

ESSENTIAL COMMUNICATIONS

Name change: WORKPLACE COMMUNICATIONS (EFFECTIVE 2018-19)
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. Competency will be developed in oral, written, interpersonal, technological, and employment communication. Listening skills will be incorporated throughout the course. This course prepares students for the CEW: Professional Communications certification exam and serves as a preparation course for career readiness.

OBJECTIVE: Given the necessary equipment, supplies, and appropriate software, students will gain a solid communication base to communicate effectively.

COURSE CREDIT: 1 Carnegie unit (120 hours)

RECOMMENDED GRADE LEVEL: 10 - 12

PREREQUISITE: None

COMPUTER REQUIREMENT: One computer per student; Internet Access

RESOURCES: [MySCTextbooks](#)

INDUSTRY CREDENTIALS/CERTIFICATIONS AVAILABLE:
CEW: Professional Communications

A. SAFETY

Effective professionals know the academic subject matter, including safety as required for proficiency within their area. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in any program of study.

1. Review school safety policies and procedures.
2. Review classroom safety rules and procedures.
3. Review safety procedures for using equipment in the classroom.
4. Identify major causes of work-related accidents in office environments.
5. Demonstrate safety skills in an office/work environment.

B. STUDENT ORGANIZATIONS

Effective professionals know the academic subject matter, including professional development, required for proficiency within their area. They will use this knowledge

as needed in their role. 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 CTSOs are integral parts of specific clusters, majors, and/or courses.
3. Explain the benefits and responsibilities of being a member of a CTSO. List leadership opportunities that are available to students through participation in CTSO conferences, competitions, community service, philanthropy, and other activities.
4. Explain how participation in CTSOs can promote lifelong benefits in other professional and civic organizations.

C. TECHNOLOGY KNOWLEDGE

Effective professionals know the academic subject matter, including the ethical use of technology as needed in their role. 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; cyberbullying; illegal downloading; 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, fair use laws, and ethics pertaining to downloading of images, photographs, 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.

D. PERSONAL QUALITIES AND EMPLOYABILITY SKILLS

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

1. Demonstrate punctuality.
2. Demonstrate self-representation.
3. Demonstrate work ethic.
4. Demonstrate respect.
5. Demonstrate time management.

6. Demonstrate integrity.
7. Demonstrate leadership.
8. Demonstrate teamwork and collaboration.
9. Demonstrate conflict resolution.
10. Demonstrate perseverance.
11. Demonstrate commitment.
12. Demonstrate a healthy view of competition.
13. Demonstrate a global perspective.
14. Demonstrate health and fitness.
15. Demonstrate self-direction.
16. Demonstrate lifelong learning.

E. PROFESSIONAL KNOWLEDGE

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

1. Demonstrate effective speaking and listening skills.
2. Demonstrate effective reading and writing skills.
3. Demonstrate mathematical reasoning.
4. Demonstrate job-specific mathematics skills.
5. Demonstrate critical-thinking and problem-solving skills.
6. Demonstrate creativity and resourcefulness.
7. Demonstrate an understanding of business ethics.
8. Demonstrate confidentiality.
9. Demonstrate an understanding of workplace structures, organizations, systems, and climates.
10. Demonstrate diversity awareness.
11. Demonstrate job acquisition and advancement skills.
12. Demonstrate task management skills.
13. Demonstrate customer-service skills.

F. THE COMMUNICATION PROCESS

Effective professionals understand the importance and relevance of the communication process. The following accountability criteria are considered essential for students in any program of study.

1. Examine and practice the six steps of the communication process.
2. Identify and differentiate non-verbal cues from verbal cues.
3. Model acceptable nonverbal skills in professional communications.
4. Create and respond to various workplace scenarios using effective verbal and non-verbal cues.

G. READING FOR A PURPOSE

Effective professionals demonstrate appropriate reading skills as needed in their role. The following accountability criteria are considered essential for students in any program of study.

1. Develop reading strategies that will improve speed, comprehension, and retention i.e. reading with purpose, reading for information, reading to follow directions).
2. Select correct reading methods for a particular situation (e.g., skimming, scanning, summarizing, speed-reading, in-depth reading).
3. Summarize key details from various reading sources.
4. Determine the meaning of technical terms and other unfamiliar words using context clues.
5. Read and follow simple directions.

H. LISTENING FOR A PURPOSE

Effective professionals demonstrate appropriate listening skills as needed in their role. The following accountability criteria are considered essential for students in any program of study.

