Business Communication
COURSE SYLLABUS

Teacher: Ms.Middleton	**Phone Number:** (912) 395-5050 Ext: 7392211 **Google Voice Number:** 617-396-4212
Room Number: A221	**Email:** shaquanda.middleton2@sccpss.com

Websites: http://sccpss.itslearning.com Google Classroom, GCFLearnFree.org

Instructional Focus: Every Tuesday and Thursday
Tutorial Days and Times: Tuesdays: 2:30 p.m. – 3:30 p.m. *Except on faculty meeting days
*Other days available by appointment.

Pre-requisites: Advisor Approval	**Business and Technology Pathway** ● Introduction to Business & Technology ● Business & Technology ● Business Communications

3DE Program at
School of Liberal Studies at Savannah High School

Course Description (adapted from GeorgiaStandards.org):

What message are you sending when you speak, write, and listen? As one of the most important skills for employers, students will explore the value of communication in their personal and professional life. The digital presence and impact of written and visual communication in a technological society will be addressed. Students will create, edit, and publish professional appearing business documents with clear and concise communication. Creative design, persuasive personal and professional communications will be applied through research, evaluation, validation, written, and oral communication. Leadership development and teamwork skills will be stressed as students work independently and collaboratively. Presentation skills will be developed and modeled for students to master presentation software in this course.

Various forms of technologies will be used to expose students to resources, software, and applications of communications. Professional communication skills and practices, problem solving, ethical and legal issues, and the impact of effective presentation skills are enhanced in this course to prepare students to be college and career ready. Employability skills are integrated into activities, tasks, and projects throughout the course standards to demonstrate the skills required by business and industry. Competencies in the co-curricular student organization, Future Business Leaders of America (FBLA), are integral components of the employability skills standard for this course.

Business Communications is the third course in the Business and Technology pathway in the Business Management and Administration cluster. Students enrolled in this course should have successfully completed Introduction to Business and Technology and Business and Technology. After mastery of the standards in this course, students should be prepared to earn an industry-recognized credential: Microsoft Office Specialist for Powerpoint Core Certification. The prerequisite for this course is advisor approval.

Career Opportunities

The Business and Technology Career Pathway prepares students for every occupation. Specific relevant careers include the support service industry which include but not limited to:

- **Administrative Services Managers**
- **Database Administrators**
- **Management Analysts**
- **Legal Secretaries**
- **Medical Secretaries**
- **Computer & Information Systems Managers**

3DE Program

3DE aims to accelerate students' social and academic outcomes through learning that builds the knowledge, skills and confidence to thrive. 3DE is dedicated to applying solutions to real world problems and instilling a

mindset of greatness in our Blue Jacket community.

Throughout the 3DE program, students will have different case challenges/studies in which they will be challenged to solve a real-world problem using case methodology. The case challenge will be incorporated into the Intro to Business & Technology curriculum, and students will receive a grade for each 3DE Case Challenge.

Materials:
- 3-ring binder with dividers (optional, to stay organized and store notes)
- Notebook paper (to take notes)
- Pencils, Black or Blue Pen (to take notes)

<u>Business & Technology Standards</u>

Topic	Standard
Employability Skills	BMA-BC-1
Examine and practice grammar, mechanics, and process of composing professionally written business communication	BMA-BC-2
Applying effective communication	BMA-BC-3
Using active listening skills to respond appropriately to oral communication	BMA-BC-4
Master Word Processing Software (Create, Edit, & Publish)	BMA-BC-5
Integrate multiple forms of communication in the successful pursuit of a career/employment	BMA-IBC-6
Effective Oral Communication Skills & Presentations	BMA-BC-7
Digital Technology	BMA-BC-8
Presentation Software	BMA-BC-9
FBLA	BMA-BC-10

<u>3DE Themes and Competencies:</u>

Theme	Competency
Collaboration and Building Teams	Collaboration
Making Effective Decisions	Critical & Analytical Thinking
Creating Customer Experience	Cultural Agility
Effective Communication	Communication
Identifying Opportunities to Fill a Need	Creativity & Innovation
Setting Goals	Self-Direction

<u>Course Goals</u>
At the end of this course students will be able to:
1. Communicate effectively through writing, speaking, listening, reading, and interpersonal abilities.
2. Exhibit critical thinking and problem-solving skills to locate, analyze and apply information in career planning and employment situations.
3. Apply the appropriate skill sets to be productive in a changing, technological, diverse workplace to be able to work independently and apply teamwork skills.
4. Apply technology as a tool to increase productivity to create, edit, and publish industry appropriate presentations.
5. Manage and master presentation processing software.

