

## **WORKPLACE COMMUNICATIONS**

### **ACTIVITY/COURSE CODE: 5041**

**COURSE DESCRIPTION:** The Workplace Communications course is designed to teach students to communicate in a clear, courteous, concise, complete, and correct manner on both personal and professional levels. Students will have the opportunity to develop competency in oral, written, interpersonal, technological, and employment communications with a focus on listening and speaking skills throughout the course. Upon successful completion of this course, students may have the opportunity to complete a state-recognized Business Communications certification.

**OBJECTIVE:** Given the necessary equipment, supplies, and appropriate software, students will gain the necessary skills to communicate effectively.

**COURSE CREDIT:** 1 Carnegie unit (120 hours)

**RECOMMENDED GRADE LEVEL:** 9 – 12

**PREREQUISITE:** None

**COMPUTER REQUIREMENT:** One computer per student; Internet Access

**RESOURCES:** [Instructional Materials](#)

#### **A. FOUNDATIONS OF COMMUNICATION**

**Business professionals recognize the significance and applicability of effective communication. The following accountability criteria are considered essential for students in any program of study.**

1. Identify the five C's of communication (i.e., clear, cohesive, complete, concise, and concrete).
2. Evaluate the transformation of communication in the post-trust era regarding business ethics, corporate values, technology, and social responsibility.
3. Examine and practice the six steps of the communication process.
4. Identify and differentiate non-verbal cues from verbal cues and their impact on messaging.
5. Distinguish between informal or formal communication based on the audience/environment.
6. Identify barriers to effective interpersonal communications.
7. Discuss the characteristics of cultural differences and business etiquette among employees that affect communication in the diverse workplace.
8. Analyze the multiple strategies to create an inclusive workplace (e.g., capturing the employee voice).
9. Examine characteristics of the emerging social age (e.g., social and mobile revolution).
10. Identify and describe new and emerging communication technologies (e.g., AI).

## **B. LISTENING FOR A PURPOSE**

**Business professionals demonstrate appropriate listening skills. The following accountability criteria are considered essential for students in any program of study.**

1. Identify the steps in the listening process (i.e., receiving, understanding, remembering, evaluating, & responding).
2. Differentiate between the characteristics and uses involved with the multiple types of listening (e.g., passive, active, empathetic, reflective).
3. Analyze the purpose of various messages (informative, evaluative, empathetic, and reflective) to determine what action should be taken (seeking to understand).
4. Identify and overcome major barriers to enhance effective listening strategies (e.g., learner mindset, judge mindset).
5. Identify listening strategies appropriate for different workplace settings (e.g., conferences, trainings, projects, teamwork).

## **C. READING FOR A PURPOSE**

**Business professionals demonstrate appropriate reading skills. The following accountability criteria are considered essential for students in any program of study.**

1. Identify and develop reading strategies that will improve speed, comprehension, and retention (e.g., reading with purpose, reading for information, reading to follow directions).
2. Differentiate reading methods and appropriate uses (e.g., skimming, scanning, summarizing, speed-reading, in-depth reading).
3. Critically evaluate written materials, assessing credibility, relevance, and reliability to make informed judgments and recommendations.
4. Evaluate written documents, including emails, reports, and instructions, to ensure accuracy and completeness (e.g., attention to details, spelling, grammar, formatting, and content consistency).
5. Evaluate methods used to enhance the reading experience (e.g., white space, formatting, redundancy, passive voice).

## **D. WRITING FOR A PURPOSE**

**Business professionals demonstrate appropriate writing skills. The following accountability criteria are considered essential for students in any program of study.**

1. Correctly use parts of speech and components of sentence structure to compose business communications in the appropriate format.
2. Correctly apply mechanics of punctuation, capitalization, spelling, and number expression when composing business communications.
3. Write in a clear, courteous, concise, complete, and correct manner without bias for an intended audience.
4. Describe the stages of the writing process (e.g., planning, composing, editing/formatting, reviewing, publishing).
5. Using the writing process, compose and produce a variety of business messages (e.g.,

- emails, letters, reports, blogging, social media posts).
6. Select message formatting to improve readability (e.g., style, design, emoticons).
  7. Demonstrate strategies for supportive feedback and responses.

## **E. RESEARCHING FOR A PURPOSE**

**Business professionals demonstrate appropriate research skills. The following accountability criteria are considered essential for students in any program of study.**

1. Conduct research with thoroughness and accuracy, ensuring that information gathered is valid, reliable, relevant, and up-to-date.
2. Using time management strategies, utilize effective research skills and tools for gathering information and completing projects/tasks.
3. Create various research projects to include selecting a topic, constructing inquiry-based questions, accessing resources, evaluating credibility, and organizing information.
4. Examine ethical issues involved in gathering, displaying, and interpreting data.
5. Using various technologies, create charts, tables, and surveys to collect and showcase data in support of business communications.
6. Analyze data from graphic features (e.g., charts and graphs) from a variety of resources.
7. Properly document and cite sources when referencing external information in written communications or reports using APA guidelines to avoid plagiarism.

