

## PROFESSIONAL COMMUNICATIONS

Credits: 0.5

### COURSE OVERVIEW AND GOALS

[Getting Started/Best Practices Template](#)

Professional Communications is a one-semester course that is designed to enable all students at the high school level to develop the communication skills they will need to be successful in a profession. Students learn about the key aspects of the communication process. They learn to apply communication protocol and appropriate language skills in professional and social communication. Students also explore effective strategies to address diversity in communication. Finally, students familiarize themselves with reading, writing, speaking, and listening skills. This course covers topics such as communication in business organizations and technology for communication. The course is based on Career Technical Education (CTE) standards designed to help students prepare for communication in a wide range of professions.

The materials needed for this course include a business productivity-type software, such as Microsoft Office.

Prerequisite courses: There are no recommended prerequisite courses.

Foundational skills: general literacy and communication skills needed for all high school online courses

By the end of this course, you will be able to do the following:

- ❖ Analyze key aspects of the communication process and professional communication protocols.
- ❖ Evaluate communication strategies for achieving success in job interviews and group discussions.
- ❖ Apply effective reading and writing skills to interpret and create workplace documents.
- ❖ Apply effective speaking and listening skills in professional contexts.
- ❖ Evaluate desktop publishing and multimedia presentation options for professional communication purposes.
- ❖ Analyze the structures and roles of business firms in the US economy.
- ❖ Apply critical-thinking and problem-solving skills to resolve workplace challenges.

- ❖ Analyze information technology tools including software applications and file management techniques for workplace tasks.
- ❖ Analyze ethical and legal guidelines when preparing communication materials.
- ❖ Evaluate organizational communication strategies to develop comprehensive plans that support workplace goals.

## COURSE COMPONENTS AND GRADING RUBRIC

The table gives a breakdown of the weight for each component in the course. Weight represents the percentage of the total score coming from each activity.

| Course Components                                                                                                                                                                                                                                                                                                                                                                                                                             | Count | Weight* |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|---------|
| <b>Pretest.</b> <i>A pretest is an optional assessment, typically designed for credit recovery. If a student shows mastery of a lesson objective, the student may be automatically exempted from the upcoming activities associated with the mastered objective. Pretests are not included as a component of the student's final grade.</i>                                                                                                   | 3     | 0%      |
| <b>Module.</b> <i>Each module in this course contains an interactive tutorial or study and an associated mastery test. Tutorials and studies combine instruction and practice to prepare students for the mastery test, which is a computer-scored lesson-level summative assessment. The module score comes from a student's score on the mastery test.</i>                                                                                  | 13    | 20%     |
| <b>Discussion.</b> <i>A discussion activity is an opportunity for students to collaborate with their peers. An online threaded discussion mirrors the educational experience of a classroom discussion initiated when a teacher asks a complex, open-ended question. Students can engage in the discussion by responding both to the question and to the thoughts of others allowing for higher-order thinking about terminal objectives.</i> | 3     | 20%     |
| <b>Unit Activity.</b> <i>A Unit Activity is at the end of a unit and constitutes one or more small tasks. Its purpose is to deepen understanding of key unit concepts and tie them together. Each Unit Activity includes a simple rubric. The teacher versions include both a rubric and modeled sample answers. Unit Activities are teacher graded.</i>                                                                                      | 3     | 20%     |
| <b>Posttest.</b> <i>A posttest appears at the end of each unit.</i>                                                                                                                                                                                                                                                                                                                                                                           | 3     | 20%     |

| Course Components                                                                                    | Count     | Weight <sup>*</sup> |
|------------------------------------------------------------------------------------------------------|-----------|---------------------|
| <b>End-of-Semester Test.</b> <i>An end-of-semester test (EOS) appears at the end of each course.</i> | 1         | 20%                 |
| <b>Total</b>                                                                                         | <b>26</b> | <b>100%</b>         |

Weight<sup>\*</sup> Teachers may manually adjust these weights if desired, per district grading requirements.

