

**PROFESSIONAL BUSINESS COMMUNICATION**

**DATE:**

**INDUSTRY SECTOR:** Marketing, Sales and Services Sector

**PATHWAY:** Entrepreneurship/Self-Employment

**CALPADS TITLE:** Advanced Entrepreneurship/Self-Employment (Capstone)

**CALPADS CODE:** 8331

**HOURS:**

Total	Classroom	Laboratory/CC/CVE
195	80	115

JOB TITLE	O*NET CODE	JOB TITLE	O*NET CODE
Executive Secretaries and Executive Administrative Assistants	43-6011.00	Desktop Publishers	43-9031.00
Word Processors and Typists	43-9022.00	Online Merchants	13-1199.06
Administrative Services Managers	11-3011.00	Public Relations and Fundraising Managers	11-2031.00

**COURSE DESCRIPTION:**

This course is designed to provide students with an understanding of the varied and diverse use of communications utilized within the business community. The course will require students to demonstrate a clear understanding of the communication methods in business drawing evidence from literary and informational text. Using this information to produce, reflect, display in a contextual format that shows the mastery of knowledge. The students are expected to analyze and disseminate varied and diverse technologies and resources that include: Internet, technical manuals, and literary texts. Students will demonstrate their acquired knowledge throughout the various presentations of information using diverse technology resources. The purpose of the course is to emulate the academic rigor of a college class, while giving the students the foundational principles of the complex nature of the formats available in business communications in the 21st century. The expected outcome is for the student to continue with the CTE Business or Finance pathway at the university level in the pursuit of lifelong learning goals. Upon completion of the course, the student will demonstrate critical thinking skills that are required in the industry for success. Students will interpret and convey the acquired knowledge that is required in the variety of today’s business media.

**A-G APPROVAL:** G

**ARTICULATION:** None

**DUAL ENROLLMENT:** None

**PREREQUISITES:**

Prerequisite
none

## METHODS OF INSTRUCTION

- Direct instruction
- Group and individual applied projects
- Multimedia
- Demonstration
- Field trips
- Guest speakers

## STUDENT EVALUATION:

- Student projects
- Written work
- Exams
- Observation record of student performance
- Completion of assignment

## INDUSTRY CERTIFICATION:

- Entrepreneurship, Small Business Certification

## RECOMMENDED TEXTS:

- Professional Communication, 1st Edition, Goodheart-Willcox Publisher
- NFTE Entrepreneurship Curriculum

## PROGRAM OF STUDY

Grade	Fall	Spring	Year	Course Type	Course Name
9, 10, 11, 12				Concentrator	BUS 101 / ENT101 Concurrent AHC
10, 11, 12				Capstone	Professional Business Communication

I.	FOUNDATIONS OF BUSINESS COMMUNICATION	CR	Lab/ CC	Standards
	<p>A. Fundamentals of business communications with emphasis on the course vocabulary, theory, technology, and principles that are used in business communications</p> <ul style="list-style-type: none"> <li>• Business trends</li> <li>• Describe effective communication techniques</li> <li>• Develop functional communication skills</li> <li>• Demonstrate use of technical writing and communication skills Microsoft Office Suite and Microsoft Office 365: Microsoft Word, PowerPoint, OneNote, Teams and Google Docs</li> <li>• Portfolio Guidelines / Objectives</li> </ul> <p>B. Students will read and analyze the foundation and principles of Business Communications as used by Administrative Professionals. Student will identify the key elements and vocabulary used keying into the structure and key ideas that are intrinsic to effective communications. Students will produce a sample of professional documents that show a range of writing skills. Samples of work will include:</p> <ul style="list-style-type: none"> <li>• Internal Office Memo</li> <li>• Business Letters (Persuasive)</li> <li>• Newsletters/Public Relations Announcements</li> <li>• 1000 word essay that details the use of effective writing skills in business communications</li> <li>• Student will be aware of the basic functions of a Word Processing application program, assessment will be given</li> </ul>	8	2	<p><b>Academic:</b>  LS: 11-12.1, 11-12.2, 11-12.3, 11-12.6  RSIT: 11-12.3, 11-12.5, 11-12.7  WS: 11-12.2, 11-12.3, 11-12.4, 11-12.5, 11-12.6, 11-12.7, 11-12.8, 11-12.9  HSST: 11-12.6, 11-12.8</p> <p><b>CTE Anchor:</b>  Communications: 2.1, 2.2, 2.3, 2.4, 2.5, 2.6  Career Planning and Management: 3.5  Technology: 4.1, 4.2, 4.3  Problem Solving and Critical Thinking: 5.1, 5.2, 5.3, 5.4  Health and Safety: 6.3, 6.6  Responsibility and Flexibility: 7.2, 7.3, 7.4, 7.5  Ethics and Legal Responsibilities: 8.2, 8.3, 8.4, 8.5, 8.6, 8.7  Leadership and Teamwork: 9.2, 9.6  Technical Knowledge and Skills: 10.1, 10.3, 10.5, 10.6, 10.9, 10.12, 10.14  Demonstration and Application: 11.2, 11.5</p> <p><b>CTE Pathway:</b>  C1.1, C2.1, C3.5, C5.4, C5.1, C7.1, C10.1, C10.2, C11.1, C11.2, C11.3, C11.4, C11.5, C11.6</p>
II.	BUSINESS ETHICS AND LEGAL RESPONSIBILITIES	CR	Lab/ CC	Standards

