0314
TECHNOLOGIES, TOPICS, AND TRENDS STRAND: BUSINESS COMMUNICATIONS (11)

30S/30E/30M

An Applied Commerce Education Course

Course Description

Business Communications focuses on communication skills and techniques that are essential in business. Students will develop effective written, verbal, interpersonal, and visual communication skills. They will also learn how to use current technologies to create communications that are clear, concise, and designed for business.

Business Communications is designed for students interested in pursuing post-secondary studies in the business field. It is also a desirable course option for future entrepreneurs or any individual who wants to develop effective workplace communication skills.

Goal 1: Demonstrate critical, creative, and innovative thinking.

GLO 1.1: Describe critical, creative, and innovative thinking.

SLO 11.1.1.1: Formulate questions to generate new ideas.

SLO 11.1.1.2: Analyze information and perspectives related to the thinking process.

SLO 11.1.1.3: Analyze patterns and connections related to critical, creative, and innovative thinking.

Goal 2: Employ current and emerging technologies used in business and industry.

GLO 2.1: Employ current and emerging technologies used in business and industry.

SLO 11.2.1.1: Evaluate appropriate current technologies for use in business and industry.

SLO 11.2.1.2: Utilize appropriate current technologies used in business and industry.

SLO 11.2.1.3: Identify and use technology for specific tasks to improve productivity and efficiency.

SLO 11.2.1.4: Formulate a plan to utilize emerging trends in technology.

GLO 2.2: Demonstrate awareness of digital footprints.

SLO 11.2.2.1: Analyze the impact of one's own digital footprint.

Goal 3: Demonstrate business communication skills.

    GLO 3.1: Demonstrate business communication skills.

        SLO 11.3.1.1:   Define and use appropriate business language and terminology.

        SLO 11.3.1.2:   Demonstrate appropriate business etiquette and protocols.

        SLO 11.3.1.3:   Employ conflict resolution techniques.

        SLO 11.3.1.4:   Produce business documents.

        SLO 11.3.1.5:   Present information and ideas.

Goal 4: Demonstrate an understanding of ethical and legal standards.

    GLO 4.1: Demonstrate an understanding of ethical and legal standards.

        SLO 11.4.1.1:   Differentiate between ethics and legal business practices.

        SLO 11.4.1.2:   Discuss ethical business strategies.

        SLO 11.4.1.3:   Discuss laws, codes, and regulations related to business communications.

Goal 5: Identify historical influences and emerging trends as innovative sources for business.

    GLO 5.1: Identify historical influences as innovative sources for business.

        SLO 11.5.1.1:   Describe historical influences on the evolution of business communications.

    GLO 5.2: Analyze emerging trends in business.

        SLO 11.5.2.1:   Identify emerging trends in business communications.

        SLO 11.5.2.2:   Analyze emerging trends in business communications.

        SLO 11.5.2.3:   Predict future trends in business communications.

Goal 6: Demonstrate awareness of sustainability in business.

    GLO 6.1: Demonstrate awareness of sustainability in business.

        SLO 11.6.1.1:   Demonstrate human sustainability practices while considering financial and environmental sustainability.

        SLO 11.6.1.2:   Demonstrate sustainable environmental practices while considering human and financial sustainability.

        SLO 11.6.1.3:   Demonstrate sustainable financial practices while considering human and environmental sustainability.

Goal 7: Demonstrate an understanding of the impact culture and diversity have on business.

GLO 7.1: Demonstrate an understanding of the impact culture and diversity have on business.

SLO 11.7.1.1: Reflect on how culture impacts business decisions, which may include
- short- and long-term goals
- values
- lifestyle
- family structure
- demographics

SLO 11.7.1.2: Examine First Nations, Métis, and Inuit perspectives and how they relate to business.

Goal 8: Describe and demonstrate employability skills.

GLO 8.1: Describe and demonstrate employability skills.

SLO 11.8.1.1: Demonstrate an ability to read and write text, use documents, work with numbers, communicate orally, use technology, learn continuously, and think critically.

SLO 11.8.1.2: Demonstrate positive attitude and behaviours, responsibility, adaptability, and safe work practices.

SLO 11.8.1.3: Demonstrate time management and punctuality.

SLO 11.8.1.4: Demonstrate the ability to work with others and participate in projects and tasks.

Goal 9: Explore education and career opportunities.

GLO 9.1: Explore education and career opportunities.

SLO 11.9.1.1: Explore education and career opportunities related to business communications.

Goal 10: Analyze the role of business in society.