## SCOPE AND SEQUENCE

### UNIT 1: INTRODUCTION TO COMMUNICATION

In this unit, you will describe the key aspects of the communication process. You will explain communication protocol and appropriate language skills in professional and social communication. Finally, you will describe reading, writing, speaking, and listening skills.

| Activity                                            | Activity Objective                                                                                                                                        |
|-----------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Syllabus</b>                                     | <ul style="list-style-type: none"> <li>Review the Course Syllabus at the beginning of the course.</li> </ul>                                              |
| <b>Communication Overview</b>                       | <ul style="list-style-type: none"> <li>Identify key aspects of the communication process.</li> </ul>                                                      |
| <b>Professional and Social Communication</b>        | <ul style="list-style-type: none"> <li>Prepare guidelines and feedback strategies that promote professional conduct in collaborative settings.</li> </ul> |
| <b>Reading and Writing Skills</b>                   | <ul style="list-style-type: none"> <li>Identify effective reading and writing skills used in the workplace.</li> </ul>                                    |
| <b>Speaking and Listening Skills</b>                | <ul style="list-style-type: none"> <li>Identify effective speaking and listening skills used in the workplace.</li> </ul>                                 |
| <b>Unit Activity: Introduction to Communication</b> | <ul style="list-style-type: none"> <li>Prepare a presentation on a notable event.</li> </ul>                                                              |

## UNIT 2: COMMUNICATION IN BUSINESS ORGANIZATIONS

In this unit, you will describe the structure and roles of various business firms in the United States. You will explain communication strategies and leadership skills to be successful in job interviews and participate and control group discussions. In addition, you will demonstrate critical thinking and problem-solving skills for resolving workplace problems. Finally, you will explain healthy behaviors and safety skills to promote health and safety at the workplace and manage personal health.

| Activity                                                      | Activity Objective                                                                                                                                       |
|---------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Business Firms</b>                                         | <ul style="list-style-type: none"> <li>Identify the structures and roles of business firms in the US economy.</li> </ul>                                 |
| <b>Preparing for Job Interviews</b>                           | <ul style="list-style-type: none"> <li>Identify effective communication strategies for achieving success in job interviews.</li> </ul>                   |
| <b>Group Discussions and Leadership Skills</b>                | <ul style="list-style-type: none"> <li>Identify skills to participate and control group discussions.</li> </ul>                                          |
| <b>Critical Thinking and Problem-Solving Skills</b>           | <ul style="list-style-type: none"> <li>Apply critical-thinking and problem-solving skills to solve problems.</li> </ul>                                  |
| <b>Health and Safety</b>                                      | <ul style="list-style-type: none"> <li>Identify healthy behaviors and safety skills in the workplace.</li> </ul>                                         |
| <b>Unit Activity: Communication in Business Organizations</b> | <ul style="list-style-type: none"> <li>Facilitate a collaborative discussion that explores diverse perspectives on a shared media experience.</li> </ul> |

## UNIT 3: TECHNOLOGY FOR COMMUNICATION

In this unit, you will explain how to be proficient using information technology in communication. You will describe the use of software programs, such as spreadsheet and presentation software, and file management techniques for communication purposes. You will also describe the use of desktop publishing and create multimedia presentations for effective professional communication.

Finally, you will explain the legal and ethical issues related to the preparation of communication materials.

| Activity                                           | Activity Objective                                                                                                                                                                                                                                                                 |
|----------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Using Information Technology</b>                | <ul style="list-style-type: none"><li>• Apply formatting and calculation functions in word processing and spreadsheet applications to produce specified documents.</li><li>• Identify how collaborative technology tools support task completion in team-based projects.</li></ul> |
| <b>Desktop Publishing</b>                          | <ul style="list-style-type: none"><li>• Analyze desktop publishing software options and their application in creating publication materials.</li></ul>                                                                                                                             |
| <b>Creating Multimedia Presentations</b>           | <ul style="list-style-type: none"><li>• Prepare a multimedia presentation for professional communication.</li></ul>                                                                                                                                                                |
| <b>Legal and Ethical Issues</b>                    | <ul style="list-style-type: none"><li>• Identify ethical and legal guidelines when preparing communication materials.</li></ul>                                                                                                                                                    |
| <b>Unit Activity: Technology for Communication</b> | <ul style="list-style-type: none"><li>• Create an on-boarding communication plan based on research-supported best practices.</li></ul>                                                                                                                                             |

## COURSE MAP

You will achieve course level objectives by completing each lesson's instruction, assignments, and assessments. For a detailed look at how the materials meet these objectives, review the [course map](#).