	<p>A. Unit two focuses on the ethical and legal responsibilities of business communications. Students will research labor laws, utilizing the laws to prepare documents for effective communication in the business setting.</p> <ul style="list-style-type: none"> <li>• Knowledge of government and labor laws in business</li> <li>• Apply communication principles and procedures for legal documents</li> <li>• Compare and contrast the various types of ethics and legal responsibilities in business communication</li> <li>• Describe the concept and process of risk management, include the use of communication in risk management</li> <li>• Identifies the importance of accountability and responsibility in fulfilling personal, community, and workplace roles</li> </ul> <p>B. Students will work in collaborative groups to discuss and research evidence of principles that guide the ethics and legal guidelines in effective business communications. Students will discuss the findings and produce the following:</p> <ul style="list-style-type: none"> <li>• Research document that details the findings of their research</li> <li>• The document will show a command of the industry language that is required in business communications.</li> <li>• Presentation that outlines the research document.</li> <li>• Presentation will show evidence that the listeners can follow and is appropriate to the audience</li> <li>• Present the findings in a collaborative method.</li> </ul>	4	12	<p><b>Academic:</b>  LS: 11-12.1, 11-12.2, 11-12.4, 11-12.6  RSIT: 11-12.4, 11-12.5, 11-12.7  WS: 11-12.2, 11-12.4, 11-12.5, 11-12.6  HSST: 11-12.6, 11-12.8  CSR: 1, 2, 3</p> <p><b>CTE Anchor:</b>  Communications: 2.4, 2.5, 2.6  Career Planning and Management: 3.2  Technology: 4.2, 4.3  Problem Solving and Critical Thinking: 5.1, 5.2, 5.4  Health and Safety: 6.2, 6.6, 6.7  Responsibility and Flexibility: 7.2, 7.3, 7.4, 7.7  Ethics and Legal Responsibilities: 8.2, 8.3, 8.4, 8.5, 8.6, 8.7, 8.8  Leadership and Teamwork: 9.2, 9.6, 9.7  Technical Knowledge and Skills: 10.1, 10.2, 10.8, 10.13</p> <p><b>CTE Pathway:</b>  C1.2, C1.1, C2.1, C2.3, C2.4, C5.1, C5.2, C5.3, C5.4, C6.1, C7.1, C7.2, C7.3, C8.1, C8.2, C10.2, C10.1, C11.6, C11.4, C11.5</p>
<b>III.</b>	<b>UTILIZATION OF BUSINESS COMMUNICATION IN DIVERSE ORGANIZATIONS</b>	<b>CR</b>	<b>Lab/CC</b>	<b>Standards</b>
	<p>A. Unit three focuses on the exploration of the diverse organizations structures and audiences that are used in business communications. Students will research, and apply the information for effective business communications.</p> <ul style="list-style-type: none"> <li>• Explain the role of business communication in the business enterprise system</li> <li>• Compare and contrast the various types of business communications used in the diverse organizations</li> <li>• Differentiate the types of communication systems that are used in the diverse</li> </ul>	3	12	<p><b>Academic:</b>  LS: 11-12.2, 11-12.3, 11-12.4  RSIT: 11-12.7  WS: 11-12.6, 11-12.7  HSST: 11-12.6,</p>

