

Precision Exams—Business Communication I (220)

DESCRIPTION

Business Communication affects all aspects of our lives. This introductory course will teach students to communicate in a clear, courteous, concise, complete, and correct manner on both the personal and professional levels. Competency will be developed in oral, written, interpersonal, technological, and employment communication. Listening skills will be incorporated throughout the semester. The overriding goal is to provide students with a solid communication base, so they are able to communicate effectively.

STANDARDS, OBJECTIVES, AND INDICATORS	NARRATIVE/ACTIVITY
Standard 1: Students will identify the communication process and practice effective nonverbal communication skills.	
<p>Objective 1: Identify the four steps of the communication process.</p> <ol style="list-style-type: none"> 1. Sender encodes message. 2. Message is sent. 3. Receiver receives message. 4. Receiver sends feedback. 	<p>Narrative: Pgs. 31-32 Steps of the Communication Process, 34 Feedback Loop</p> <p>Activity: Chapter 3 Test Your Knowledge: True or False #2, #5, #6, #7, #10, Short Answer #4; Chapter 3 Read and Write #1; Chapter 3 Listen and Speak; Chapter 3 Create and Design</p>
<p>Objective 2: Recognize the differences between nonverbal and verbal communication.</p> <ul style="list-style-type: none"> • Communicate with one another using only nonverbal communication such as gestures, body language, eye contact, etc. • Identify barriers to communication. 	<p>Narrative: Pgs. 22-23 Verbal Communication; Pg. 24 Nonverbal Communication</p> <p>Activity: Chapter 2 Test Your Knowledge: True or False #4 and #8, Short Answer #3; Chapter 2 Listen and Speak</p>
Standard 2: Students will develop correct usage and mechanics in English.	
<p>Objective 1: Practice and use correct spelling in written communications.</p> <ul style="list-style-type: none"> • Commonly misspelled business words. • Indicator: Numbers, style, general rules (words or figures). 	<p>Narrative: Pgs. 57-58 Spelling and Capitalization; Pg. 68 Final Considerations; Pg. 74 Grammar in Informal Writing bullet #5; Pg. 81 Editing Informal Documents; Pg. 85 Grammar</p> <p>Activity: Chapter 5 Test Your Knowledge: Short Answer #1; Chapter 6 Test Your Knowledge: True or False #2; Chapter 7 Test Your Knowledge: Short Answer #3; Chapter 7 Create and Design</p>
<p>Objective 2: Practice and use correct punctuation and grammar in written communication.</p> <ul style="list-style-type: none"> • Indicator: Identify and revise misplaced and dangling modifiers, redundant words or phrases, correct word choice, and simple, compound and complex sentences. 	<p>Narrative: Pg. 58 Punctuation; Pg. 59 End Punctuation, Pgs. 59-60 Internal Punctuation; Pg. 62 Figure 5.7 #3; Pg. 68 Final Considerations; Pg. 74 Grammar in Informal Writing; Pg. 85 Grammar</p> <p>Activity: Chapter 5 Test Your Knowledge: Short Answer #1; Chapter 6 Test Your Knowledge: True or False #4, #7; Chapter 7 Test Your Knowledge: Short Answer #3; Chapter 7 Create and Design</p>
<p>Objective 3: Communicate in a clear, courteous, concise, complete, and correct manner; select language for audience and purpose.</p> <ul style="list-style-type: none"> • Indicator: Use sentence elements including parallelism, phrases and clauses, subject-verb agreement, and avoiding run-on sentences and fragments. 	<p>Narrative: Pg. 53 Defining Audience and Purpose paragraph 1; Pg. 53 Figure 5.2; Pg. 61 Planning- Who will you be writing for?, Why are you writing?; Pg. 65 paragraph 2; Pg. 65 Editing bullets #3, #4; Pg. 72 Audience and Purpose; Pgs. 84-85 Writing Formal Messages</p> <p>Activity: Chapter 5 Test Your Knowledge: Short Answer #1; Chapter 5 Read and Write #3; Chapter 5 Listen and Speak, Chapter 6 Test Your Knowledge: True or False #10; Chapter 7 Test Your Knowledge: Short Answer #2</p>
Standard 3: Students will develop and practice effective oral communication skills.	
<p>Objective 1: Practice correct pronunciation and enunciation.</p>	<p>Narrative: Pgs. 111-113 Conducting Informal Professional Presentations; Pgs. 122-123 Conducting Formal Professional Presentations</p>

