

# Curriculum Outline



**Campbell High School**

Character – Courage – Respect – Responsibility

Course & Level: **Business Communications**

Department: **Business Education**

Teacher: **Laurie Gatherum**

Grade level: **11-12**

## Description of Course:

This course is designed for students who would like to build upon their oral and written communication skills as they relate to business situations. Students will prepare various business documents, present speeches and debates on “hot topics” in business ethics, and complete a Job Search Portfolio, consisting of a cover letter, résumé, recommendation request, interview questions and responses, and follow-up letters. This course is highly recommended for students who plan to pursue a degree in business or communications at the college level.

## School – Wide Expectations:

*The school-wide expectations are incorporated into all courses at Campbell High School. Underlined words in the following text illustrate this alignment between the school-wide expectations and the course*

### Academic:

1. Read, write and speak effectively
2. Exhibit critical thinking and problem solving skills
3. Use resources to obtain information and facilitate learning

### Civic/Social

1. Exhibit personal responsibility
2. Work cooperatively in an atmosphere of mutual respect

## Core Competencies:

- Written Communication: Students will create effective business documents focusing on you-attitude, positive emphasis, and reader benefits. Informative, positive, negative, and persuasive messages will be composed. They will demonstrate proficiency in editing and revising business documents for grammar, punctuation, and proper word usage.
  - FC1: Communicate in a clear, concise, correct, and courteous manner on personal and professional levels
  - WC1: Incorporate appropriate leadership and supervision techniques, customer service strategies, and personal ethics standards to communicate effectively with various business constituencies
- Verbal Communication: Students will verbally communicate in an effective manner while presenting speeches and debates.
  - SC1: Apply basic social communication skills in personal and professional situations

### **Core Competencies:**

3. **Employment Communication:** Students will analyze the entire job search process and create a formal Job Search Portfolio.
  - FC1: Communicate in a clear, concise, correct, and courteous manner on personal and professional levels

### **Suggested Texts and Media (Software, A/V, etc.):**

1. Textbook and supplemental materials: Business Communication: Building Critical Skills. Locker & Kaczmarek
2. Business Communication Exam Software.

### **Suggested Instructional Strategies:**

1. **Lecture and Discussion** – The primary method for covering new concepts is through PowerPoint presentations using Audio Visual Equipment. New information is presented in bullet form which enables further inquiry and discussion. An overhead projector is also utilized when sample documents can be projected so group analysis can occur.
2. **Peer Editing** – During the written portion of this class, students are given business situations which require written responses. A first draft is assigned and then students are given the opportunity to have their draft peer edited. Editors go through several steps and look for formatting and grammar issues in addition to a correct response to the problem. Students receive their first draft back and have the opportunity to make corrections and handle in a final copy for assessment.
3. **Job Search Portfolio Project** – Students go through all steps of the job search process from creating a cover letter and resume to writing a follow-up letter after the interview. They leave the class with a valuable tool that will help them when they are looking for their first employment after graduating.

### **Suggested Assessment Strategies:**

1. **Quiz / Test** – Typically consist of multiple choice, true/false and short response questions.
2. **Final Draft Documents** – During the Writing Competency, students are assessed on their writing skills and their understanding of the concepts covered in order to create a professional business letter or memo responding to the given situation.
3. **Job Search Portfolio Rubric**