers, and subordinates; collaborating with a group.	Ch. 2 p. 26 Channels of Communication, Ch. 5 p. 210-211 Professional Etiquette, Ch. 13 p. 171-172 Working in Professional Groups
6.4	Given a customer service request, identify the problem, solution, and appropriate action	May include identifying and restating the problem, identifying the customer's desired solution and the available solutions, and interfacing with team members and customers.	Ch. 13 p. 171-172 Working in Professional Groups, Ch. 14 p. 190-191 Social and Ethical Responsibilities of Leaders, Ch. 15 p. 200-201 Supervision Techniques