

## DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/The Role of Communication

Course Code: 040005/034301

CIP Code: 52.0701/52.0101

### **COURSE INTRODUCTION:**

**An instructional program that generally describes the planning, organizing and controlling of a business, including organizational and human aspects, with emphasis on various theories of management, the knowledge and understanding necessary for managing people and functions, and decision making.**

**Business management prepares students for administrative and management occupations. Students learn to make decisions based on data, develop leadership skills, and select appropriate management styles for varying employment situations. Not only is this area of study vital to the development of all business students, it also provides skills and knowledge that can be used effectively on many occasions when professional management skills are needed.**

**This course is designed to help students develop an understanding of skills and resources needed to manage a business. Instruction includes a general overview of American business, forms of business ownership, personnel management, labor-management relations, public and human relations, taxation, and government regulations. The use of computers and software as tools in making business decisions in areas such as accounting, sales analysis, and inventory control is also introduced.**

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<b>UNIT DESCRIPTION:</b>  Students will learn about communication and its role in the workplace.		<b>SUGGESTED UNIT TIMELINE: 2 WEEKS</b>  <b>CLASS PERIOD (min.): 50 MINUTES</b>			
<b>ESSENTIAL QUESTIONS:</b> <ol style="list-style-type: none"> <li>1. Professionalism is an important part of corporate etiquette, what is it and how does it apply to the workplace?</li> <li>2. What is the connection between professional publications &amp; the business world?</li> <li>3. What role does communication play in the management of a business?</li> <li>4. What are appropriate techniques for verbal and nonverbal communication in the workplace?</li> </ol>					
ESSENTIAL MEASURABLE LEARNING OBJECTIVES	CCSS LEARNING GOALS (Anchor Standards/Clusters)	CROSSWALK TO STANDARDS			
		National Business Education Standards	CCSS	MBA Research Standards	DOK
1. Demonstrate effective communication skills (e.g., verbal, nonverbal, and technological communications and effective listening skills)		<b>Management IV.D.1</b>	L.11-12.1 L.11-12.2 SL.11-12.6	<b>Understands the concepts, strategies, and systems used to obtain and convey ideas and information.</b>	<b>2</b>
2. Apply communication skills to produce clearly written traditional and electronic documents		<b>Communication I.D.3.14 Communication I.B.4.1</b>	WHST.11-12.2.a WHST.11-12.2.b	<b>Understands the concepts, strategies,</b>	<b>4</b>

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			<b>WHST.11-12.2.e</b>	<b>and systems used to obtain and convey ideas and information.</b>	
3. Explain the types of international communication issues		<b>Communication I.B.3.6</b>	<b>SL.11-12.4 SL.11-12.5</b>	<b>Understands the concepts, strategies, and systems used to obtain and convey ideas and information.</b>	<b>2</b>
4. Deliver an oral presentation with appropriate media and aids		<b>Communication I.D.2.5</b>	<b>SL.11-12.4 SL.11-12.5 SL.11-12.6</b>	<b>Understands the concepts, strategies, and systems used to obtain and convey ideas and information.</b>	<b>4</b>
5. Produce an agenda for conducting an effective meeting		<b>Management I.C.3.3</b>	<b>WHST.11-12.2.a WHST.11-12.2.b WHST.11-12.2.e</b>	<b>Understands the concepts, strategies, and systems used to obtain and</b>	<b>3</b>

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				convey ideas and information.	
6. Demonstrate facilitating techniques		Management IV.D.3.1	SL.11-12.1.b	Understands the concepts, strategies, and systems used to obtain and convey ideas and information.	2
7. Demonstrate the ability to dialogue with supervisors and staff		Management I.B.3.4	SL.11-12.1.b	Understands the concepts, strategies, and systems used to obtain and convey ideas and information.	2
8. Differentiate levels and relationships on an organizational chart		Communication I.C.3.2 Communication I.C.3.3	L.11-12.3	Understands the concepts, strategies, and systems used to obtain and convey ideas and information.	3

