

Blackhawk School District

CURRICULUM

Course Title: Business Communications
Course Number: 0750
Grade Level(s): 11 – 12
Length of Period: 42 minutes
Periods Per Week: 5
Length of Course: 18 weeks
Faculty Author(s): Bill Bacu
Credits: 5
Date: Spring 2009/Revised May '09

COURSE DESCRIPTION: This one-semester course is designed for the student pursuing a program leading to work in the business world. Special attention is given to business vocabulary and written communication; including business letters, memorandums, and resumes. Public relations and advertising are also discussed. Students who select this class should have a working knowledge of keyboarding.

PA Standard	Description
1.4.11.B	Write complex informational pieces.
1.4.11.E	Write a personal résumé.
1.5.11.E	Revise writing to improve style, word choice, sentence variety and subtlety of meaning.
1.5.11.F	Edit writing using the conventions of language.
3.7.12.C	Evaluate computer operations/concepts for their effectiveness to solve specific problems.

Class Resources

Business English and Communication, 8th Edition,, Clark, Zimmer, & Tinervia., 1999
Current Microsoft Office Software

Course Topic	Proposed Time	Topic Reflection
Course Introduction	3 Days	
<ul style="list-style-type: none"> * Classroom Procedures * Attendance Policy * Logging on/off District Computers * Internet and Acceptable Use Policy * Logging into and Accessing Classroll.com * Windows Desktop * Keyboard Shortcuts * File Management and Folders * Using Help and Support 		

Course Topic	Proposed Time	Topic Reflection
Communication Network	22 Days	
<ul style="list-style-type: none"> * Personal and Professional Communication * Use Technology Communication * Apply Principles of Communication Psychology * Communicating Internationally 		

Course Topic	Proposed Time	Topic Reflection
Grammar	6 Days	
<ul style="list-style-type: none"> * Fragments * Irregular Verbs * Commas * Pronoun Agreement * Subject-Verb Agreement * Word Choice 		

Course Topic	Proposed Time	Topic Reflection
Business Letters	13 Days	
<ul style="list-style-type: none"> * Create and Format Personal and Business Letters * Create Letterheads * Create Persuasive Letters 		

Course Topic	Proposed Time	Topic Reflection
Memos and Emails	3 Days	
<ul style="list-style-type: none"> * Compose Memos and Emails * Understand Memo Components * Compare and Contrast versus Business Letters 		

Course Topic	Proposed Time	Topic Reflection
Choosing a Career	12 Days	
<ul style="list-style-type: none"> * Create a Lifestyle Inventory * Create an Interest and Skills Inventory * Complete Career Cluster Interest Survey * Research Employment Opportunities 		

Course Topic	Proposed Time	Topic Reflection
Employment Communication	7 Days	
<ul style="list-style-type: none"> * Identify effective and non-effective resumes * Create a resume * Identify components of a quality cover letter * Effectively fill out an application for employment * Identify effective interviewing skills and procedures 		

Course Topic	Proposed Time	Topic Reflection
Advertising Communication	14 Days	
<ul style="list-style-type: none"> * Define advertising and how it affects consumers * Decode the hype of an advertising campaign * Evaluate the effectiveness of a print or TV ad * Identify effective presentation and dress expectations * Create and present an advertising campaign * Create advertising media (ie. brochure, slogan, billboard, etc) 		