

DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Communication Skills

Course Code: 040011/034305

CIP Code: 52.0701/52.0101

COURSE INTRODUCTION:

An instructional program that provides a background for the development and operation of a business starting with the role of the entrepreneur in our economy to development of a business plan and the application of specific marketing skills and concepts within the business environment.

Instruction in this area prepares students to understand how to organize and operate a business. All students can benefit from an understanding of and appreciation for entrepreneurship and its role in the enterprise system.

This course is designed to provide students with the fundamental knowledge needed for organizing, developing, and implementing a business concern within the private free enterprise system. Topics of student will include learning the advantages and disadvantages of owning a business, preparing a business plan, choosing a location, securing a loan, determining organizational structure, and promoting a business.

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UNIT DESCRIPTION: Students will learn effective communication on the job and to obtain employment.		SUGGESTED UNIT TIMELINE: 2 WEEKS CLASS PERIOD (min.): 50 MINUTES				
ESSENTIAL QUESTIONS: <ol style="list-style-type: none"> 1. How can effective communication support business success? 2. What are the basic rules of business communication? 3. What are the different types of business communication and how are they used? 4. What role does verbal and non-verbal communication play in the world of business? 						
ESSENTIAL MEASURABLE LEARNING OBJECTIVES	Entrepreneurship Education Standards	CROSSWALK TO STANDARDS				
		GLEs/CLEs	PS	CCSS	NBEA Standards	DOK
1. Explain the nature of effective communications	D.01			SL 11-12.6	Comm I.A.3.c	2
2. Apply effective listening skills	D.02			SL 11-12.1a	Comm I.A.3.d	2
3. Use proper grammar and vocabulary	D.03			L 11-12.2	Comm I.A.3.d	1
4. Reinforce service orientation through communication	D.04			SL 11-12.1d	Comm I.B.3.c	2
5. Explain the nature of effective verbal communication	D.05			L 11-12.1	Comm I.B.3.b	2
6. Address people properly	D.06			SL 11-12.4	Comm I.A.2.a	1

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7. Handle telephone calls in a businesslike manner	D.07			SL 11-12.6	Comm I.B.3.h	1
8. Make oral presentations	D.08			SL 11-12.2	Comm I.A.3.b	2
9. Explain the nature of written communications	D.09			SL 11-12.1a L 11-12.1a	Comm I.??	2
10. Write business letters	D.10			L 11-12.3 W 11-12.2a	Comm I.D.3.f	2
11. Write informational letters	D.11			W 11-12.2b	Comm I.D.3.g	2
12. Write inquiries	D.12			W 11-12.3a	Comm I.D.3.i	2
13. Write persuasive messages	D.13			W 11-12.3d	Comm II.F.3.c	2
14. Prepare simple written reports	D.14			W 11-12.3	Comm I.D.3.j	2
15. Prepare complex written reports	D.15			W 11-12.5	Comm I.D.3.k	2
16. Use communications technologies/systems (e.g., e-mail, faxes, voice mail, cell phone, etc.)	D.16			WHST 11-12.6	Comm I.D.3.o	1
17. Follow directions	D.17			RST 11-12.3	Comm I.D.3.b	1
18. Explain the nature of staff communication	D.18			SL 11-12.6	Comm III.D.3.l	2
19. Give directions for completing job tasks	D.19			SL 11-12.3	Comm I.D.3.c	1
20. Conduct a meeting	D.20			SL 11-12.1a	Comm I.B.3.c	2
21. Show empathy for others	D.28			SL 11-12.1b	Comm I.D.3.h	2
22. Use appropriate assertiveness	D.29			SL 11-12.2	Comm II.B.3.b	1