	<p>organizations</p> <ul style="list-style-type: none"> <li>• Examine the role and function of the professional organizations, industry associations, and organized labor in a productive society</li> <li>• Compose a written and electronic survey for collection of diverse data in business communication</li> <li>• Microsoft Office Suite 2016: Outlook, Word, Excel, PowerPoint, OneNote, Teams; Office 365; Google Forms, Google Drive; Virtual Job Shadow</li> </ul> <p>B. In this unit the students will produce the following;</p> <ul style="list-style-type: none"> <li>• Survey – in both a paper and digital format</li> <li>• Deploy the survey in both a paper and digital format</li> <li>• Collect data and produce a document or presentation that details the results</li> </ul>		<p>11-12.7</p> <p><b>CTE Anchor:</b></p> <p>Communications: 2.4, 2.5, 2.6</p> <p>Career Planning and Management: 3.5</p> <p>Technology: 4.1, 4.2, 4.6</p> <p>Problem Solving and Critical Thinking: 5.1, 5.4</p> <p>Health and Safety: 6.6</p> <p>Responsibility and Flexibility: 7.7</p> <p>Ethics and Legal Responsibilities: 8.4</p> <p>Leadership and Teamwork: 9.6, 9.7</p> <p>Technical Knowledge and Skills: 10.13, 10.14</p> <p>Demonstration and Application: 11.1</p> <p><b>CTE Pathway:</b></p> <p>C2.4, C2.2, C2.3, C2.1, C3.2, C3.4, C5.4, C5.1, C7.3</p>
<b>IV.</b>	<b>BUSINESS TECHNOLOGIES</b>	<b>CR</b>	<b>Lab/CC Standards</b>
	<p>A. Unit four focuses on the utilization of information and technology tools to conduct, present, and develop effective business communications.</p> <ul style="list-style-type: none"> <li>• Describe appropriate computer hardware used in business communication</li> <li>• Examine technological trends and analyze the impact on business communication</li> <li>• Integrate appropriate use of the internet, social media into business communications</li> <li>• Past, present, and future technological advances</li> <li>• Select, apply, and differentiate appropriate software used in business communications</li> <li>• Identifies the influence of current and emerging technologies on the local, state, national, and global economies.</li> </ul> <p>B. In this unit the students will use and produce a Multi-media presentation that includes;</p> <ol style="list-style-type: none"> <li>1. PowerPoint and/or Google Doc presentations that include, graphs forms and data</li> <li>2. Video links with information and references</li> <li>3. Internet and data sources. <ul style="list-style-type: none"> <li>• Show example of the variety of technologies that include: <ul style="list-style-type: none"> <li>• Internet Skype/Tango/Facetime/Social Media</li> <li>• Google Docs</li> <li>• Blogger</li> <li>• YouTube</li> <li>• Smart technologies (smart phones, I pads, Android Tablets, etc.)</li> </ul> </li> </ul> </li> </ol>	10	<p>10</p> <p><b>Academic:</b></p> <p>LS: 11-12.1</p> <p>RSIT: 11-12.7</p> <p>WS: 11-12.6</p> <p>HSST: 11-12.5, 11-12.6</p> <p><b>CTE Anchor:</b></p> <p>Communications: 2.4, 2.5, 2.6</p> <p>Technology: 4.2, 4.3, 4.4, 4.6</p> <p>Problem Solving and Critical Thinking: 5.4</p> <p>Health and Safety: 6.6</p> <p>Ethics and Legal Responsibilities: 8.7</p> <p>Leadership and Teamwork: 9.6, 9.7</p> <p>Technical Knowledge and</p>

