

Precision Exams—Business Communication II (222)

DESCRIPTION

This advanced course can be used to build upon the skills acquired in Business Communication I or used as a stand-alone class that focuses on additional methods of professional communication skills. Competency will be developed in oral, written, interpersonal, technological, and employment communication; listening skills will be incorporated throughout the semester. The goal is to provide students with a practical, proficient portfolio consisting of a cover letter, resume, and follow-up letter. Students will complete the course with a greater understanding of the impact of technology and the need for effective communication skills to advance in a business career.

STANDARDS, OBJECTIVES, AND INDICATORS	NARRATIVE/ACTIVITY
Standard 1: Students will develop and practice effective oral communication skills.	
Objective 1: If continuing from Business Communication I, build on Standard 3, Objectives 1 through 3.	<p>Narrative: Pg. 32 Technology & Communication</p> <p>Activity: Chapter 3 Test Your Knowledge: True or False #1</p>
Objective 2: Evaluate oral presentations analytically and critically. (Videotape presentation for evaluation suggested)	<p>Narrative: Pg. 105 Technology & Communication; Pgs. 122-123 Conducting Formal Professional Presentations; Pg. 126 Evaluating Presentations; Pg. 134 Figure 10.2</p> <p>Activity: Chapter 8 Test Your Knowledge: True or False #1; Chapter 8 Create and Design; Chapter 9 Test Your Knowledge: True or False #9; Chapter 9 Listen and Speak; Chapter 9 Create and Design; Chapter 10 Listen and Speak</p>
Objective 3: Deliver impromptu and planned speeches with confidence. <ul style="list-style-type: none"> ● Use speaker notes 	<p>Narrative: Pg. 104 Oral Information; Pgs. 111-113 Conducting Informal Professional Presentations; Pg. 123 Figure 9.1</p> <p>Activity: Chapter 8 Test Your Knowledge: Short Answer #4; Chapter 9 Test Your Knowledge: Short Answer #8; Chapter 9 Listen and Speak; Chapter 9 Create and Design</p>
Objective 4: Present a professional oral presentation that includes credible evidence.	<p>Narrative: Pgs. 111-113 Conducting Informal Professional Presentations; Pgs. 118-119 Collecting Information Sources</p> <p>Activity: Chapter 8 Listen and Speak; Chapter 9 Test Your Knowledge: Short Answer #8, #10; Chapter 9 Create and Design</p>
Standard 2: Students will improve and demonstrate effective informational reading strategies.	
Objective 1: If continuing from Business Communication I, build on Standard 4 Objectives 1 through 4.	<p>Narrative: Pg. 41 Instruct; Pgs. 43-44 Point of View; Pg. 44 Technology & Communication sentence 2; Pgs. 46-47 Reading Methods; Pgs. 48-49 Vocabulary Skills; Pgs. 55-56 Considering Vocabulary; Pg. 55 Figure 5.3; Pg. 137 Directions; Pg. 48 Case Study: Ethics in Action</p> <p>Activity: Chapter 1 Read and Write; Chapter 4 Test Your Knowledge: True or False #5, #6, Short Answer #8, #10; Chapter 4 Read and Write #2; Chapter 4 Listen and Speak #5; Chapter 4 Create and Design #4; Chapter 5 Test Your Knowledge: True or False #2, Short Answer #14</p>
Objective 2: Use basic research techniques to find and use a variety of primary and secondary sources.	<p>Narrative: Pg. 62; Pg. 63 Figure 5.8; Pg. 65 Editing bullet #5; Pg. 87 Writing and Formatting Formal Reports paragraphs 2-3; Pg. 88 paragraph 1; Pg. 90 References</p> <p>Activity: Chapter 5 Test Your Knowledge: Short Answer #5; Chapter 5 Create and Design; Chapter 7 Test Your Knowledge: Short Answer #4, #8</p>

