# Indicator Resource – 12009 – Business Communications

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| --- | --- | --- | --- |
| **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](mailto:pathwayshelpdesk@ksde.org)



900 S.W. Jackson Street, Suite 102

Topeka, Kansas 66612-1212

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

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