<u>Evaluation</u>

<u>Grading:</u>
1. 40% Class work, sponge activities, individual participation, group participation.
2. 60% Major tests, Major Projects/Research, quizzes, 3DE Case Challenges.

Grade Scale

- 100-90 = A
- 89-80= B
- 79-70= C
- 69-0= F

If a student is not making the required daily academic progress, the student's teacher will contact the parent via phone, email, or mail to request a conference or discuss intervention strategies.

Make-up Work and Re-Test Policy

Students are responsible for any work missed due to absences from school. If you miss a scheduled exam and/or class assignment during your absence, it is your responsibility to request a retest and/or the class assignments within a week of your return.

Academic Integrity

Each student is expected to demonstrate respect, responsibility and integrity in his/her academic work. Academic misconduct is a denial of these three principles.

The following misconduct is prohibited:
- Cheating: copying work or homework or lending the same to another student to be copied.
- Communicating in any way with other students during a test, midterm or final exam.
- Plagiarism: taking ideas or writings knowingly from another person or source (including the work of other students) and presenting those ideas or writings as one's own original work.

A breach in academic integrity may result in the following possible consequences: receiving a zero on the assignment, opportunity to resubmit the assignment, parental notification, parent/student/teacher conference, referral to counselors, referral to administrators.
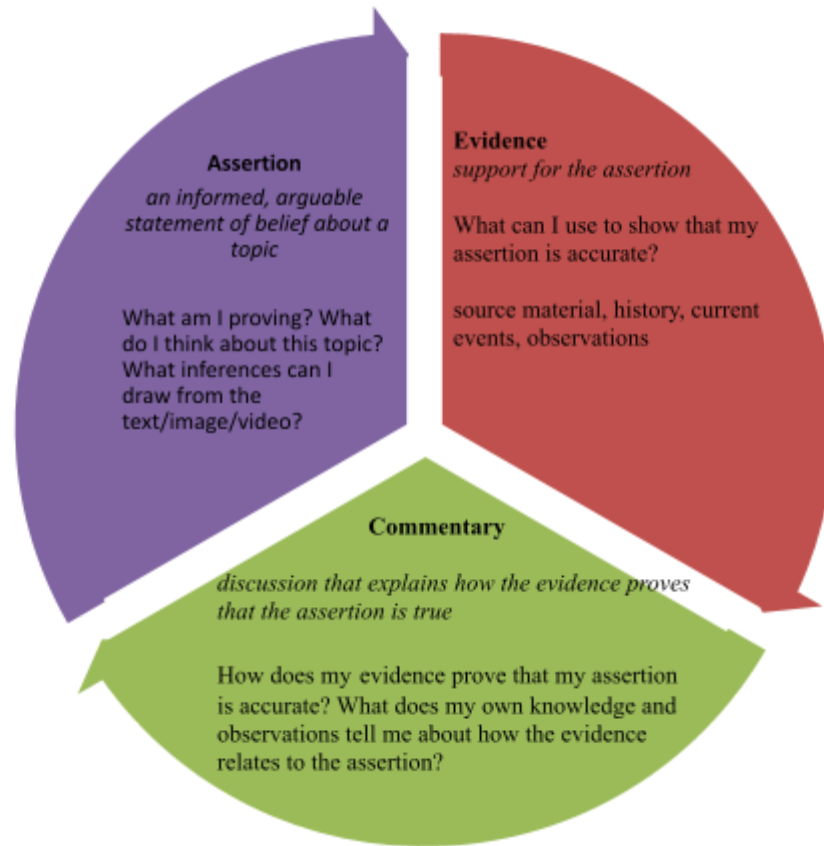
KEEP IN TOUCH WITH CLASS DETAILS:

REQUEST YOUR LOGIN FOR POWERSCHOOL

***Important note: PowerSchool's *Parent Access* provides parents or guardians round-the-clock access to real-time information about their child's attendance and grades. Please contact the Information Specialist for an access ID, password, and other account information.

AEC Chart & Rubric

Assertion
an informed, arguable statement of belief about a topic

What am I proving? What do I think about this topic? What inferences can I draw from the text/image/video?