Objective 3: Read and report on current business articles. Evaluate content of article in diverse formats and media.	Narrative: Pg. 44 Technology & Communication sentences 3-5 Activity: Chapter 4 Create and Design
Standard 3: Students will compose an effective business report.	
Objective 1: Using research and the writing process (site specific textual evidence): <ul style="list-style-type: none"> Plan Compose Edit Publish 	Narrative: Pg. 60 Figure 5.5; Pg. 62 paragraphs 5 and 6; Pg. 63 Figure 5.8; Pg. 65 Editing bullet #5; Pg. 85 Writing Process; Pg. 87 Writing and Formatting Formal Reports paragraphs 2-3; Pg. 88 paragraph 1; Pg. 90 References Activity: Chapter 5 Test Your Knowledge: Short Answer #5; Chapter 5 Create and Design; Chapter 7 Test Your Knowledge: Short Answer #4, #8
Objective 2: Identify the parts of a business report: title page, table of contents, abstract/executive summary, body (including introduction and conclusion), references, and appendix. <ul style="list-style-type: none"> Use in-text citations applying MLA or APA format. Create a Reference/Works Cited page. Enhance report by selecting, using, and labeling appropriate visuals (charts, graphs, tables, etc.). Distinguish between paraphrasing, plagiarism, and documentation. 	Narrative: Pgs. 78-79 Writing and Formatting Informal Reports; Pgs. 87-90 Writing and Formatting Formal Reports (including Figures 7.2, 7.3, 7.4, and 7.5) Activity: Chapter 6 Test Your Knowledge: Short Answer #7; Chapter 7 Test Your Knowledge: Short Answer #10
Objective 3: Recognize the difference between an analytical and an informational report.	Narrative: Pg. 41 Inform; Pg. 87 Writing and Formatting Formal Reports paragraphs 1-2 Activity: Chapter 4 Test Your Knowledge: Short Answer #9; Chapter 7 Test Your Knowledge: Short Answer #11
Standard 4: Students will use technology to enhance the effectiveness of communication.	
Objective 1: Practice and apply basic software applications. <ul style="list-style-type: none"> Refine and enhance documents as needed, using electronic spell check, thesaurus, grammar check, layout, design, and graphics. 	Narrative: Pg. 64 paragraph 1; Pg. 66 Publishing paragraph 2; Pg. 86 Formatting Formal Documents (including Figure 7.1) Activity: Chapter 5 Test Your Knowledge: True or False #5; Chapter 5 Create and Design; Chapter 7 Test Your Knowledge: Short Answer #9
Objective 2: Use modern technology to enhance business communication (CD-DVD ROM, flash drive, video conferencing, smart phone, voice recognition software, etc.)	Narrative: Pg. 16 Modern Technology and Terminology in the Workplace; Pg. 16 Figure 1.6 Activity: Chapter 1 Test Your Knowledge: Short Answer #13
Objective 3: Understand basic business terminology including WAN and LAN, cellular technology, voice recognition, and Internet applications.	Narrative: Pg. 16 Modern Technology and Terminology in the Workplace; Pg. 16 Figure 1.6 Activity: Chapter 1 Test Your Knowledge: Short Answer #14
Standard 5: Students will create an employment portfolio integrating all forms of communication in pursuit and retention of employment.	
Objective 1: Explore job search strategies and sources for job placement.	Narrative: Pg. 151 Finding Employment Activity: Chapter 11 Test Your Knowledge: True or False #9, Short Answer #7
Objective 2: Create an employment portfolio. <ul style="list-style-type: none"> Write an application/cover letter, resume, and follow-up letter for a simulated job opportunity. Identify the difference between chronological and functional resumes. 	Narrative: Pg. 163 Create an Employment Portfolio; Activity: Chapter 12 Test Your Knowledge: Short Answer #3
Objective 3: Understand the application and interview process for employment. <ul style="list-style-type: none"> Complete a written or electronic job application form properly. Role-play interviews and demonstrate appropriate verbal and nonverbal communication. 	Narrative: Pgs. 152-153 Interviewing for Employment; Pg. 164 Application Process; Pgs. 165-166 Interview Process

