

Business Communication 1

Exam Information	Description												
Exam number 220 Items 35 Points 37	<p>The Business Communication 1 industry certification exam assesses students' knowledge of how Business Communication affects all aspects of our lives. Learners demonstrate their ability to communicate in a clear, courteous, concise, complete, and correct manner on both personal and professional levels. Competency is evaluated in oral, written, interpersonal, technological, and employment communication. Listening skills are also incorporated throughout. The overriding goal is to ensure learners have a solid communication base to communicate effectively.</p>												
Prerequisites None	Exam Blueprint												
Recommended course length One semester National Career Cluster Business Management & Administration Performance standards Included (Optional) Certificate available Yes	<table> <tr> <th>Standard</th><th>Percentage of exam</th></tr> <tr> <td>1. Effective communication</td><td>19%</td></tr> <tr> <td>2. Non-verbal communication</td><td>5%</td></tr> <tr> <td>3. Verbal communication</td><td>16%</td></tr> <tr> <td>4. Written communication</td><td>41%</td></tr> <tr> <td>5. Listening skills</td><td>19%</td></tr> </table>	Standard	Percentage of exam	1. Effective communication	19%	2. Non-verbal communication	5%	3. Verbal communication	16%	4. Written communication	41%	5. Listening skills	19%
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Standard 1

Students will understand that effective communication results in the receiver understanding the intended message.

Objective 1 Recognizing the purpose of a message

1. Political
2. Commercial
3. Social
4. Personal
5. Education

Objective 2 Understand and identify how the audience and situation affects style and tone.

1. Recognize when to use communication channels based on audience
2. Friends
3. Boss/Supervisor
4. People you supervise

Objective 3 Barriers to effective communication

1. Identify barriers to communication.
 - a. Organizational barriers: the hindrances in the flow of information among the employees that might result in a commercial failure of an organization.
 - b. Physical barriers: an element or a physical factor that acts as a distraction to hinder the flow of communication
 - c. Physiological barriers: the limitations of the human body and the human mind (memory, attention, and perception)
 - d. Language barriers: Obstacles like the lack of knowledge of a specific language that obstructs communication.
 - e. Cultural barriers: an issue arising from a misunderstanding of meaning, caused by cultural differences between sender and receiver.
 - f. Psychological barriers: the influence of the psychological state of the communicators (sender and receiver) which creates an obstacle for effective communication.
 - g. Technology barriers: any miscommunication caused by technology integration, slow internet, lack of training on technology or other technology based interferences.
 - h. Use bias-free language to develop responsible ways of thinking and acting. Bias-free language does not discriminate and therefore includes all audience members in a fair and friendly manner.

Standard 1 Performance Evaluation included below (Optional)

Standard 2

Effective communication includes recognizing non-verbal cues, choosing the message, and recognizing barriers to communication. Students will identify and demonstrate effective non-verbal communication.

Objective 1 Nonverbal communication is the transfer of information through the use of body language including eye contact, facial expressions, gestures and more.

1. Recognize the effect of nonverbal communication
 - a. Facial Gestures
 - b. Hand gestures
 - c. Body language
 - d. Mannerisms
 - e. Eye contact

Standard 2 Performance Evaluation included below (Optional)

Standard 3

Students will develop and practice effective spoken communication skills– refers to the production of spoken language to send an intentional message to a listener, especially in contrast to using gestures or mannerisms (non-verbal communication).

Objective 1 Understand correct use of the following components/characteristics of spoken language

1. Pronunciation: how you say a word. This includes emphasizing different syllables, words, or phrases. Pronunciation can vary based on geography or tradition.
2. Enunciation: to pronounce a word clearly; articulating every syllable of the word
3. Tone: is the inflection, the rise and fall of the sound, such as ending a question in a higher pitch. Often conveys specific emotions to the listener. Can include volume.
4. Cadence: rhythmic flow of a sequence of sounds or words, including pauses.

