

Unit 1: Business Communication

Content Area: **Business**
Course(s): **Business Essentials**
Time Period: **1st Marking Period**
Length: **2 weeks**
Status: **Published**

Unit Overview

Students will be able to create properly formatted and professional business documents

Transfer

Students will be able to apply proper formatting and professional language in the development of business correspondence.

Meaning

Understandings

Students will understand ...

- The importance of professional communication
- Various types of business communication methods, including memos, resumes, email
- The components required for a personal business letter
- Word processing skills
- The components required while addressing an envelope

Essential Questions

- Why is it important to engage in professional communication?
- What forms of communication are appropriate for a professional setting?
- What are the components required for a personal business letter?
- What is an acceptable font to utilize while formatting business documents?
- How do you address an envelope?

Application of Knowledge and Skill

Students will know...

Students will know...

- The importance of professional communication
- Various types of business communication methods, including memos, resumes, email
- The components required for a personal business letter
- Word processing skills
- The components required while addressing an envelope

Students will be skilled at...

Students will be skilled at...

- Professionally communicating
- Formatting and constructing a personal business letter
- Utilizing Microsoft Word to write an original personal business letter
- Addressing an envelope for mail
- Using an enclosure for attachments

Academic Vocabulary

- Personal business letter
- Return address
- Date
- Letter address
- Salutation
- Body
- Complimentary close
- Name
- Reference initials
- Attachment/Enclosure notation
- Margins
- Font/Typeface

Learning Goal 1

Review types of business communication - including memos, letters, resumes, and emails

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|-----------------|---|
| 9.3.12.BM.3 | Explore, develop and apply strategies for ensuring a successful business career. |
| 9.3.12.BM.4 | Identify, demonstrate and implement solutions in managing effective business customer relationships. |
| 9.3.12.BM.5 | Implement systems, strategies and techniques used to manage information in a business. |
| 9.3.12.BM-MGT.4 | Employ and manage techniques, strategies and systems to enhance business relationships. |
| CRP.K-12.CRP1 | Act as a responsible and contributing citizen and employee. |
| CRP.K-12.CRP2 | Apply appropriate academic and technical skills. |
| CRP.K-12.CRP4 | Communicate clearly and effectively and with reason. |
| CRP.K-12.CRP6 | Demonstrate creativity and innovation. |
| CRP.K-12.CRP9 | Model integrity, ethical leadership and effective management. |
| CRP.K-12.CRP11 | Use technology to enhance productivity. |
| CAEP.9.2.12.C.1 | Review career goals and determine steps necessary for attainment. |
| CAEP.9.2.12.C.3 | Identify transferable career skills and design alternate career plans. |
| CAEP.9.2.12.C.7 | Examine the professional, legal, and ethical responsibilities for both employers and employees in the global workplace. |

Target 1

Review key types of professional correspondence used in business settings

- Review key types of professional correspondence used in business settings

Learning Goal 2

Apply business concepts and professional language to construct a personal business letter.

- Apply business concepts and professional language to construct a personal business letter.
- | | |
|-------------------|--|
| CRP.K-12.CRP1 | Act as a responsible and contributing citizen and employee. |
| CRP.K-12.CRP2 | Apply appropriate academic and technical skills. |
| CRP.K-12.CRP4 | Communicate clearly and effectively and with reason. |
| CRP.K-12.CRP6 | Demonstrate creativity and innovation. |
| CRP.K-12.CRP7 | Employ valid and reliable research strategies. |
| CRP.K-12.CRP8 | Utilize critical thinking to make sense of problems and persevere in solving them. |
| CRP.K-12.CRP11 | Use technology to enhance productivity. |
| CAEP.9.2.12.C.3 | Identify transferable career skills and design alternate career plans. |
| CAEP.9.2.12.C.9 | Analyze the correlation between personal and financial behavior and employability. |
| TECH.8.1.12.A.CS2 | Select and use applications effectively and productively. |

Target 1

Construct a personal business letter using proper formatting

- Construct a personal business letter using proper formatting

Target 2

Proofread documents for formatting and proofreading errors

- Proofread documents for formatting and proofreading errors

Target 3

Address an envelope using all necessary components

- Address an envelope using all necessary components

Summative Assessment

Unit Assessment will be created and will count as a Marking Period 1 Exam. In addition, there will be other assessments in the form of classwork and homework.

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Formative Assessment and Performance Opportunities

- Analysis completion
- Class discussion
- Presentation of ideas
- Productive discussion
- Project completion
- Role Play completion
- Teacher observation
- Use of technological resources for quick assessment
- Worksheet completion

Accommodations/Modifications

Differentiation:

All instruction, labs, activities, and assessments will be modified and enhanced to adhere to individual student's IEPs and 504s. As well differentiated classroom management strategies will be utilized as to adhere to these students individual plans as well.

Enrichment:

Additional templates and files are available through Office applications on desktop computers for exploration.

DECA enrichment activities are available. Role plays and tests are available in class and online at www.deca.org

Unit Resources

Teacher can choose from the following resources:

- Book Companion Website
- Century 21 Computer Applications and Keyboarding
- Chapter PowerPoints
- Computer
- Document Camera
- Whiteboards

Interdisciplinary Connections

LA.WHST.9-10.4

Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.

LA.WHST.9-10.6

Use technology, including the Internet, to produce, share, and update writing products, taking advantage of technology's capacity to link to other information and to display information flexibly and dynamically.