<ul style="list-style-type: none"> • 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. • Prepare a list of questions an interviewee may be asked (open-ended, appropriate). 	<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> <ul style="list-style-type: none"> • Understand qualities that employers expect in employees. • Examine legal and illegal employment practices. • Practice basic etiquette in a given situation. 	<p>Narrative: Pg. 146 Skills Needed for Employment paragraphs 1-2</p> <p>Activity: Chapter 11 Test Your Knowledge: Short Answer #3</p>
<p>Standard 6: Students will develop communication skills specific to an organization through professional leadership, personal ethics, and customer/business relationships.</p>	
<p>Objective 1: Understand the importance of taking responsibility for oral and written communication.</p>	<p>Narrative: Pg. 12 Ethics in Communication; Pg. 12 Case Study: Ethics in Action</p> <p>Activity: Chapter 1 Test Your Knowledge: Short Answer #11</p>
<p>Objective 2: Understand appropriate professional behavior: office relationships, sexual harassment, politics, business ethics, and customer and employee rights.</p>	<p>Narrative: Pg. 12 Ethics in Communication; Pg. 12 Case Study: Ethics in Action; Pg. 177 Professional Behavior</p> <p>Activity: Chapter 1 Test Your Knowledge: Short Answer #12; Chapter 10 Test Your Knowledge: True or False #5; Chapter 13 Test Your Knowledge: Short Answer #10</p>
<p>Objective 3: Write short-term and long-term personal and professional goals.</p>	<p>Narrative: Pg. 64 Technology & Communication, Pg. 149 Figure 11.3</p> <p>Activity: Chapter 5 Test Your Knowledge: Short Answer #6</p>
<p>Objective 4: Develop supervision techniques and customer service strategies.</p> <ul style="list-style-type: none"> • Practice relevant strategies for dealing with dissatisfied customers on the telephone, through face-to-face communication, and in writing. • Identify situations in which technology can impact customer service. 	<p>Narrative: Pg. 190 Figure 14.3; Pg. 199 Technology & Communication; Pgs. 200-203 Supervision Techniques; Pg. 203 Ethics in Action</p> <p>Activity: Chapter 14 Test Your Knowledge: Short Answer #5, #6; Chapter 15 Test Your Knowledge: True or False #8, Short Answer #7; Chapter 15 Read and Write; Chapter 15 Listen and Speak; Chapter 15 Create and Design</p>
<p>Standard 7: Students will present a professional oral report using technology to enhance the effectiveness of the presentation.</p>	
<p>Objective 1: Create and organize a professional oral report.</p> <ul style="list-style-type: none"> • Use correct grammar, spelling, and parallelism in both the presentation and oral report. • Create a Reference/Works Cited page with proper citations for sources. 	<p>Narrative: Pgs. 119-121 Organizing Information</p> <p>Activity: Chapter 9 Test Your Knowledge: Short Answer #2; Chapter 9 Create and Design</p>
<p>Objective 2: Use appropriate nonverbal communication while presenting including voice quality, eye contact, and hand gestures.</p>	<p>Narrative: Pgs. 111-113 Conducting Informal Professional Presentations; Pgs. 122-123 Conducting Formal Professional Presentations; Pg. 123 Figure 9.1</p> <p>Activity: Chapter 8 Listen and Speak; Chapter 8 Create and Design; Chapter 9 Test Your Knowledge: Short Answer #9; Chapter 9 Listen and Speak; Chapter 9 Create and Design</p>
<p>Objective 3: Create an effective electronic slide show to supplement the oral presentation.</p> <ul style="list-style-type: none"> • Create effective slide transitions, bullets, graphics, charts, backgrounds, custom animation, audio, and video in electronic slide show. 	<p>Narrative: Pgs. 124-125 Technology Applications; Pg. 124 Technology & Communication</p> <p>Activity: Chapter 9 Test Your Knowledge: Short Answer #10; Chapter 9 Create and Design</p>