# Business Communications Course No. 12009 Credit: 0.5

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

Pathways and CIP Codes:Business Management & Entrepreneurship (52.0799); Business Finance (52.0801); Marketing (52.1402); Corrections, Security, Law and Law Enforcement Services (43.0199)

Course Description: **Technical Level**: 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, communication 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.

Directions:The following competencies are required for full approval of this course. Check the appropriate number to indicate the level of competency reached for learner evaluation.

**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** |
| --- | --- | --- |
| 1.1 | Define, spell, and pronounce frequently used and business-related words. |  |
| 1.2 | Apply rules for plurals, possessives, prefixes, and word endings. |  |
| 1.3 | Demonstrate good sentence structure. |  |
| 1.4 | Demonstrate proficiency in the use of punctuation. |  |
| 1.5 | Demonstrate proficiency in using reference materials. |  |
| 1.6 | Understand the importance and process of editing draft and final documents.  |  |
| 1.7 | Understand communication software, hardware and technology. |  |
| 1.8 | Interpret, analyze, and confirm written instructions or procedure. |  |
| 1.9 | Writing postitive, negative and persuasive messages. |  |

## Benchmark 2: Understand the importance and components of spoken communication.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 2.1 | Prepare and deliver an oral presentation. |  |
| 2.2 | Practice customer or stakeholder communication skills. |  |
| 2.3 | Interpret, analyze, and confirm verbal instructions. |  |
| 2.4 | Utilize active listening skills. |  |

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

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 3.1 | Use appropriate words, grammar, sentence construction, and punctuation in written communications with customers, coworkers, and supervisors. |  |
| 3.2 | Respond to request/complaint.  |  |
| 3.3 | Compose and write proper professional communication.  |  |
| 3.4 | Understand the difference between internal and external communications. |  |
| 3.5 | Understand the different types of communication in various industry. |  |
| 3.6 | Identify effective practices and technologies for planning and participating in face-to-face meetings and virtual meetings. |  |
| 3.7 | Describe how businesses use technology to connect with external and internal audiences. |  |
| 3.8 | Utilize communication for data representation.  |  |
| 3.9 | Apply current technology in producing business documents and reports. |  |
| 3.10 | Understand email etiquette and its relation to effective communication. (Example: Reply all, CC, Bcc, complete sentences, punctuation).  |  |

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

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 4.1 | Perform a self-evaluation to determine strengths and weaknesses. |  |
| 4.2 | Understand the importance of personal qualities. |  |
| 4.3 | Explore the online presence and personal brand of oneself (i.e. the student). |  |
| 4.4 | Describe acceptable conduct in the following professional relationships: employee-employer, employee, coworker, and employee-public. |  |
| 4.5 | Understand the different types of harassment in the workplace.  |  |

## 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.  |  |
| 5.2 | Understand communications related to employment. |  |
| 5.3 | Explain how communication skills fuel career succeses in a technology-driven, social, and mobile workplace. |  |
| 5.4 | Illustrate the services of professional organizations in the business management and entrepreneurship sector. |  |
| 5.5 | Explore job and career options in relation to developing the student's IPS, personal interest, financial goals, and desired lifestyle. |  |
| 5.6 | [Explore the Workforce and Labor market information to determine needs when developing WBL experience with a career plan. https://klic.dol.ks.gov/vosnet/gsipub/documentView.aspx?enc=XR1MJE2Q7Rmn9KjAm0oNxA==](https://klic.dol.ks.gov/vosnet/gsipub/documentView.aspx?enc=XR1MJE2Q7Rmn9KjAm0oNxA==) |  |
| 5.7 | Identify the purpose and goals of a Career and Technology Student Organization [CTSO]. |  |

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

Instructor Signature:

For more information, contact:

CTE Pathways Help Desk

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