



Escambia Career Readiness Center  
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### ***Description***

Business Communications focuses on how employees and management interact with each other and with groups and individuals outside the organization to reach organizational goals, objectives, and activities. This course emphasizes oral, written, and digital communication techniques, and content is designed to encourage exploration of business ethics, teamwork, conflict resolution, and leadership skills. Content standards require the use of presentation and word processing software to create business communications. Standards require proficiency in producing documents and multimedia presentations.

### ***Prerequisite***

None

### ***Fee***

\$30.00 (this includes FBLA registration)

### ***Goals***

Acquire specific skills in organization, time management, customer service, communication and effective use of technology.

### ***Essential Questions***

- Will this course help prepare me for a job?
- Will this course help prepare me for college?
- What career opportunities will this course prepare me for?

### ***Foundational Standards***

1. Incorporate safety procedures in handling, operating, and maintaining tools and machinery; handling materials; and maintaining a safe work area.
2. Demonstrate effective workplace and employability skills, including communication, awareness of diversity, positive work ethic, problem-solving, time management, and teamwork.
3. Explore the range of careers available in the field and investigate their educational requirements, and demonstrate job-seeking skills including resume-writing and interviewing.
4. Advocate and practice safe, legal, responsible, and ethical use of information and technology tools specific to the industry pathway.
5. Participate in a Career and Technical Student Organization to increase the knowledge and skills and to enhance leadership and teamwork.
6. Discuss and demonstrate ways to value diversity.



### *Course Outline*

#### **Business Communication – 1<sup>st</sup> Year Students**

Source: FBLA Format Guide  
Microsoft Word Associate 2019 e-book and Microsoft PowerPoint Associate 2019 e-book, Microsoft Imagine Academy texts

1. Describe the business communication process.
2. Demonstrate effective oral communication skills.
3. Demonstrate proficient listening skills.
4. Demonstrate correct usage and mechanics in English, including sentence structure, punctuation, and grammar, to communicate clearly and concisely.
5. Utilize reading strategies to read efficiently, comprehend content, and retain information.
6. Produce effective written documents.
7. Compose an effective business report.
8. Apply communication skills in varied professional roles.
9. Use technology to enhance the effectiveness of communication.
10. Demonstrate proficiency in word processing software to create, edit, and publish professional business documents.
11. Use digital technologies, communication and networking tools, and social networks appropriately to access, manage, integrate, evaluate, and disseminate information in professional settings.
12. Demonstrate proficiency with presentation software to create, edit, publish, and deliver professional business presentations.
13. Create and present a digital portfolio of products highlighting the procedures and techniques involved in effective business communication.
14. Demonstrate communication skills needed to gain and keep employment.

#### ***Culminating Products***

Upon completion of this course, each student will:

- Research job search strategies and sources for job placement.
- Create an employment portfolio.
- Describe and demonstrate the application and interview process for employment.

#### ***Assessment Procedures***

Most assignments will be submitted via Schoology. Assignments will be graded objectively for completeness and correctness. Presentations and objective projects will be graded according to an assignment rubric. All quizzes will be administered via Schoology.



### ***Grading Scale***

90-100	A
80-89	B
70-79	C
60-69	D
59 or below	F

### ***Career Tech Student Organization***

All students in the Business Management and Administration Program will be invited to join Future Business Leaders of America.

### ***Student Industry Credential***

Currently, the credential for BMA is receiving two Microsoft Office Specialist Certificates in Microsoft Office 2019. This is subject to change per the ALSDE.

**\*Students must score at least 80% on four GMetrix practice tests to take the MOS test in the Certiport Console.**

### ***Classroom Rules***

1. **Be sure and write your user names and passwords for all accounts in your pocket folder.** Be organized.
2. We will have **break** in the classroom. Do not spill anything near the equipment. Throw your trash away before you leave.
3. Conduct in the classroom should resemble the office environment. Use good posture, correct grammar and proper etiquette. Treat all with respect.
4. When you are absent, **check Schoology** daily.
5. Assignments turned in **late** will accumulate a 10-point deduction.
6. The Internet will be used only as instructed to complete given assignments.
7. The use of **cell phones** and **head phones** is prohibited in class. (**Code of Student Conduct**)
8. Social media sites such as **Facebook** are prohibited in class.



BUSINESS COMMUNICATIONS SYLLABUS  
Course Number: 12009G1001  
Business Management and Administration Program  
2024-25



Student Name: \_\_\_\_\_

Student Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Parent/Guardian Name: \_\_\_\_\_

Parent/Guardian Signature: \_\_\_\_\_

Date: \_\_\_\_\_