	<p>Activity: Chapter 8 Test Your Knowledge: Short Answer #2; Chapter 8 Listen and Speak; Chapter 8 Create and Design; Chapter 9 Test Your Knowledge: True or False #8, Short Answer #13</p>
Objective 2: Identify regional, international, and cultural differences in communication; use bias-free language.	<p>Narrative: Pgs. 14-15 Cultural Diversity in the Workplace; Pg. 12 Case Study: Ethics in Action</p> <p>Activity: Chapter 1 Read and Write</p>
Objective 3: Plan and present short presentations individually or as a group member.	<p>Narrative: Pgs. 111-113 Conducting Informal Professional Presentations; Pgs. 122-123 Conducting Formal Professional Presentations</p> <p>Activity: Chapter 8 Test Your Knowledge: Short Answer #3; Chapter 8 Listen and Speak; Chapter 9 Test Your Knowledge: Short Answer #7; Chapter 9 Listen and Speak; Chapter 9 Create and Design</p>
<p>Standard 4: Students will develop reading strategies that improve speed, comprehension, and retention.</p>	
Objective 1: Interpret a list of vocabulary words, homonyms, synonyms, antonyms, and jargon.	<p>Narrative: Pgs. 48-49 Vocabulary Skills; Pgs. 55-56 Considering Vocabulary; Pg. 55 Figure 5.3</p> <p>Activity: Chapter 4 Test Your Knowledge: Short Answer #8; Chapter 4 Listen and Speak; Chapter 5 Test Your Knowledge: True or False #2, Short Answer #14</p>
Objective 2: Read and follow simple directions.	<p>Narrative: Pg. 41 Instruct, Pg 137 Directions; Pg. 48 Case Study: Ethics in Action</p> <p>Activity: Chapter 4 Read and Write #2</p>
Objective 3: Select correct reading methods for a particular situation (e.g. skimming, scanning, summarizing, speed-reading, and in-depth reading).	<p>Narrative: Pg. 44 Technology & Communication sentence 2; Pgs. 46-47 Reading Methods</p> <p>Activity: Chapter 4 Test Your Knowledge: True or False #3, #7, Short Answer #6; Chapter 4 Create and Design #5</p>
Objective 4: Assess how point of view or purpose shapes content and style in propaganda, biased, literal, inferential, and factual statements.	<p>Narrative: Pgs. 43-44 Point of View</p> <p>Activity: Chapter 4 Test Your Knowledge: Short Answer #7, Chapter 4 Listen and Speak</p>
<p>Standard 5: Students will produce effective written communication documents.</p>	
Objective 1: Identify the four steps of the writing process (planning, composing, editing, and publishing). <ul style="list-style-type: none"> Indicator: Create clear, courteous, concise, complete, and correct documents. 	<p>Narrative: Pgs. 60-68 Writing Process; Pg. 60 Figure 5.5; Pg. 73 Figure 6.1; Pg. 85 Writing Process</p> <p>Activity: Chapter 5 Test Your Knowledge: True or False #3, Short Answer #4; Chapter 5 Create and Design; Chapter 6 Test Your Knowledge: True or False #9; Chapter 7 Test Your Knowledge: True or False #2</p>
Objective 2: Use the writing process to produce e-mails and letters appropriate to task, purpose, and audience. <ul style="list-style-type: none"> Indicator: Everyday/routine/good news, sales/persuasive, and bad news/refusal. Indicator: "You" approach, passive/active voice, and tone. Indicator: Email attachments, letter enclosures. 	<p>Narrative: Pg. 53 Defining Audience and Purpose paragraph 2; Pg. 61 Planning- Who will you be writing for?, Why are you writing?; Pg. 65 Editing bullets #3, #4; Pg. 73 Follow the Process; Pgs. 76-77 Writing and Formatting Emails; Pgs. 91-94 Writing and Formatting Letters; Pg. 92 Figure 7.6; Pg. 92 Figure 7.7</p> <p>Activity: Chapter 5 Test Your Knowledge: Short Answer #1; Chapter 6 Test Your Knowledge: True or False #5; Chapter 6 Create and Design; Chapter 7 Test Your Knowledge: Short Answer #1, #9</p>
Objective 3: Format Block and Modified Block Style letters using open and mixed punctuation.	<p>Narrative: Pg. 68 Figure 5.11; Pgs. 91-94 Writing and Formatting Letters; Pg. 92 Figure 7.6; Pg. 92 Figure 7.7</p>

