Colorado CTE Course – Scope and Sequence

Curse Name	Business Communications	Course Details		.5
		Course = 0.50 Carnegie Unit Credit		Semester course
Course Description	**Emphasizes effective business writing and cover letters, memoranda, reports, application letters, and resumes. This course includes the fundamentals of business communication and an introduction to international communication.**			
	This is a suggested scope and sequence for the course content. The content will work with any textbook or instructional resource. If locally adapted, make sure all competency/performance indicators are covered. Course aligns to BUS217 competencies in CCNS. **Please note concurrent enrollment must be arranged and approved through your local community college partner.			
SCED Identification #	12009	Schedule calculation based on 60 calendar days of a 90-day semester. Scope and sequence allows for additional time for guest speakers, student presentations, field trips, remediation, or other content topics		

All courses taught in an approved CTE program must include Essential Skills embedded into the course content. The Essential Skills Framework for this course can be found at https://www.cde.state.co.us/standardsandinstruction/essentialskills

COURSE COMPETENCIES AND OUTCOME

STUDENT COMPETENCIES

The competencies you will demonstrate in this course are as follows:

1. Explain the psychology of writing effective letters and memorandums.

2. Analyze business letters for effective use of information.

3. Use the correct words and phrasing in communicating business ideas and information.

4. Differentiate between formal and informal business writing styles.

5. Explain the role and process of critical thinking in business writing.

6. Use direct, indirect, and persuasive messages.

7. Compare and contrast differences in effective communication in an international business environment.

8. Research a topic and gather sufficient data for formal and informal reports.

9. Organize and present a topic to a group.

10. Define legal and ethical issues in communication.

11. Demonstrate ability to create employment documents.

12. Demonstrate effective in-person and visual communication.

13. Explore the value of social media and personal branding.

14. Identify different forms of business digital media and communications.

Suggested Topical Outline

I.   Communicating at work

II.   Team communication

III. Organizational cultures

IV.   Organizing and writing business messages

V.   Revising messages

VI.   Routine letters and goodwill messages

VII. Routine memos and e-mail messages

VIII. Persuasive messages

IX. Positive and negative messages

X.   Reports and proposals

XI. Presentations

XII. Employment communication

    a. Resumes

    b. Cover letter

    c. Job description

    d. Job qualifications

XIII. Diverse and inclusive environments

XIV. Business Communication Formats

    a. Print

    b. Digital

    c. Telephone

    d. Interpersonal

Suggested unit outcomes that will permit you to demonstrate course competencies are:

Unit 1 Outcomes

1. Explain the importance of effective communication to your career and to the companies where you will work.
2. Describe the communication process model and how social media is changing business communication.

3. Outline challenges and opportunities of mobile communication in business.
4. Define and list guidelines for making ethical communication choices.
5. Identify advantages and disadvantages of working with teams, collaborative communication technologies and how to ensure
6. Productive meetings.
7. Explain the importance of nonverbal communication.
8. Recognize the importance of business etiquette.
9. Adapt business messages to readers from other cultures.

Unit 2 Outcomes

1. Describe and apply the three-step writing process.
2. Discuss information-gathering options for simple messages and identify attributes of quality information.
3. Recognize appropriate medium for a message.
4. Select words that are both correct and effective.
5. Define four types of sentences and explain how sentence style affects emphasis within a message.
6. Identify key elements of a paragraph and ways to develop unified, coherent paragraphs.
7. Modify messages for readability, correctness, and conciseness.

Unit 3 Outcomes

1. Identify major digital channels and composition modes needed for digital media.
2. Describe the use of social networks in business communication.
3. Write effective and professional email messages.
4. Discover the use of instant messaging, blogging and microblogging in business communication.
5. Identify key steps to finding opportunities in today's job market.
6. Create a resume and cover letter.
7. Prepare for and learn to execute a successful job interview.

Unit 4 Outcomes

1. Outline an effective strategy for writing routine business requests and describe the most common routine requests.
2. Select an effective strategy for responding to routine and positive messages.
3. Apply the three-step writing process to negative messages.
4. Explain when and how to use the direct or indirect approach to effectively convey negative news.

5. Apply the three-step writing process to persuasive messages.
6. Develop persuasive business messages and identify the most common categories of persuasive messages.
7. Modify approach when writing promotional messages for social media.
8. Identify steps to avoid ethical lapses in marketing and sales messages.

Unit 5 Outcomes

1. Adapt the three-step writing process to reports and proposals.
2. Conduct business research; evaluate the credibility of any information source and identify ways to use research results.
3. Explain the role and forms of primary and secondary research tools.
4. Adapt to audiences when writing reports and proposals.
5. Integrate visuals with text effectively and verify the quality of the visuals.
6. Identify major components of formal reports and proposals.
7. Organize and revise formal reports and proposals.
8. Describe the tasks involved in developing a presentation and integration of effective visuals to enhance the presentation.
9. Deliver a presentation utilizing presentation software.

*Unit outcomes taken from CCConline.org

CTSO Connections

DECA

- Business operations research events
- Project management events
- Entrepreneurship events
- Integrated marketing campaign events

FBLA

- Business Communication

- Electronic Career Portfolio
- Introduction to Business Communication
- Introduction to Business Procedures
- Business Ethics
- Public Speaking
- Introduction to Public Speaking
- Word Processing
- Job Interview
- Future Business Leader
- Social Media Campaign
- Introduction to Information Technology
- Computer Applications
- American Enterprise Project
- Business Financial Plan
- Business Plan
- Community Service Project
- Local Chapter Annual Business Report
- Partnership with Business Report