Evidence
support for the assertion

What can I use to show that my assertion is accurate?

source material, history, current events, observations

Commentary
discussion that explains how the evidence proves that the assertion is true

How does my evidence prove that my assertion is accurate? What does my own knowledge and observations tell me about how the evidence relates to the assertion?

	Distinguished	Proficient	Developing	Beginning
Assertion	Assertion directly addresses the prompt, is arguable, clearly and compellingly communicates writer's position, and is thoughtfully constructed.	Assertion clearly states writer's position, is arguable, and directly addresses the prompt.	Assertion is attempted but may be incomplete or unclear clear.	Assertion is missing or does not effectively address the prompt.
Evidence	Evidence is well chosen, seamlessly incorporated, relevant, specific, and correctly cited if needed.	Evidence is relevant but could be more specific in places. Evidence is generally correctly cited if needed.	Evidence is present but may not adequately relate to the assertion.	Evidence is missing or irrelevant.
Commentary	Commentary is insightful and effectively demonstrates how the evidence supports the assertion.	Commentary explains how the evidence supports the assertion.	Commentary is attempted, but writer sometimes substitutes summary for commentary. Some commentary may not directly connect evidence to assertion.	Commentary is missing, entirely summary, or unrelated to assertion and evidence.
Conventions	Writing has virtually no errors in conventions.	Writing has 1 or 2 errors in conventions that do not detract from quality or effectiveness.	Writing has several errors that may detract from quality or effectiveness.	Writing has significant errors that are distracting and that detract from quality and understanding.

Literacy Skills Grid

Write Valid <u>A</u>ssertions	**Cite Relevant <u>E</u>vidence**	**Write Meaningful Extended <u>C</u>ommentary**	**Analyze Problems and Solutions**
Make Inferences	**Find Facts and Supporting Details**	**Make Connections**	**Recognize Cause and Effect**
Identify the Author's Purpose	**Visualize/Create Imagery**	**Use Background Knowledge**	**Compare and Contrast**
Identify Main Idea/Central Message	**Distinguish Between Fact and Opinion**	**Ask Questions**	**Summarize**

Reread for Clarity	Annotate	Close Reading	Make Predictions

Classroom Policies/Procedures

Class/Virtual Rules:

1. Respect yourself and others at all times on all virtual platforms.
2. Be present to the virtual classroom format on time.
3. To obtain full credit, complete all virtual assignments on or before the scheduled due date.
4. Create a workspace without disruptions. Included but not limited to, muting device microphone, limiting cell phone usage, and monitoring background noise.
5. Ask for help when you don't understand.

Consequences:

1. Verbal Warning and documentation
2. Parent contact and documentation
3. Parent conference and documentation
4. Parent conference with administration
*Severe behavior will result in an immediate referral to principal

Netiquette and Internet Safety Guidelines
As a student in this course, you are also expected to follow the rules of Internet etiquette or "netiquette" and Internet Safety Guidelines.

To follow netiquette and Internet safety guidelines, the following behaviors are prohibited:

● Use of obscene, degrading, or profane language.
● Bullying, including cyberbullying
● Disruptive behavior.
● Insults or attacks of any kind against another person.
● Harassment (continually posting unwelcome messages to another person) or use of threats.
● Posting personal information about yourself or other persons outside of the Savannah-Chatham County Public School system. For example, you should not reveal your name, home address, telephone number, or display photographs of yourself or others to persons outside of SCCPSS.

*Remember That Nothing Is Private Online

Failure to follow netiquette guidelines will result in consequences outlined above.

Face-to-Face Policy (Hybrid Students):
Cell phone/Electronics Use Policy

According to school policy, students are **NOT** allowed to use their cellphone or electronic device in the classroom unless given permission by school personnel. All cellphones will be collected and securely stored by the teacher upon arrival in the classroom. Violation or refusal to follow this policy will result in administrative referral or consequence.

Vision- We Educate, We Elevate, We Graduate
Mission- SOLS staff will remain unwaveringly focused on providing our scholars with rigorous academics and relevant life experiences in a caring and supportive environment that prepares them to graduate.

Please complete the following below to confirm that you and your child have read and understand the course curriculum and all the expectations of the Business Communication course. This sheet must be returned with signatures.

https://docs.google.com/forms/d/e/1FAIpQLSekgdWqN7Iww87_TmnbUD1ed3XkW5DZ2SgELq2

gufw7mbEHRA/viewform?usp=sf_link