



Colorado BMEF CTE Course – Scope and Sequence

Course Name	Business Communications	Course Details	Credits = .5 (Semester)
		Course = 0.50 Carnegie Unit Credit	Level 3
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		
Note	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			
The competencies students 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.			

Instructional Unit Topic	Suggested Length of Instruction	CTE or Academic Standard Alignment	Competency / Performance Indicator	Outcome / Measurement	CTSO Integration
Unit 1: Foundations of Business Communication					
Communication Process		Apply communication models in business contexts	#2, #7	Explain communication process; analyze social media impact	**FBLA Business Communication Electronic Career Port Intro to Business Communication Intro to Business Procedures Business Ethics Public Speaking Intro to Public Speaking Word Processing Job Interview Future Business Leader Social Media Campaign Intro to Info Technology Computer Applications American Enterprise Business Financial Plan Business Plan Community Service Pro Local Chapter Annual Business Report Partnership with Business **DECA Business operations research events Project management events Entrepreneurship events Integrated marketing campaign events **Appropriate throughout the course**
Workplace Communication		Demonstrate professional communication skills	#3, #12	Explain importance of communication in careers	
Mobile & Digital Communication		Evaluate evolving communication tools	#14	Outline mobile communication challenges/opportunities	
Ethics in Communication		Apply ethical communication practices	#10	Define ethical guidelines for communication	
Team Communication		Collaborate effectively in teams	#9, #12	Identify collaboration tools; evaluate team productivity	
Meetings & Workplace Behavior		Demonstrate professional etiquette	#12	Describe productive meetings; apply etiquette	
Nonverbal Communication		Interpret and apply nonverbal cues	#12	Explain importance of nonverbal communication	
Intercultural Communication		Analyze global communication differences	#7	Adapt messages for diverse audiences	

Unit 2: Writing Process & Message Development

Writing Process		Apply structured writing techniques	#1, #5	Describe and apply 3-step writing process	
Information Gathering		Evaluate sources and data	#8	Identify quality information and research methods	
Message Medium Selection		Select appropriate communication channels	#14	Choose correct medium for message	
Word Choice & Tone		Use effective and professional language	#3	Select precise, appropriate wording	
Sentence Structure		Apply grammar and sentence styles	#3	Explain sentence types and emphasis	
Paragraph Development		Produce coherent written content	#1	Develop unified, structured paragraphs	
Editing & Revision		Improve clarity and correctness	#2, #4	Revise messages for readability and conciseness	

Unit 3: Digital, Career & Employment Communication

Digital Communication Channels		Use digital tools professionally	#14	Identify digital formats and communication modes	
Social Media & Branding		Evaluate professional digital presence	#13	Analyze role of social media in business	
Email Communication		Produce professional digital messages	#6, #12	Write effective business emails	
Emerging Communication Tools		Apply new communication methods	#14	Explain IM, blogging, microblogging	
Career Research		Evaluate employment opportunities	#8, #11	Identify job market strategies	
Resume Development		Create employment documents	#11	Produce resume	
Cover Letter Writing		Apply persuasive writing	#6, #11	Create tailored cover letter	
Interview Skills		Demonstrate oral communication skills	#12	Perform mock interview	

Unit 4: Business Messaging Strategies

Routine Requests		Compose standard business messages	#6	Write effective routine requests	
Positive Messages		Deliver goodwill communication	#6	Respond appropriately to positive messages	
Negative Messages		Communicate difficult information	#6, #5	Apply direct vs. indirect strategies	
Persuasive Communication		Influence audience decisions	#6	Develop persuasive messages	
Marketing Messages		Apply ethical persuasion strategies	#10, #6	Create promotional messages	
Social Media Messaging		Adapt persuasion to digital platforms	#13, #14	Modify messaging for social media	
Ethics in Messaging		Maintain ethical standards	#10	Identify and avoid ethical lapses	

Unit 5: Reports, Research & Presentations

Research Methods		Conduct business research	#8	Evaluate sources and research methods	
Data Analysis & Credibility		Interpret information effectively	#2, #8	Assess credibility and apply findings	
Report Writing		Develop formal business documents	#1, #8	Write structured reports	
Proposal Development		Present business solutions	#6	Write persuasive proposals	
Visual Communication		Integrate visuals effectively	#12	Use graphics in reports/presentations	
Audience Adaptation		Tailor content to audience	#4, #7	Adapt reports and proposals	
Presentation Design		Develop professional presentations	#9, #12	Create presentation with visuals	
Oral Presentation		Deliver formal presentations	#12	Present using technology tools	

Academic Standards Alignment



Colorado CTE courses are required to integrate academic and essential skills into course content. The following academic standards have been identified as aligned to this course and should be integrated throughout instruction.

[CO CTE Academic Standards Resources](#) (Rubrics, integration strategies, etc)

[CDE Colorado Academic Standards Online](#) (Online standards lookup tool)

Reading, Writing, & Communicating

Standard 1: Oral Expression and Listening

- **Prepared Graduate 1:** Collaborate effectively as group members or leaders who listen actively and respectfully; pose thoughtful questions, acknowledge the ideas of others; and contribute ideas to further the group's attainment of an objective.
- **Prepared Graduate 2:** Deliver effective oral presentations for varied audiences and varied purposes.

Standard 2: Reading for All Purposes

- **Prepared Graduate 4:** Read a wide range of informational texts to build knowledge and to better understand the human experience.
- **Prepared Graduate 5:** Understand how language functions in different contexts, command a variety of word-learning strategies to assist comprehension, and make effective choices for meaning or style when writing and speaking.

Standard 3: Writing and Composition

- **Prepared Graduate 6:** Craft arguments using techniques specific to the genre.
- **Prepared Graduate 7:** Craft informational/explanatory texts using techniques specific to the genre.
- **Prepared Graduate 9:** Demonstrate mastery of their own writing process with clear, coherent, and error-free polished products.

Standard 4: Research Inquiry and Design

- **Prepared Graduate 10:** Gather information from a variety of sources; analyze and evaluate its quality and relevance; and use it ethically to answer complex questions.



Note: Mathematics and Science standards will be added in the future. Visit the [Colorado Academic Standards](#) page for the most current version.