

# ***Business Communications***

1 Semester / .5 Credit (Minimum)

SCED: 12009

## **Supporting Course for the Marketing Cluster**

*Business Communications courses help students to develop an understanding and appreciation for effective communication in business situations and environments. Emphasis is placed on all phases of communication: speaking, listening, thinking, responding, reading, writing, communicating non-verbally, and utilizing technology for communication. Business communication functions, processes, and applications in the context of business may be practiced through problem-based projects and real-world applications.*

### **Vocabulary Skills**

Define, spell, pronounce, and syllabicate frequently used and business-related words  
Apply rules for plurals, possessives, prefixes, and word endings  
Demonstrate proficiency in the use of a dictionary

### **Written Business Communications**

Demonstrate good sentence structure  
Demonstrate proficiency in the use of punctuation  
Demonstrate proficiency in using reference materials  
Demonstrate proficiency in using software and hardware instruction manuals  
Use appropriate words, grammar, sentence construction, and punctuation in written communications with customers, coworkers, and supervisors  
Interpret, analyze, and confirm written instructions or procedures  
Operate communications equipment  
Compose and key error-free electronic mail messages  
Use dictionary and/or other reference materials to produce error-free documents  
Demonstrate proper error correction techniques

### **Sample Written Communications**

Write a letter requesting admission and scholarship information  
Request a room reservation or reply to such a request  
Ask for material to be sent or grant or deny such a request  
Ask for credit, grant it, or deny it

**Compose goodwill letters - granting a request, congratulations, etc.**

Request a speaker for a convention or meeting

Sell a service/product through the mail

Write or answer a letter of complaint

Prepare interoffice memorandums

### **Perform Business Operations**

Identify the communications needs of various types of businesses such as retailing, manufacturing, financial, service, government, wholesaling, and distribution,<sup>2</sup>

Use appropriate technologies to create identified business correspondence

Key documents from longhand or edited rough draft

Proofread documents

Meet the standard of mailability for all production work

### **Verbal Communication**

Prepare and deliver an oral presentation

Practice customer contact skills

Interpret, analyze, and confirm verbal instructions

Utilize listening skills

### **Human Relations Skills**

Perform a self-evaluation to determine strengths and weaknesses

Develop grooming and personal hygiene habits

Develop a healthy self-esteem

Describe the importance of the following personal qualities: honesty, loyalty, courtesy, cooperation, alertness, ambition, punctuality, interest, involvement, patience, tact, confidence, sense of humor, dependability/reliability, flexibility, and initiative

Describe acceptable conduct in the following professional relationships: employee-employer, employee-coworker, and employee-public

### **Job Seeking Skills**

Research and report on various business careers

Prepare a résumé

Compose and type employment-related letters such as application, thank you, resignation, etc.

Complete an application form

Demonstrate the techniques of a good job interview

## **Computer Technology**

Prepare a computerized spreadsheet to analyze and present data

Prepare graphic presentations of data by computer

Incorporate graphic presentation of data in a printed document