1. Identify and practice effective listening skills.
2. Analyze the situation, purpose (informative, evaluative, empathetic, and reflective), and audience of an oral message.
3. Practice methods of active listening such as taking accurate notes and asking questions.
4. Critique group members' and own interactions/work and adjust to ensure group success.
5. Critique various media and oral presentations analytically and critically.
6. Identify and overcome major barriers to enhance active listening.
7. Demonstrate professionalism by conducting oneself in a manner appropriate for the workplace.
8. Demonstrate the proper use of telephone techniques and manners.

I. WRITING FOR A PURPOSE

Effective professionals demonstrate appropriate writing skills as needed in their role. 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.
4. Identify and describe the writing process, i.e. determining audience and purpose;

- brainstorming, outlining, and organizing to produce a rough draft; proofreading and revising to create polished documents that are logical, coherent, and unified.
5. Using the writing process, compose and produce a variety of messages using standard business letters, e-mail, newsletters, technical reports, and social media for each of the following: formal, informal, persuasive, and bad news/good news communications.
 6. Using various social media, identify and respond to work-related situations, i.e. inquiries from customers/employers/colleagues, and networking with industry professionals.
 7. Select message formatting (fonts, color, case, informal abbreviations, emoticons) for desired audiences.
 8. Edit and revise personal work as well as that of others.

J. RESEARCHING FOR A PURPOSE

Effective professionals demonstrate appropriate research skills as needed in their role. The following accountability criteria are considered essential for students in any program of study.

1. Locate, assess, and use information from a variety of print and online sources.
2. Locate print and online information to aid in decision making and strengthening arguments.
3. Determine authority and validity of sources/resources.
4. Explain how statistics can be interpreted and manipulated
5. Discuss ethical issues involved in gathering, displaying, and interpreting data.
6. Design and carry out various research projects by selecting a topic, constructing inquiry based questions, accessing resources, evaluating credibility, and organizing information.
7. Analyze data from graphic features (e.g., charts and graphs) from a variety of resources.
8. Using various technologies, create charts, tables, and surveys to collect and showcase data in support of business communications.
9. Use pertinent data to justify findings.

K. SPEAKING FOR A PURPOSE

Effective professionals demonstrate appropriate speaking skills as needed in their role. The following accountability criteria are considered essential for students in any program of study.

1. Develop and practice effective oral communication skills.
 - a. Practice correct pronunciation and enunciation.
 - b. Identify regional, international, and cultural differences in communication; use bias-free language.
 - c. Participate in group discussions by expressing opinions and talking about current issues positively and tactfully.
 - d. Plan and present short presentations individually or as a group member.

2. Use proper telephone techniques and etiquette.
3. Ask questions and respond to questions with confidence to elicit general and specific information.
4. Organize thoughts to reflect logical thinking before speaking, i.e. outline, agenda, handout, or speaker notes.
5. Identify and model effective speech delivery techniques, i.e. voice inflections, facial expressions, eye contact, and movement.
6. Deliver impromptu and planned speeches/presentations.
7. Select and use appropriate technology to enhance business presentations, (e.g., PowerPoint, Photo Story, MovieMaker, Prezi, etc.).

L. SOCIAL COMMUNICATION

Effective professionals demonstrate appropriate social communication skills as needed in their role. The following accountability criteria are considered essential for students in any program of study.

1. Compile significant points regarding courtesy and propriety (priority, privacy, property) in a digital business world (“netiquette”).
2. Demonstrate appropriate behavior in relationships such as personal leadership, respect for authority, chain of command, and conflict resolution.
3. Brainstorm, develop, and present a personal code of ethics.
4. Determine validity and reliability of information (biased, literal, inferential, and factual) statements.

M. EMPLOYMENT COMMUNICATIONS – CAPSTONE

Effective professionals demonstrate appropriate communication skills as needed in their role. The following accountability criteria are considered essential for students in any program of study.

(Students will integrate all forms of communication in the successful pursuit and retention of employment by creating an employment portfolio.)

1. Research the job market and specific potential employers using personal and electronic networks.
2. Compose a cover letter/envelope, resume (print and scannable), and follow-up letter for a simulated job opportunity.
3. Complete an employment application form.
4. Role-play interviews and demonstrate appropriate nonverbal and verbal communication.
5. Differentiate among business attire (e.g., casual, business-casual, professional business, and formal attire) and select correct attire for specific situations.
6. Talk about qualities that employers expect in employees.
7. Examine legal and illegal employment practices.
8. Brainstorm and prepare a list of questions to ask an interviewer (i.e. job

responsibilities, work environment).

9. Demonstrate common mistakes made by interviewers and interviewees.
10. Practice basic etiquette and manners in given situations.
11. Develop an employment portfolio to include documents that support professional performance.

[Course Materials and Resources](#)

[Course Academic Standards and Indicators](#)