**Business Communication/Presentations**

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**Theresa Yarbough**

**Pathway Career Opportunities**

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| --- | --- |
| •    Trainer •    Personnel Recruiter •    Promotions Manager •    Marketing Manager •    Public Relations |  |

**End of Pathway Assessment: Certiport Powerpoint Certification**

**Projects**

**Semester 1:**

·        Nonverbal Communication

·        Career Portfolio

·        Senior Trip

·        The Boss Is Away

**Semester 2:**

·        Cover Letter, Resume, Job Application, and Thank You Letter Portfolio

·        Presentation skills

**FBLA Integration**

September             Career Assessments

October                 College and Career Newsletters

November             Nonverbal Communication

December               Letter/Memo Writing

January                  Resume Writing

February                Cover Letter Writing

March                     Presentation Skills

**Mission Statement**

Our mission is to create an environment in which students will develop technology skills, leadership qualities, and professionalism so that they may expand their educational and employment opportunities.

**Program Philosophy**

As a faculty, we believe that the following statements are true:

* Instruction should actively involve students in the learning process.
* Instruction must facilitate problem solving, decision making, and leadership skills at the highest standards.
* A variety of assessments, including realistic, cooperative projects, help to determine student achievement.
* Business knowledge and skills are an essential foundation for employability.
* Instruction must challenge students to think creatively and to encourage students to become independent, life-long learners.
* The curriculum must respond to the needs of a global business society.
* The Future Business Leaders of America is an integral part of the business education curriculum.

**Course Description**

The goal of this course is to provide students with an understanding of communication skills and current and upcoming technology and its impact personally and professionally. Competency will be developed in the areas of oral and written communication, interpersonal skills, and the use of current technology. Competencies in the co-curricular student organization, Future Business Leaders of America (FBLA), are integral components of both the core employability skills standards and the technical skill standards.

**Course Units**

1. Organizational Skills Communication Process
2. Forms of Communications Listening and Observation
3. Nonverbal Communications Technological Communication
4. Written Communication (Good vs. Bad News, Deductive vs. Inductive, Persuasive, Internal)
5. Research Communication Presentation Communication
6. Oral Communication International Communication
7. Employment Communication (Letter of Application, Resume, Interview)
8. Document Formatting (Letters, Reports, Memos, Resumes)
9. Fundamentals (Reading, Writing, Proofreading, and Math)
10. Teamwork Work Ethics
11. Professionalism & Leadership (FBLA)

**Course Standards**

BCS-BCP-1. Students will understand the nature of and practice written communication by planning and writing documents that are appropriate for the situation, purpose, and audience.

BCS-BCP-2. Students will understand the nature of and practice oral communication by communicating in a clear, courteous, concise, and appropriate manner.

BCS-BCP-3. Students will listen discriminately and respond appropriately to oral communication.

BCS-BCP-4. Students will locate, assess, and use information from a variety of print and online sources.

BCS-BCP-5. Students will read and analyze for content, interpretation, and inference.

BCS-BCP-6. Students will demonstrate the ability to effectively communicate using a variety of written techniques in business and personal environments.

BCS-BCP-7. Students will effectively demonstrate the ability to communicate using a variety of oral and listening techniques in business and personal environments.

BCS-BCP-8. Students will demonstrate a variety of written and oral skills in the pursuit of employment in the communication and multimedia fields.

BCS-BCP-9. Students will understand the laws and licenses involved in multimedia production.

BCS-BCP-10. Students will understand hardware, software, and the preparation needed to create a multimedia presentation for business or personal use.

BCS-BCP-11. Students will use multimedia software to effectively produce a variety of personal and business media-rich projects.

**Career Opportunities**

Students enrolled in Communications for Business may be preparing themselves for one of the following careers: (There are hundreds of careers concerning Communications.)

Administrative assistant, airline reservation/ticket agent, bill and account collector, billing clerk, brokerage clerk, computer operator, copy machine operator, court clerk, employment interviewer

**Materials**

Student Supplied: Pens (blue or black), pencil, and notebook paper

Teacher Supplied: File folder, notebook, textbook, workbooks, reference materials,

computer software, computer hardware, videos, handouts

**Internet Use**

The Internet is a tool utilized by many employees. Therefore, some assignments involve the use of the Internet.

Students who are younger than 18 years of age must have a current Acceptable Use Policy (AUP) on file in the GCHS Media Center prior to using the Internet. The student and the parent/guardian must sign the AUP.

Students who are 18 years of age or older must have a current AUP on file in the GCHS Media Center prior to using the Internet. However, only the student must sign the AUP and provide proof of birth date.

**Evaluation**

Classwork 25%

Tests 20%

Quizzes 10%

Projects 10%

Homework 15%

Final Exam 20%

**Grading Scale**



\*Extra credit opportunities are offered to students; each student has an equal opportunity to do the activity. These extra credit opportunities are related to the curriculum.

Daily: Article reviews, critical thinking puzzles, or handouts. Daily average cannot exceed 100.

Test: Identifying typographical errors or answering additional questions. Test average cannot exceed 100.

**Pertinent Procedures**

* Upon entering the class, students should begin the focus activity listed on the board.

* Instructions will be given once. Requests for clarification are appropriate. Requests for repetition of instructions are inappropriate.

* Assignments should be properly labeled at the top of every assignment within a header in the following manner:

* Your name (at right)

* Title of assignment (at right)

* Date assignment is completed (at right)

* Assignments should be placed in the in-basket on my desk upon completion.

* Once graded, students should file assignments and tests in the notebook provided.

* Make-Up Work: Per school policy, students have three days to make up assignments following an excused absence or to make arrangements with the teacher for a time extension. Remember, it is the student’s responsibility to contact the instructor to make up work. Normally, a student who makes up a test one or two days after the original test date will be given the same test. A student who makes up a test three or more days after the original test date will be given an alternate test. All make-up work must be completed outside of the regular class period.

* Tardiness: School policy and pre-determined consequences will be followed and strictly enforced without exception.
* Students are encouraged to review the test exemption policy.

* Teacher passes must be used to leave the room. A student may not leave the room without his/her pass. Leaving the room without one’s pass will adversely affect the student’s work ethics grade and the student will be considered skipping. Passes should be used wisely.

* No food or drink is allowed in the computer lab without approval or distribution by the teacher. Students are not allowed to leave class to purchase beverages, unless circumstances permit without distractions.

* No electronic devices (Head Phones, CD Players, MP3 Players, Cell Phones, etc.) other than those provided by the instructor will be allowed without prior approval.

* Conferences, tutoring, or assistance appointments can be made with the teacher for various afternoons from 3:15 until 4:00. An appointment should always be made if a student is planning to make up work.

**Expectations**

* All school rules apply. Be familiar with those stated in the GCHS Student Handbook.
* Food and drinks should be consumed before or after class, unless provided by teacher.
* Respect your classmates, your teacher, and guests.
* Use equipment, furnishings, and materials in the appropriate manner.
* Remain on task; be prepared.
* Be prompt; attend regularly.
* Submit excuses and complete make up work in a timely manner.

**Consequences**

The following is a list of possible consequences for failure to meet expectations.

* Verbal reprimand/warning
* Conference between student and instructor
* Pre-discipline conference between student, instructor, and an administrator
* Isolation within classroom
* Detention
* Parent conference/call
* Discipline referral

**Contact Information**

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**Agreement**

I have read the course syllabus. My signature below indicates my awareness and approval of course content and procedures.

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**Student Signature Date**

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**Parent/Guardian Signature Date**