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23. Demonstrate negotiation skills	D.30			RST 11-12.3	Comm III.A.3.d	2
24. Handle difficult customers/clients	D.31			SL 11-12.3	Comm III.A.3.e	2
25. Interpret business policies to customers/clients	D.32			SL 11-12.3	Comm III.A.3.a	2
26. Handle customer /client complaints	D.33			SL 11-12.3	Comm III.A.3.g	2
27. Explain the nature of organizational change	D.34			RST 11-12.2	Comm II.B.3.i	3
28. Describe the nature of organizational conflict	D.35			RST 11-12.6	Comm II.B.3.c	2
29. Explain the nature of stress management	D.36			RST 11-12.2	Mgmt IV.B.3.a	2
30. Utilize job-search strategies	H.07			RI 11-12.7	Comm III.F.3.b	2
31. Complete a job application	H.08			W 11-12.4 W 11-12.6	Comm III.F.3.m	2
32. Interview for a job	H.09			SL 11-12.1c	Comm III.F.3.g	3
33. Write a follow-up letter after job interviews	H.10			W 11-12.2	Comm III.F.3.n	2
34. Write a letter of application	H.11			WW 11-12.2	Comm III.F.3.c	2
35. Prepare a resume	H.12			W 11-12.6	Comm III.F.3.d	2
36. Describe techniques for obtaining work experience (e.g., volunteer activities, internships)	H.13			RST 11-12.2	CD V.A.3.a	2
37. Explain the need for ongoing education as a worker	H.14			SL 11-12.2	Mgmt IV.C.3.a	2
38. Explain possible advancement patterns for jobs	H.15			SL 11-12.4	CD III.A.3.a	2

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39. Determine skills needed to enhance career progression	H.16			RST 11-12.2	CD III.E.3.a	2
40. Utilize resources that can contribute to professional development (e.g., trade journals/periodicals, professional/trade associations, classed/seminars, trade shows, and mentors)	H.17			SL 11-12.1a	CD V.E.3.b	2
41. Use networking techniques for professional growth	H.18			RST 11-12.7	CD III.B.3.d	2
<p>ASSESSMENT DESCRIPTIONS*: (Write a brief overview here. Identify Formative/Summative. Actual assessments will be accessed by a link to PDF file or Word doc.)</p> <p>Students will role play a customer service scenario. They are to display the correct techniques and skills. (formative)</p> <p>*Attach Unit Summative Assessment, including Scoring Guides/Scoring Keys/Alignment Codes and DOK Levels for all items. Label each assessment according to the unit descriptions above (i.e., Grade Level/Course Title/Course Code, Unit #.)</p>						
Obj. #	INSTRUCTIONAL STRATEGIES (research-based): (Teacher Methods)					
1-6 8-11 30-41	<p>1. Utilizing lesson plan on job applications or the lesson plan provided at: http://www.uen.org/Lessonplan/preview.cgi?LPid=13120 teach students about proper job applications. Lecture on Winning Job Resumes.</p>					
2 6 22-29	<p>2. Utilize videos to demonstrate proper customer service techniques (listed in resources). Have students practice with each other.</p>					
Obj. #	INSTRUCTIONAL ACTIVITIES: (What Students Do)					
1-6 8-11 30-41	<p>1. Students will search for a position in a career field of interest to them and analyze the current job description. Students will complete a finalized resume, cover letter, and mock interview. Students will critique each other's resumes, cover letters, and mock interviews through DECA/FBLA requirements and standards.</p>					
2 6 22-29	<p>2. Students take notes on proper customer service techniques and practice with each other.</p>					

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UNIT RESOURCES: (include internet addresses for linking)

- <http://www.uen.org/Lessonplan/preview.cgi?LPid=13120>
- <http://www.questgarden.com/103/80/7/100518103250/> You Landed an Interview Webquest

MCCE Resources:

- BE DVD ROM 16.9-“Upgrade your Communication Skills at Work: Email”
- MCE DVD ROM 7.1-“Upgrade your Communication Skills at Work: Ads & Brochures
- MCE DVD ROM 7.2-“Upgrade Your Communication Skills At Work: Websites & Blogs’
- BE DVD ROM 19.3-“Business Writing”
- BE KIT 10.1-“Let’s Talk...Telephone Tactics for Better Business: Every Call Counts”
- BE VIDEO 104-“Marketing and Customer Service” or MCE DVD ROM 49-“Basic Career Communication Skills: Marketing & Customer Service”
- BE DVD ROM 16.3-“Telephone Skills and Tips”