	Activity: Chapter 5 Test Your Knowledge: True or False #4; Chapter 7 Test Your Knowledge: Short Answer #9
Standard 6: Students will develop and practice proficient listening skills.	
Objective 1: Practice following oral directions, by listening attentively, taking accurate notes, and asking questions.	Narrative: Pgs. 136-137 Listening with a Purpose Activity: Chapter 10 Test Your Knowledge: Short Answer #6; Chapter 10 Read and Write
Objective 2: Demonstrate the proper use of telephone technique. <ul style="list-style-type: none"> Indicator: Observe verbal cues, speak clearly, be courteous, handle difficult callers, plan outgoing calls, take part in conversation, and leave effective messages, concise through message. 	Narrative: Pg. 32 Technology & Communication, Pg. 138 Attentive Listening in Leadership Activity: Chapter 3 Test Your Knowledge: True or False #1, Short Answer #3
Objective 3: Demonstrate courtesy and respect for the speaker through attentive listening. <ul style="list-style-type: none"> Indicator: Empathize with sender, ask questions to clarify, and make eye contact. 	Narrative: Pgs. 138-139 Attentive Listening in Leadership Activity: Chapter 10 Test Your Knowledge: True or False #1; Chapter 10 Listen and Speak
Standard 7: Students will apply basic oral and written communication skills in personal and professional roles.	
Objective 1: Demonstrate proper respect with customers, coworkers, subordinates, and supervisors. <ul style="list-style-type: none"> Indicator: Chains of command-upward, downward, and horizontal. 	Narrative: Pg. 12 Case Study: Ethics in Action; Pgs. 14-15 Cultural Diversity in the Workplace; Pg. 177 Professional Behavior; Pgs. 184-185 Leadership Characteristics; Pg. 198 Social Responsibilities; Pg. 208 Mutual Respect; Pg. 209 Figure 16.1 Activity: Chapter 1 Test Your Knowledge: Short Answer #9; Chapter 1 Read and Write; Chapter 13 Test Your Knowledge: True or False #9, Short Answer #8; Chapter 14 Test Your Knowledge: Short Answer #4; Chapter 15 Test Your Knowledge: True or False #5; Chapter 16 Test Your Knowledge: True or False #4, Short Answer #4; Chapter 16 Create and Design
Objective 2: Practice and consider the process of conflict resolution by demonstrating correct responses to passive, assertive, and aggressive behaviors. <ul style="list-style-type: none"> Indicator: Participate in group discussions by role playing each behavior by professionally talking about current business issues. 	Narrative: Pgs. 11-12 Ethics in Communication; Pg. 12 Case Study: Ethics in Action; Pg. 178 Conflicts in the Workplace; Pg. 178 Figure 13.3; Pgs. 188-189 Leading Through Conflict; Pg. 188 Figure 14.1; Pg. 189 Figure 14.2; Pg. 199 Conflict Resolution Activity: Chapter 1 Test Your Knowledge: Short Answer #10; Chapter 1 Read and Write; Chapter 2 Test Your Knowledge: Short Answer #4 and #8; Chapter 13 Test Your Knowledge: Short Answer #6; Chapter 13 Listen and Speak; Chapter 14 Test Your Knowledge: True or False #9, Short Answer #3; Chapter 14 Read and Write; Chapter 15 Test Your Knowledge: True or False #6; Chapter 15 Create and Design
Objective 3: Explore positive leadership skills, techniques, styles, good listening skills, communication skills, and an example of good integrity. <ul style="list-style-type: none"> Indicator: Conducting a meeting and preparing an agenda. 	Narrative: Pgs. 138-139 Attentive Listening in Leadership; Pgs. 184-185 Leadership Characteristics; Pgs. 186-187 Leadership Techniques; Pgs. 200-203 Supervision Techniques; Pg. 207 Assessing Leadership Characteristics Activity: Chapter 10 Test Your Knowledge: True or False #4, Short Answer #4; Chapter 14 Read and Write #2; Chapter 14 Listen and Speak; Chapter 15 Test Your Knowledge: Short Answer #6; Chapter 16 Test Your Knowledge: Short Answer #5
Objective 4: Explore positive teamwork skills, techniques, and styles.	Narrative: Pg. 171 Working in Professional Groups; Pg. 177 Professional Behavior; Pg 186 Leadership Techniques Pg. 187 Technology & Communication; Pgs. 200-203 Supervision Techniques Activity: Chapter 13 Test Your Knowledge: Short Answer #7; Chapter 14 Test Your Knowledge: True or False #1; Chapter 15 Test Your Knowledge: True or False #7; Chapter 15 Create and Design