				Skills: 10.5, 10.8, 10.9, 10.14 Demonstration and Application: 11.4 <b>CTE Pathway:</b> C1.6, C4.1, C4.6, C4.2, C4.3, C4.4, C4.5, C7.3, C7.4, C7.5, C7.6, C7.7, C7.1, C7.2, C10.2, C10.1
<b>V.</b>	<b>SOCIAL CONCEPTS AS RELATED TO BUSINESS COMMUNICATIONS</b>	<b>CR</b>	<b>Lab/CC</b>	<b>Standards</b>
	<p>A. Unit five focuses investigating the various roles of society and social media in business communications. Students will explain the functions and impacts social media and demographics have on effective business communications.</p> <ul style="list-style-type: none"> <li>• Describe the various types of social media that is used in business communications</li> <li>• Integrate the varied styles of communication methods used in social media</li> <li>• Examine the benefits, added value of social media to business communications</li> <li>• Explore the demographic impact of social concepts as they relate to business communications</li> <li>• Determines the validity of the content and evaluates the authenticity, reliability, and bias of electronic and other resources.</li> <li>• Applies appropriate problem-solving strategies and critical-thinking skills to work-related issues and tasks</li> </ul> <p>B. Students will explain the functions and impacts social media and demographics have on effective business communications. Students will produce:</p> <ul style="list-style-type: none"> <li>• 1000 to 1500 words informative research paper that details the use of social media in business communications through research of the subject matter.</li> <li>• Class discussions will be an integral part of his lesson. Students will work in collaborative groups and present their finding to the class using the various types of Social media.</li> </ul>	10	11	<p><b>Academic:</b> LS: 11-12.1, 11-12.2, 11-12.4 RSIT: 11-12.3, 11-12.7 WS: 11-12.5, 11-12.6, 11-12.7, 11-12.8 HSST: 11-12.6, 11-12.7</p> <p><b>CTE Anchor:</b> Communications: 2.1, 2.3, 2.4, 2.5, 2.6 Technology: 4.2, 4.3, 4.4 Problem Solving and Critical Thinking: 5.1 Health and Safety: 6.6 Responsibility and Flexibility: 7.4, 7.7 Ethics and Legal Responsibilities: 8.4, 8.6, 8.7, 8.8 Leadership and Teamwork: 9.6, 9.7 Technical Knowledge and Skills: 10.1, 10.1, 10.3, 10.8, 10.9, 10.14 Demonstration and Application: 11.1, 11.4, 11.5</p> <p><b>CTE Pathway:</b> C9.5, C9.6, C9.1, C9.2, C9.3, C9.4, C10.1, C10.2</p>
<b>VI.</b>	<b>BUSINESS RESEARCH AND MARKETING PLAN</b>	<b>CR</b>	<b>Lab/CC</b>	<b>Standards</b>

	<p>A. Unit six focuses on systematic research and production of a Business Marketing Plan. Students will conduct market analysis and assess the business organizations need for effective communication.</p> <ul style="list-style-type: none"> <li>• Determine validity of content and evaluate for authenticity, reliability, and bias of electronic and other resources</li> <li>• Evaluates and revises written documentation with proper proofreading/editing skills</li> <li>• Constructs MLA format paper incorporating advanced level Word processing technological skills</li> <li>• Modify edited versions of the document via electronic track changes and protection of written document</li> <li>• Digitally compose and modify a table of contents; cross reference; index and bibliography</li> </ul> <p>B. Students will conduct market analysis and assess the business organizations need for effective communication.</p> <ul style="list-style-type: none"> <li>• Students will write a research finding report that is 2000 to 2500 words (6-8 pages) in length that reflects on the research of business communications that include: <ul style="list-style-type: none"> <li>• Annual Reports</li> <li>• Company profiles</li> <li>• Marketing communications <ul style="list-style-type: none"> <li>• Relevant resources on the internet</li> <li>• Work will meet the required MLA formatting</li> </ul> </li> </ul> </li> </ul>	10	23	<p><b>Academic:</b>  LS: 11-12.4, 11-12.6  RSIT: 11-12.3, 11-12.7  WS: 11-12.4, 11-12.5, 11-12.7, 11-12.8</p> <p><b>CTE Anchor:</b>  Communications: 2.4, 2.5  Career Planning and Management: 3.6, 3.7, 3.8  Technology: 4.1, 4.2, 4.3, 4.4  Problem Solving and Critical Thinking: 5.1, 5.4  Health and Safety: 6.6  Responsibility and Flexibility: 7.2, 7.4, 7.5, 7.7  Ethics and Legal Responsibilities: 8.6, 8.7  Leadership and Teamwork: 9.6, 9.7  Technical Knowledge and Skills: 10.3, 10.5, 10.13  Demonstration and Application: 11.1, 11.2, 11.5</p> <p><b>CTE Pathway:</b>  C6.1, C6.2, C6.3, C6.4, C6.5, C7.1, C7.2, C7.3, C7.6, C7.7, C7.4, C7.5, C8.1, C8.2, C8.3, C8.4, C9.3, C9.4, C9.1, C9.2, C9.5, C9.6, C10.1</p>
<b>VII.</b>	<b>BUSINESS PRESENTATION METHODOLOGIES</b>	<b>CR</b>	<b>Lab/CC</b>	<b>Standards</b>
	<p>1. Unit seven focuses on the construction, evaluation, and design of business presentations.</p> <ul style="list-style-type: none"> <li>• Demonstrate and apply high-quality craftsmanship to a product or presentation; continually refine and perfect it</li> <li>• Constructs props, visual aids, graphs, data spreadsheets, and electronic media to enhance the appeal and accuracy of presentations</li> <li>• Selects, applies, and differentiates among appropriate tools in technology</li> </ul>	18	30	<p><b>Academic:</b>  LS: 11-12.1, 11-12.2, 11-12.3, 11-12.5, 11-12.6  RSIT: 11-12.7  WS: 11-12.1, 11-12.4, 11-12.5, 11-12.6  HSST: 11-12.8</p> <p><b>CTE Anchor:</b></p>