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9. Read and interpret information		<b>Communication I.C.3.2 Communication I.C.3.3</b>	<b>L.11-12.3 L.11-12.6 RST.11-12.2 RST.11-12.4 RST.11-12.5 RST.11-12.10</b>	<b>Understands the concepts, strategies, and systems used to obtain and convey ideas and information.</b>	<b>4</b>
<b>ASSESSMENT DESCRIPTIONS*:</b> (Write a brief overview here. Identify Formative/Summative. Actual assessments will be accessed by a link to PDF file or Word doc. )					
<ol style="list-style-type: none"> <li>1. <b>Meeting Agenda Rubric – students will create a meeting agenda for FBLA or DECA following a specific format.</b>  <a href="http://sllo.tamu.edu/sites/sllo.tamu.edu/files/Effective%2520Meetings%2520-%2520Rubric%2520-%25208-29-08.pdf">http://sllo.tamu.edu/sites/sllo.tamu.edu/files/Effective%2520Meetings%2520-%2520Rubric%2520-%25208-29-08.pdf</a> </li> <li>2. <b>Communication Barriers Rubric – students will create a presentation regarding communication barriers.</b>  <a href="http://www.readwritethink.org/files/resources/lesson.../OralRubric.pdf">www.readwritethink.org/files/resources/lesson.../OralRubric.pdf</a> </li> <li>3. <b>Essay Rubric – students will write an essay describing the organization and relationships of employees in a business. For differentiated instruction activity, use the organization chart rubric from section 2.</b> <a href="http://www.readwritethink.org/files/resources/lesson.../rubric-essay2.pdf">www.readwritethink.org/files/resources/lesson.../rubric-essay2.pdf</a> </li> </ol>					
<b>*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 #.)</b>					
<b>Obj. #</b>	<b>INSTRUCTIONAL STRATEGIES (research-based): (Teacher Methods)</b>				
1, 7	<b>1. Teacher led instruction on communication strategies (Lessons from Georgia and <a href="http://www.create4ms.org/">http://www.create4ms.org/</a>).</b>				
2, 5, 6	<b>2. Student Assignment, Cooperative learning</b>				
3, 9	<b>3. Student research, cooperative learning</b>				
8	<b>4. Cooperative learning, student research, writing</b>				
<b>Obj. #</b>	<b>INSTRUCTIONAL ACTIVITIES: (What Students Do)</b>				

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1, 7	<b>1. Teacher led instruction on communication strategies.</b>
2, 5, 6	<b>2. The student will create an electronic agenda for an upcoming group meeting (which ever they are involved in) FBLA or DECA meeting and submit to the teacher via email. The student will then facilitate the meeting.</b>
3, 9	<b>3. Students will select a country to research and create an electronic presentation explaining the specific communication issues related to the researched country in relation to the United States.</b>
8	<b>4. The student will work in teams to create a business that employs 500 people. Students should write a 500 word essay proposal for how the company should be organized, identifying levels and relationships between employees and management. For differentiated instruction, students could create an organization chart for the business.</b>

**UNIT RESOURCES: (include internet addresses for linking)**

**Glencoe: Business Management – Real World Applications and Connections**

**Georgia Department of Technical and Adult Education**

**Communication PowerPoint:** [www.bized.co.uk/sites/bized/files/docs/buscomm.ppt](http://www.bized.co.uk/sites/bized/files/docs/buscomm.ppt)

**Resources @ MCCE:**

**BE 13.1397 W373 - 25+1 Communication Strategies for Business Education**

Mary Witherow, Joyce Caton, Joanne Lozar Glenn

RESTON, VA, NATIONAL BUSINESS EDUCATION ASSOCIATION, 2003.

BOOK — This book is intended for teachers who are committed to developing and strengthening workplace competencies in their students. It is divided into three sections: human relations, taking charge of your career, and meetings and presentations. The real-world approach allows students to gain practice in confronting problems in the workplace, observing their own and their peers' reactions, considering alternative views, discussing potential responses, and evaluating the appropriateness of proposed solutions.