<p>Objective 5: Incorporate standards of business ethics into effective communication.</p>	<p>Narrative: Pgs. 190-191 Social and Ethical Responsibilities of Leaders; Pgs. 198-199 Ethical Responsibilities; Pg. 211 Ethical Responsibilities</p> <p>Activity: Chapter 14 Test Your Knowledge: True or False #7; Chapter 15 Test Your Knowledge: Short Answer #3; Chapter 16 Test Your Knowledge: True or False #2, Short Answer #2</p>
<p>Standard 8: Students will use technology to enhance the effectiveness of communication.</p>	
<p>Objective 1: Practice and apply basic software applications.</p> <ul style="list-style-type: none"> Indicator: Refine and enhance documents as needed, using electronic spell check, thesaurus, grammar check, layout, design, and graphics. 	<p>Narrative: Pg. 64 paragraph 1; Pg. 66 Publishing paragraph 2; Pgs. 75-79 Composing, Editing, and Formatting a Variety of Written Documents; Pg. 80 Technology & Communication; Pg. 86 Formatting Formal Documents</p> <p>Activity: Chapter 5 Test Your Knowledge: True or False #5; Chapter 5 Create and Design; Chapter 6 Test Your Knowledge: True or False #8; Chapter 7 Test Your Knowledge: Short Answer #9</p>
<p>Standard 9: Students will integrate all forms of communication in pursuit and retention of employment.</p>	
<p>Objective 1: Explore job search strategies and sources for job placement.</p>	<p>Narrative: Pg. 151 Finding Employment</p> <p>Activity: Chapter 11 Test Your Knowledge: True or False #9, Short Answer #7; Chapter 11 Create and Design, Chapter 11 Listen and Speak</p>
<p>Objective 2: Create an employment portfolio.</p> <ul style="list-style-type: none"> Indicators: Write an application/cover letter, resume, and follow-up letter for a simulated job opportunity. 	<p>Narrative: Pg. 163 Create an Employment Portfolio; pg. 146 Technology & Communication</p> <p>Activity: Chapter 12 Test Your Knowledge: Short Answer #3</p>
<p>Objective 3: Understand the application and interview process for employment.</p> <p>Indicators:</p> <ul style="list-style-type: none"> Complete a job application form properly. Role-play interviews and demonstrate appropriate verbal and nonverbal communication. Differentiate among business attire (e.g. casual, business-casual, professional business, and formal attire) and select correct attire for specific situations. Prepare a list of questions to ask an interviewer and make a list of common mistakes made by interviewers and applicants. Use correct strategies for accepting or rejecting an offer. 	<p>Narrative: Pgs. 152-153 Interviewing for Employment; Pg. 164 Application Process; Pgs. 165-166 Interview Process</p> <p>Activity: Chapter 11 Test Your Knowledge: True or False #5, Short Answer #6; Chapter 12 Test Your Knowledge: True or False #5, #10, Short Answer #4; Chapter 12 Listen and Speak</p>
<p>Objective 4: Understand the skills needed to maintain employment.</p> <p>Indicators:</p> <p>Understand qualities that employers expect in employees.</p> <p>Examine legal and illegal employment practices.</p> <p>Practice basic etiquette in given situations.</p>	<p>Narrative: Pgs. 146-147 Skills Needed for Employment</p> <p>Activity: Chapter 11 Test Your Knowledge: Short Answer #3</p>