				<p>Communications: 2.3, 2.4, 2.5, 2.6</p> <p>Technology: 4.1, 4.2, 4.3, 4.4, 4.5, 4.6</p> <p>Problem Solving and Critical Thinking: 5.1, 5.2, 5.3, 5.4</p> <p>Health and Safety: 6.6</p> <p>Responsibility and Flexibility: 7.4, 7.5, 7.7</p> <p>Ethics and Legal Responsibilities: 8.6, 8.7</p> <p>Leadership and Teamwork: 9.6, 9.7</p> <p>Technical Knowledge and Skills: 10.1, 10.1, 10.2, 10.3, 10.4, 10.5, 10.8, 10.9, 10.11, 10.12, 10.13, 10.14</p> <p>Demonstration and Application: 11.1, 11.2, 11.5</p> <p><b>CTE Pathway:</b></p> <p>C4.5, C4.6, C4.3, C4.4, C4.2, C7.5, C7.6, C7.7, C7.2, C7.1, C7.3, C7.4, C8.4, C8.5, C8.6, C8.7, C9.1, C9.2, C9.3, C9.4, C9.5, C9.6, C10.1, C10.2</p>
<b>VIII.</b>	<b>CAREER PLANNING AND MANAGEMENT</b>	<b>CR</b>	<b>Lab/CC</b>	<b>Standards</b>
	<p>A. Unit eight will focus on the integration of multiple sources of career information from diverse formats to make informed career decisions. Students will develop a career plan that will include student work, resume and reference materials</p> <ul style="list-style-type: none"> <li>Identify personal qualifications, interest, aptitudes, information, and skills for making career decisions</li> <li>Explore how information and communication technologies are used in career planning.</li> <li>Research career opportunities</li> <li>Identifies the important strategies for self-promotion in the hiring process, job applications, resume writing, electronic resumes, interview skills, and preparation and presentation of career portfolio</li> </ul> <p>B. Students will research and write a 1000 to 1500 word research essay on a career in the industry of their choice</p> <p>C. Students will complete an employment portfolio, which will include the following:</p> <ul style="list-style-type: none"> <li>Job Application</li> <li>Resume</li> <li>Letters of recommendation</li> </ul>	17	15	<p><b>Academic:</b></p> <p>LS: 11-12.1, 11-12.2, 11-12.4, 11-12.6</p> <p>RSIT: 11-12.7</p> <p>WS: 11-12.3, 11-12.4, 11-12.5, 11-12.6, 11-12.7</p> <p><b>CTE Anchor:</b></p> <p>Communications: 2.4, 2.5, 2.6</p> <p>Career Planning and Management: 3.1, 3.2, 3.3, 3.5, 3.6, 3.7, 3.8, 3.9</p> <p>Technology: 4.1, 4.2, 4.3</p>



	<ul style="list-style-type: none"> <li>• Work samples</li> <li>• Special certifications or awards</li> <li>• Sample interview questions with research answers</li> <li>• Completion of an interview critique with a business partner</li> </ul>		<p>Problem Solving and Critical Thinking: 5.3, 5.4</p> <p>Health and Safety: 6.2</p> <p>Responsibility and Flexibility: 7.3, 7.4, 7.7</p> <p>Ethics and Legal Responsibilities: 8.1, 8.3, 8.4, 8.6, 8.7</p> <p>Leadership and Teamwork: 9.1, 9.2, 9.3, 9.4, 9.6, 9.7</p> <p>Technical Knowledge and Skills: 10.2</p> <p>Demonstration and Application: 11.1, 11.2, 11.3, 11.5</p> <p><b>CTE Pathway:</b>  C1.1, C1.2, C2.1, C2.2, C4.1, C7.1, C9.1, C10.1, C11.5</p>
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**Entered by:**

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