## **F. SPEAKING FOR A PURPOSE**

**Business professionals demonstrate appropriate speaking skills. The following accountability criteria are considered essential for students in any program of study.**

1. Develop and practice effective oral communication with clarity, articulation, and pronunciation, ensuring that messages are easily understood.
2. Explore regional, international, and cultural differences in communication to recognize where bias-free language can be employed.
3. Engage in group discussions sharing opinions and discussing current topics in a constructive, positive, and unbiased manner.
4. Prepare and deliver impromptu and planned speeches/presentations individually or as a group member (e.g., meetings, proposals, media, podcasting).
5. Demonstrate professional telephone answering techniques and etiquette.
6. Develop strategies to ask and respond to questions to elicit general and specific information. Compare methods of adapting responses based on direct and indirect feedback.
7. Organize thoughts to reflect logical thinking before speaking, i.e. outline, agenda, handout, or speaker notes.
8. Identify and model effective speech delivery techniques, i.e. voice inflections, facial expressions, eye contact, body language, and movement.
9. Select and use appropriate tools to deliver business presentations, (e.g., PowerPoint, Canva, StoryBoard, Flip-a-Clip, visual aids, handouts).
10. Demonstrate the principle of consistency in customer service maintained across all customer interaction channels (e.g., face-to-face, internal/external customers, telephone,

- email, and responses to comments on reviews or posts).
11. Employ appropriate communication strategies for dealing with dissatisfied customers (e.g., face-to-face discussions, electronic correspondence, and writing).

## **G. EMPLOYMENT COMMUNICATIONS**

**Business professionals demonstrate appropriate employment communication skills. The following accountability criteria are considered essential for students in any program of study.**

1. Research the job market and specific potential employers using personal and electronic networks.
2. Compose a cover letter with an envelope, resume, and follow-up letter for a simulated job opportunity.
3. Complete an employment application form.
4. Brainstorm and prepare a list of questions to ask during an interview (e.g., job responsibilities, work environment).
5. Identify common mistakes made by interviewers and interviewees.
6. Participate in an interviewing experience using appropriate nonverbal and verbal communication.
7. Differentiate among business attire (e.g., casual, business-casual, professional business, formal attire) and select the correct attire for specific situations.
8. Compare and contrast business and personal ethics.
9. Brainstorm, develop, and present a personal code of ethics.
10. Demonstrate appropriate behavior expected by employers such as personal leadership, respect for authority, chain of command (“grapevine”), and conflict resolution.
11. Identify methods of saving employment portfolio documents (e.g., websites, drives).
12. Identify ways to keep data secure from theft and destruction.
13. Evaluate interactions and contributions of group members to promote successful teamwork.

***Safety, Student Organizations, Technology Knowledge, Personal Qualities and Employability Skills, and Professional Knowledge are embedded in Standards A-G.***

## **SAFETY**

**Business professionals know the academic subject matter, including safety as required for proficiency within their area. The following accountability criteria are considered essential for students in any program of study.**

14. Review school safety policies and procedures.
15. Review classroom safety rules and procedures.
16. Review safety procedures for using equipment in the classroom.
17. Identify major causes of work-related accidents in office environments.
18. Demonstrate safety skills in an office/work environment.

## STUDENT ORGANIZATIONS

**Business professionals know the academic subject matter, including professional development. The following accountability criteria are considered essential for students in any program of study.**

1. Identify the purpose and goals of a Career and Technology Student Organization (CTSO).
2. Explain how CTOS are integral parts of specific clusters, majors, and/or courses.
3. Explain the benefits and responsibilities of being a member of a CTOS. List leadership opportunities that are available to students through participation in CTOS conferences, competitions, community service, philanthropy, and other activities.
4. Explain how participation in CTOS can promote lifelong benefits in other professional and civic organizations.

## TECHNOLOGY KNOWLEDGE

**Business professionals know the academic subject matter, including the ethical use of technology. The following accountability criteria are considered essential for students in any program of study.**

1. Demonstrate proficiency and skills associated with the use of technologies that are common to a specific occupation.
2. Identify proper netiquette when using e-mail, social media, and other technologies for communication purposes.
3. Identify potential abuse and unethical uses of laptops, tablets, computers, and/or networks.
4. Explain the consequences of social, illegal, and unethical uses of technology (e.g., piracy; illegal downloading; cyberbullying; licensing infringement; inappropriate uses of software, hardware, and mobile devices in the work environment).
5. Discuss legal issues and the terms of use related to copyright laws, Creative Commons, fair use laws, and ethics pertaining to downloading of images, photographs, Creative Commons, documents, video, sounds, music, trademarks, and other elements for personal use.
6. Describe ethical and legal practices of safeguarding the confidentiality of business-related information.
7. Describe possible threats to a laptop, tablet, computer, and/or network and methods of avoiding attacks.

## **PERSONAL QUALITIES AND EMPLOYABILITY SKILLS**

**Business professionals know the academic subject matter, including positive work practices and interpersonal skills. The following accountability criteria are considered essential for students in any program of study.**

1. Demonstrate creativity and innovation.
2. Demonstrate critical thinking and problem-solving skills.
3. Demonstrate initiative and self-direction.
4. Demonstrate integrity.
5. Demonstrate work ethic.
6. Demonstrate conflict resolution skills.
7. Demonstrate listening and speaking skills.
8. Demonstrate respect for diversity.
9. Demonstrate customer service orientation.
10. Demonstrate teamwork.

## **PROFESSIONAL KNOWLEDGE**

**Business professionals know the academic subject matter, including positive work practices and interpersonal skills. The following accountability criteria are considered essential for students in any program of study.**

1. Demonstrate global or “big picture” thinking.
2. Demonstrate career and life management skills and goal-making.
3. Demonstrate continuous learning and adaptability skills to changing job requirements.
4. Demonstrate time and resource management skills.
5. Demonstrates information literacy skills.
6. Demonstrates information security skills.
7. Demonstrates information technology skills.
8. Demonstrates knowledge and use of job-specific tools and technologies.
9. Demonstrate job-specific mathematics skills.
10. Demonstrates professionalism in the workplace.
11. Demonstrates reading and writing skills.
12. Demonstrates workplace safety.

Additional Course Materials and Resources and Course Academic Standards and Indicators are found in the Instruction Hub.