**BE CD ROM 16 - Breaking the Barriers: Improving Communication Skills**

Cambridge Educational

LAWRENCEVILLE, NJ, CAMBRIDGE EDUCATIONAL, 2003.

CD ROM — Two-CD-ROM set exposes the entire range of communication barriers while providing users with an opportunity to apply what they

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learn through interactive video scenarios of real-world workplace situations. The tutorial exposes the potential pitfalls of spoken, written, and visual communication. In addition to a wide variety of basic issues, such as talking too fast, writing imprecisely, and not paying attention, many subtle issues are also addressed, like cultural insensitivity, negative body language, bad timing, choosing the wrong medium, and jumping to conclusions.

### **BE DVD ROM 16.3 - Telephone Skills and Tips**

The School Company

VANCOUVER, WA, THE SCHOOL COMPANY, 2005.

DVD ROM — This program is designed to help the viewer understand the importance of creating a positive rapport with customers when using the telephone. How to project a caring attitude, respond to hostile customers, and create a positive image for the company. High School, Post-secondary and Adult. 16 minutes.

### **BE DVD ROM 16.9 - Upgrade your Communication Skills at Work: Email**

Video Aided Instruction

ROSLYN HEIGHTS, NY, VIDEO AIDED INSTRUCTION, 2009.

DVD ROM — This program covers the must-know rules for using email efficiently and appropriately including: when to use email; proven email techniques that boost productivity; strategies for composing email messages that are succinct; writing subject lines; when to use "To:," "Cc:," and "Bcc:,"; adding links and attachments; sample subject lines and email messages that illustrate key concepts. 1 hour and 5 minutes.

### **BE DVD ROM 19.1 - Communication Skills on the Job**

Sunburst Visual Media

PLAINVIEW, NY, SUNBURST VISUAL MEDIA, 2006.

DVD ROM — This program uses vignettes to demonstrate good communication, covering such topics as introductions and titles, phone etiquette, asking questions, active listening, using I-messages, and communicating a positive attitude. Grades 7-12. 20 minutes.

### **BE DVD ROM 19.2 - Communicating with Tact, Candor and Credibility**

Learning Seed

LAKE ZURICH, IL, LEARNING SEED, 2008.

DVD ROM — Program covers topics including: rephrasing: making "talking points" tactfully; what to say: the art of scripting; lightweight speech patterns; and jargon-filled corporate speak. Shows how to connect with co-workers, team members and supervisors and introduces a four-step method to present your point of view with tact and diplomacy. Audience: General. 19 minutes.

### **BE DVD ROM 19.4 - Workplace Communication Skills**

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JIST

ST. PAUL, MN, JIST, 2012.

DVD ROM — This program teaches viewers about the importance of good communication in the workplace and how to improve upon these skills. Viewers get guidance for developing their verbal, listening, nonverbal, and written skills. The program depicts scenarios of good and poor communication skills in action and includes expert interviews on workplace communication. Also addresses communication through e-mail, voicemail, cell phones, video conferencing, and online sites like Facebook and Twitter. 50 minutes. Helpful pause points allow instructors to stop the program and discuss the material.

### **BE DVD ROM 46 - Nonverbal Communication & Positive Body Language**

The School Company

VANCOUVER, WA, THE SCHOOL COMPANY, 2005.

DVD ROM — This program describes the various components of non-verbal communication and how it contributes to success or failure in the workplace. Points out that when verbal and non-verbal communication conflicts, customers trust the non-verbal messages. High School, Post-secondary and Adult. 17 minutes.

### **BE KIT 10 - Let's Talk...Telephone Tactics for Better Business: Every Call Counts**

Cambridge Educational

MONMOUTH JUNCTION, NJ, CAMBRIDGE EDUCATIONAL, 2003.