GLO 10.1: Analyze the role of business in society.

SLO 11.10.1.1: Analyze the role of business communications.

Goal 11: Demonstrate an understanding of the concepts and principles of business communications.

GLO 11.1: Demonstrate the ability to communicate effectively in business.

SLO 11.11.1.1: Apply appropriate voice and tone in business communications.

SLO 11.11.1.2: Create written, oral, and visual business communication that considers target audience.

SLO 11.11.1.3: Demonstrate an ability to communicate with clarity and conciseness in relation to business.

SLO 11.11.1.4: Demonstrate the ability to effectively communicate in a business situation for a specific purpose, which includes
- persuasion
- negative messages
- inclusive language

SLO 11.11.1.5: Demonstrate the ability to use active and passive language in business communication.

GLO 11.2: Demonstrate the ability to prepare written documents for a business.

SLO 11.11.2.1: Select the appropriate medium of business communication while considering audience and purpose (e.g., letter vs. text message).

SLO 11.11.2.2: Create, edit, revise, and format formal business documents, which include
- letters (personal and business)
- memos
- report (multi-page with citations and references)
- meeting minutes
- agendas
- invoices
- proposals
- letterheads
- business cards
- mailing labels
- resumés
- surveys

SLO 11.11.2.3: Create effective informal business communication using
- text messages
- emails
- social media

SLO 11.11.2.4: Demonstrate the ability to find and cite high-quality, credible, and relevant sources of information.

SLO 11.11.2.5: Demonstrate copywriting skills for business material, which may include
- headlines
- body copy
- slogans
- catch phrases
- jingles

GLO 11.3: Demonstrate effective verbal and non-verbal communication skills for a business environment.

SLO 11.11.3.1: Analyze and apply appropriate voice, tone, and etiquette for various business purposes, which include
- phone conversation
- video conferencing
- meeting management
- workshops
- presentations
- interviews
- proposals/pitches

SLO 11.11.3.2: Demonstrate the ability to recognize and apply appropriate verbal and non-verbal cues, which may include
- filler language
- body language

SLO 11.11.3.3: Demonstrate effective listening and responding skills, which may include
- dealing with distractions
- mirroring
- asking questions
- providing feedback

SLO 11.11.3.4: Evaluate verbal and non-verbal business communication to determine effectiveness.

SLO 11.11.3.5: Plan, create, and deliver clear and engaging verbal and non-verbal communication, which includes
- phone conversation
- video conferencing
- managing a meeting
- workshops
- presentations
- interviews
- proposals and pitches

GLO 11.4: Demonstrate effective interpersonal communication skills for a business environment.

SLO 11.11.4.1: Demonstrate effective collaboration skills.

SLO 11.11.4.2: Recognize the importance of networking in order to build business relationships.

SLO 11.11.4.3: Analyze elements of professional business presence, which include
- appearance
- public and private image
- character (e.g., positive attitude, responsibility, self-awareness)
- networking
- communication style
- global citizenship
- digital citizenship

SLO 11.11.4.4: Evaluate and demonstrate effective conflict resolution skills.

GLO 11.5: Demonstrate the ability to prepare visual communication for business using appropriate technology.

SLO 11.11.5.1: Demonstrate an understanding of the importance of visual elements as they relate to business communication, which may include
- promotional material
- charts and graphs
- websites
- infographics
- packaging and branding
- graphic organizers
- portfolio

SLO 11.11.5.2: Analyze layout and design techniques used in various visual media.

SLO 11.11.5.3: Demonstrate effective layout and design techniques to create visual media, which may include

- promotional material
- charts and graphs
- websites
- info graphics
- packaging and branding
- graphic organizers
- portfolio

SLO 11.11.5.4: Demonstrate the ability to derive meaning from various visual media, which may include

- charts
- diagrams
- graphs
- infographics

GLO 11.6: Demonstrate the ability to use a variety of technologies used in business.

SLO 11.11.6.1: Demonstrate the ability to collect, create, and manipulate data using spreadsheet software.

SLO 11.11.6.2: Demonstrate the ability to effectively use word processing software.

SLO 11.11.6.3: Demonstrate the ability to effectively use graphics software.

SLO 11.11.6.4: Demonstrate the ability to effectively use presentation software.

Goal 12: Demonstrate an understanding of applied business technologies.

Goal 12 applies to 0311: Applied Business Technologies (12A).

Goal 13: Demonstrate an understanding of emerging topics and trends in business.

Goal 13 applies to 0326: Topics and Trends in Business (12B).