Objective 2 Understand how to create an effective spoken presentation

1. Prepare thoroughly and plan your message
2. Consider your audience
3. Avoid reading your presentation
4. Dress appropriately
5. Introduce yourself and your topic
6. Speak clearly using projection to reach the back row
7. Have confidence, make eye contact and use your space
8. Be careful with filler words
9. Summarize and end strong
10. Be prepared to answer questions

Standard 3 Performance Evaluation included below (Optional)

Standard 4

Students will produce effective written communication documents.

Objective 1 Use digital tools to identify and correct common grammatical errors

1. Misspelled and misused words
2. Run on sentences or fragments
3. Proper capitalization (proper nouns, I, start of sentences)
4. Improper punctuation (when to use semicolons, colons, commas, and periods)

Objective 2 Use effective writing to produce emails appropriate to task, purpose, and audience

1. Appropriate use of salutation and opening of an email
2. Use correct tone and professionalism (etiquette) for the audience and intended message everyday/routine/good news sales/persuasive bad news/refusal messages
3. Appropriate use of complimentary close
4. Understand the use of e-mail attachments
5. Editing (read it through) before publishing/send

Objective 3 Know how to access and select the appropriate templates for document design

1. Explore available templates
 - a. In Google, Microsoft, or other web resources
2. Understand the importance and need for document layout
3. Know which templates will enhance your message

Standard 4 Performance Evaluation included below (Optional)

Standard 5

Students will develop and practice proficient listening skills in the workplace- including phone calls, video calls, and in person.

Objective 1 Understand how to follow directions and listen attentively

1. Take accurate notes
2. Ask questions
3. Follow directions
4. Make eye contact and exhibit other non-verbal cues, such as nodding, and smiling

Objective 2 Demonstrate the proper use of telephone and video call techniques

1. Use correct styles for everyday/routine/good news, sales/persuasive, and bad news/refusal messages
2. Understand the need for first, second, and third person points of view, passive/active voice, and tone.
3. Understand the use of e-mail attachments and letter enclosures.

Objective 3 Understand the parts of a business letter and their locations (e.g. senders address, inside address, date, salutation, body, complimentary close, signature line, enclosure notation, and typists' initials).

Objective 4 Understand the importance and need for document layout and a design element.

Standard 5 Performance Evaluation included below (Optional)

Business Communication 1

Performance assessments may be completed and evaluated at any time during the course. The following performance skills are to be used in connection with the associated standards and exam. To pass the performance standard the student must attain a performance standard average of 8 or higher on the rating scale. Students may be encouraged to repeat the objectives until they average 8 or higher.

Student's Name: _____

Class: _____

Performance standards rating scale

0	Limited skills	2	→	4	Moderate skills	6	→	8	High skills	10
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Standard 1 – Effective Communication

Score:

- Create a presentation on any subject that shows the following:
 - Clearly identified audience
 - Tailor a presentation to an audience
 - Use bias-free language

Standard 2 – Non-Verbal Communication

Score:

Choose One:

- Demonstrate nonverbal communication. This includes the following:
 - Practice nonverbal forms of communication.
 - Demonstrate how altering non-verbal communication can change a message.
 - Give a specific example of a communication barrier in business

Standard 3 – Verbal Communication

Score:

- Practice and use oral communication skills. This includes the following:
 - Plan and present short presentations
 - Analyze a famous speech
 - Evaluate cadence, enunciation, pronunciation and tone

Standard 4 – Written Communication

Score:

- Students will demonstrate their understanding of effective written communication (Choose ONE):
 - Compose and send either a good news or a bad news email
 - Have students evaluate email or another piece of writing looking for grammar, purpose, audience, and layout.

Standard 5 – Listening Skills

Score:

- Students will practice listening skills (Choose ONE):
 - Watch or participate in a business meeting and take notes
 - Practice following oral directions and taking notes.
 - Demonstrate proper phone technique.

Performance standard average score:

Evaluator Name: _____

Evaluator Title: _____

Evaluator Signature: _____

Date: _____