KIT — Despite advancing technology, one communication tool remains a constant: the telephone. Using it competently and courteously is vital to customer and client satisfaction. This 2-part series is designed to help students and professionals improve their telephone skills and understand the impact that both good and bad phone etiquette can have on the bottom line of any business. Combining the video's tutorial examples with the reinforcement of practical exercises on the CD ROM, this interactive series will prepare students and professionals to: make outgoing and receive incoming calls; conduct effective and efficient telephone calls in a business environment; take control of a conversation and direct it towards a specific purpose; use tone, pitch, and inflection to an advantage when speaking on the phone; make a positive impression over the telephone; properly compose and deliver a voicemail announcement and message.

### **BE KIT 6 - How to Develop Effective Communication Skills**

Robert W Lucas

CHICAGO, IL, JACK WILSON & ASSOCIATES INC, 2004.

KIT — This systematic, detailed training program gives you a blueprint for effective communication; a formula for understanding. You will learn the skills needed in order to successfully compete in the worldwide marketplace.

### **BE VIDEO 156 - Business Writing**



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Teachers Video Company

SCOTTSDALE, AZ, TEACHER'S VIDEO COMPANY, 2001.

VIDEO — Effective writing is an essential skill for any business career. This program teaches students to write professional-looking documents using the language of business. Students are presented with the professional form for letters, memos, and emails. 30 minutes. Grades 9-12.

### **BE VIDEO 189 - Public Speaking**

Cerebellum Corporation

FALLS CHURCH, VA, CEREBELLUM CORPORATION, 2002.

VIDEO — The Standard Deviants. Learning public speaking skills has never been so much fun! This lively video contains segments on organizing presentations, creating outlines, practicing, voice projection, audience control, and self-confidence. Students master easy techniques for delivering high impact presentations without stress! 60 minutes.

### **BE VIDEO 54 - Communication Skills for the Workplace**

HRM Human Relations Media

MT KISCO, NY, HRM HUMAN RELATIONS MEDIA, 2000.

VIDEO — Includes guide. By viewing this video and working on the activities in this Teacher's Resource Book, your students will learn valuable techniques to help them communicate effectively. 27:42 minutes.

### **BE VIDEO 66 - Cross Cultural Communications**

Promedion Productions

PROMEDION PRODUCTIONS, 2002.

VIDEO — This video shows the difficulties of cross-cultural communication. It emphasizes the importance of understanding and respecting other cultures. 36 minutes

### **BE VIDEO 67 - Non-verbal Communication in the Global Marketplace**

De Visuals

SUNRISE, FL, DE VISUALS, 2004.

VIDEO — This program shows the mechanics of nonverbally communicating through gestures, proxemics, and other techniques. Also exposes the viewer to the vast array of interpretations of similar techniques throughout the global marketplace. Each country/culture/ethnic group communicates differently and this program discusses how people use their eyes, facial expressions, posture, gestures, and proxemics, as well as clothing and accessories to communicate. High School, Post-secondary and Adult. 24 minutes.

### **C&E VIDEO 141 - Basic Career Communication Skills: Marketing & Customer Service**

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The School Company

VANCOUVER, WA, THE SCHOOL COMPANY, 2005.

VIDEO — Good listening and speaking skills for dealing with customers are highlighted in this video. The difference between hearing and listening and how to ask the right questions to get the information needed from the customer are presented. The importance of writing and filling out customer service reports and writing letters to clients is also stressed. 17:42 minutes.

### **E DVD ROM 80 - Interpersonal Communication With People of Different Ages**

Insight Media

NEW YORK, NY, INSIGHT MEDIA, 2008.

DVD ROM — This program examines communication with individuals of different ages and considers the ways in which human development affects communication abilities. It explores the role of positive and negative stereotypes in age-related communication, outlines the natural reasons individuals create and use stereotypes, shows how stereotypes provide categories that offer cues for appropriate behavior, discusses the limits of stereotypes, and teaches how to employ stereotypes and the recognition of their existence to treat people of all ages with respect and as unique individuals. The program also provides specific guidelines for modifying communication to enhance interpersonal interactions with infants, toddlers, adolescents, and older adults. 22 minutes.

### **E&D DVD ROM 6 - Communicating Between Cultures**

Learning Seed

LAKE ZURICH, IL, LEARNING SEED, 2004.

