# Indicator Resource – 12009 – Business Communications

|  |  |  |  |
| --- | --- | --- | --- |
| **Student name:**  |  | **Graduation Date:** |  |

Only competencies listed are those with indicators that the LEAs can use.

**RATING SCALE:**

4. Exemplary Achievement: Student possesses outstanding knowledge, skills or professional attitude.

3. Proficient Achievement:Student demonstrates good knowledge, skills or professional attitude. Requires limited supervision.

2. Limited Achievement:Student demonstrates fragmented knowledge, skills or professional attitude. Requires close supervision.

1. Inadequate Achievement:Student lacks knowledge, skills or professional attitude.

0. No Instruction/Training:Student has not received instruction or training in this area.

## Benchmark 1: Understand the importance and components of written communication**.**

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.6 | Understand the importance and process of editing draft and final documents.  |  |
|  | Proofread documents.  |  |
| 1.7 | Understand communication software, hardware and technology. |  |
|  | Explore conference room technology. |  |
|  | Explore use of electronic versus nonelectronic messaging (Example: bulletin boards, e-mail, website, electronic screens). |  |
| 1.9 | Writing postitive, negative and persuasive messages. |  |
|  | Giving credit where credit is due, providing negative feedback, asking for a meeting. |  |

## Benchmark 3: Application of communication in a business setting.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 3.3 | Compose and write proper professional communication.  |  |
|  | Write an error-free email |  |
|  | Write an email requesting admission and scholarship information.  |  |
|  | Request a room reservation or reply to such a request.  |  |
|  | Address an envelope and format a letter to a customer.  |  |
| 3.5 | Understand the different types of communication in various industry. |  |
|  | Write a communication plan for networked employees, such as business professionals, and non-networked employees, such as warehouse workers.  |  |
|  | Identify examples of formal communication in different industries. (Examples: law enforcement, hospitality, retail, manufacturing, etc.) |  |
| 3.7 | Describe how businesses use technology to connect with external and internal audiences. |  |
|  | Develop social media communication plan, such as planning blog posts. |  |
| 3.8 | Utilize communication for data representation.  |  |
|  | Prepare a spreadsheet to analyze and present data.  |  |
|  | Generate and incorporate meaningful visual aids and graphics in business documents.  |  |

## Benchmark 4: Understand how personal qualities impact communication and career.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 4.2 | Understand the importance of personal qualities. |  |
|  | Explore how personal qualities relate to professionalism, such as honesty, loyalty, courtesy, cooperation, alertness, ambition, punctuality, interest, involvement, patience, tact, confidence, sense of humor, dependability/reliability, flexibility, initiative and appearance. (Example: Appropiateness of sense of humor in the workplace)  |  |
| 4.3 | Explore the online presence and personal brand of oneself (i.e. the student). |  |
|  | Examine common human resources practices regarding social media research while researching future employees. |  |

## Benchmark 5: Understand careers available in the Business Management and Entrepreneurship Pathway.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 5.1 | Explore career opportunities in the Business Management and Entrepreneurship Pathway.  |  |
|  | Describe career opportunities and the means to achieve those. |  |
|  | Plan education and career path aligned to personal goals. |  |
|  | Plan next step/course in education path to meet completion or personal growth. |  |
| 5.2 | Understand communications related to employment. |  |
|  | Prepare a resume.  |  |
|  | Compose and type application, cover, and thank you letters.  |  |
|  | Complete an application form.  |  |
|  | Prepare and compose a letter of resignation.  |  |
|  | Demonstrate skills needed for a successful job interview.  |  |
| 5.7 | Identify the purpose and goals of a Career and Technology Student Organization [CTSO]. |  |
|  | Explain how CTSOs are integral parts of specific clusters, majors, and/or courses. |  |
|  | Explain the benefits and responsibilities of being a member of a CTSO. |  |
|  | List the leadership opportunities that are available to students through participation in CTSO conferences, competitions, community service, philanthropy, and other actives. |  |
|  | Explain how participation in CTSOs can promote lifelong benefits in other professional and civic organizations. |  |

I certify that the student has received training in the areas indicated.

Instructor Signature:

For more information, contact:

CTE Pathways Help Desk

(785) 296-4908

pathwayshelpdesk@ksde.org



900 S.W. Jackson Street, Suite 102

Topeka, Kansas 66612-1212

[https://www.ksde.org](https://www.ksde.org/)

The Kansas State Department of Education does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs and activities and provides equal access to any group officially affiliated with the Boy Scouts of America and other designated youth groups. The following person has been designated to handle inquiries regarding the nondiscrimination policies: KSDE General Counsel, Office of General Counsel, KSDE, Landon State Office Building, 900 S.W. Jackson, Suite 102, Topeka, KS 66612, (785) 296-3201.