DVD ROM — Some "cultural givens" are so deeply imbedded in thought patterns they are invisible to those who hold them. This video shows how to make some of these patterns visible and improve communication. A series of cross-cultural situations show how even good intentions often go astray. 23 minutes

### **FCS VIDEO 139 - It's Not What You Say: Mastering the Art of Communication**

Linx Educational Publishing, Inc.

JACKSONVILLE BEACH, FL, LINX EDUCATIONAL PUBLISHING, INC., 2003.

VIDEO — Discover the difference word choice can make. Find out what non-verbal communication is all about. Understand the power of emotional tone. From body language to listening, communication is a skill you can learn . . . today! Grades 8-Adult. 26 minutes.

### **G&C DVD ROM 35 - Communication: Skills on the Job**

Sunburst Visual Media

HAWTHORNE, NY, SUNBURST VISUAL MEDIA, 2006.

DVD ROM — This program covers such topics as introductions and titles, phone etiquette, asking questions, active listening, using "I" messages

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and communicating a positive attitude. Grade level: 7-12. 26 minutes

### **H DVD ROM 16 - Upgrade Your Communication Skills at Work: Professionalism**

Video Aided Instruction

ROSLYN HEIGHTS, NY, VIDEO AIDED INSTRUCTION, 2009.

DVD ROM — This program includes: a thorough discussion of qualities that every worker should possess and demonstrate on the job; an analysis of behavior that can make or break a career; tips for cultivating a strong work ethic; strategies for treating all business contacts with respect and empathy; examples of unprofessional behavior that should be avoided; advice that will help increase the value of an employee or job candidate; sample anecdotes and situations that illustrate key concepts. 1 hour and 11 minutes

### **H VIDEO 71 - Effective Communication**

Mosby, Inc.

PHILADELPHIA, PA, MOSBY-YEAR BOOK, INC, 1995.

VIDEO — This video discusses verbal, written, and nonverbal communication; levels of organizational communication for managers (upward, horizontal, and downward); listening skills; cultural differences in communication styles. Interviews with nurse managers provide real-life perspectives and offer strategies for successful communication, while graphics visually reinforce key content. 29 minutes

### **MCE DVD ROM 49 - Basic Career Communication Skills: Marketing & Customer Service**

The School Company

VANCOUVER, WA, THE SCHOOL COMPANY, 2005.

DVD ROM — Good listening and speaking skills for dealing with customers are highlighted in this program. The difference between hearing and listening and how to ask the right questions to get the information needed from the customer are presented. The importance of writing and filling out customer service reports and writing letters to clients is also stressed. 17:42 minutes

### **MCE DVD ROM 7.2 - Upgrade Your Communication Skills At Work: Websites & Blogs**

Video Aided Instruction

ROSLYN HEIGHTS, NY, VIDEO AIDED INSTRUCTION, 2009.

DVD ROM — In this program, advice is provided for turning a company's online presence into a resource that's useful, interactive, and a selling tool. Viewers can also learn how an organization can use websites and blogs to enhance its image, distribute information, connect with visitors, build a sense of community, and boost sales. This program includes: techniques for determining which features a website should include — and updating or revamping an existing site as appropriate; strategies for identifying the various types of people who visit a website; ways to engage website visitors by offering a user-friendly, interactive, and positive online experience; advice about creating and maintaining a blog; tips that can help get more hits and increase profits; sample webpages, blog posts, etc. that illustrate key concepts. 1 hour 16 minutes

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### **R DVD ROM 13 - Upgrade Your Communication Skills at Work: Professionalism**

Video Aided Instruction

ROSLYN HEIGHTS, NY, VIDEO AIDED INSTRUCTION, 2009.

DVD ROM — This program includes: a thorough discussion of qualities that every worker should possess and demonstrate on the job; an analysis of behavior that can make or break a career; tips for cultivating a strong work ethic; strategies for treating all business contacts with respect and empathy; examples of unprofessional behavior that should be avoided; advice that will help increase the value of an employee or job candidate; sample anecdotes and situations that illustrate key concepts. 1 hour and 11 minutes