

**Business Communication
Pacing Guide
Spring 2022**

Week	Activities/Projects	Standards
Week 1	Teacher/Student Introductions, Course syllabus, policies, and procedures, getting to know me activities, and SMART Goal Setting	BMA-BC-1 Demonstrate employability skills required by business and industry.
Week 2	Employability Skills	BMA-BC-1 Demonstrate employability skills required by business and industry.
Week 3	Employability Skills Communication Skills	BMA-BC-1 Demonstrate employability skills required by business and industry.
Week 4	Resume and Cover Letters	BMA-BC 1 Demonstrate employability skills required by business and industry.
Week 5	Oral Communication Microsoft Powerpoint	BMA-BC-3 Apply effective oral communication by communicating in a clear, courteous, concise, and professional manner.
Week 6	Oral Communication Microsoft Powerpoint	BMA-BC-3 Apply effective oral communication by communicating in a clear, courteous, concise, and professional manner.
Week 7	Oral Presentations Microsoft Powerpoint	BMA-BC- 7.3 Match verbal and nonverbal messages (e.g., voice modulation, expression, tone, body language, gestures, attire). 7.5 Apply vocals, articulation, logical, ethical, and emotional appeals to support the purpose. 7.6 Make necessary adjustments in delivery and language during presentations to connect with the audience based on interpretation of verbal and nonverbal responsiveness of the audience.
Week 8 Sept. 20-24	Career Development AES project	BMA-BC-6 Integrate multiple forms of communication in the successful pursuit of a career/employment.

Week 9	Microsoft Powerpoint	BMA-BC-9 Master presentation software to create, edit, publish, and deliver professional appearing business presentations.
Week 10	Microsoft Powerpoint Midterm	BMA-BC-9 Master presentation software to create, edit, publish, and deliver professional appearing business presentations.
Week 11	Using digital technology, communication/networking tools to function in a professional setting.	BMA-BC-8 8.1 Distinguish between personal and professional use of social media outlets (Twitter, Facebook, LinkedIn, etc.). 8.2 Evaluate use of social media for business messaging and brand awareness. 8.3 Understand and apply social media etiquette with focus on target audience and purpose of message.
Week 12	Using digital technology, communication/networking tools to function in a professional setting. FBLA T-Shirt Design Activity - Students will design FBLA t-shirts for members of the chapter.	BMA-BC-8 8.4 Examine how individuals interpret messages differently, how values and points of view are included or excluded, and how media can influence beliefs and behaviors. 8.5 Apply a fundamental understanding of the ethical/legal and privacy issues surrounding the access and use of media (what to share, what not to share). 8.6 Display proper use and etiquette of digital technology devices to communicate business objectives in supporting a mobile environment. BMA-BC-10 Explore how related student organizations are integral parts of career and technology education courses through leadership development, school and community service projects, entrepreneurship development, and competitive events.
Week 13	Integrating multiple forms of communication in the successful pursuit of a career/employment.	BMA-BC-6 6.1 Apply the critical-thinking and soft skills needed to function in students' multiple roles as citizens, consumers, workers, managers, business owners, and directors of their own futures. 6.2 Analyze and follow policies for managing legal and ethical issues in organizations and in a technology-based society. 6.3 Compare and contrast the evolving impact of electronic communications on business and the consumer in a global business community.

Week 14	Integrating multiple forms of communication in the successful pursuit of a career/employment cont.	BMA-BC-6 6.5 Collaborate with peers and others using emerging electronic communications tools. 6.6 Analyze and demonstrate proper use of telecommunication tools, such as voice dictation, voice mail, video conferencing, and cellular technology. 6.7 Distinguish the advantages and disadvantages of electronic communications.
Week 15	Short term project on ethical practices in the workplace using PowerPoint.	BMA-BC-9 Master presentation software to create, edit, publish, and deliver professional appearing business presentations.
Week 16	<p>Microsoft Powerpoint Review</p> <p>PowerPoint Basics</p> <ul style="list-style-type: none"> ● Understanding OneDrive Learn all about working with your Microsoft account and OneDrive. ● ● Creating and Opening Presentations Learn all about creating and opening presentations. ● Saving Presentations Learn how to save presentations. <p>Working with slides</p> <ul style="list-style-type: none"> ● Slide Basics Learn the basics of working with slides. ● Text Basics Learn how to cut, copy, paste, and format text. ● 	BMA-BC-9 Master presentation software to create, edit, publish, and deliver professional appearing business presentations.

- **Applying Themes** Learn how to apply a theme to your slides.
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- **Applying Transitions** Learn how to apply transitions to your slides.
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- **Managing Slides** Learn the tools available to help organize and prepare your slide show.
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- **Using Find & Replace** Learn how to find and replace text.
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- **Printing** Learn how to print your slides.
- **Presenting Your Slideshow** Learn how to present your slide show to an audience.

Text and Objects

- **Lists** - Learn how to add numbered and bulleted lists.
- **Indents and Line Spacing** - Learn how to use indents and line spacing.
- **Inserting Pictures** - Learn how to insert and modify images.
- **Formatting Pictures** - Learn how to format the images in your slides.
- **Shapes** - Learn how to add and modify shapes.
- **Aligning, Ordering, and Grouping Objects** - Learn how to align, group, and order objects.

	<ul style="list-style-type: none"> ● Animating Text and Objects - Learn how to animate text and objects 	
<p>Week 17</p>	<p>Microsoft Powerpoint Review</p> <p>More Objects</p> <ul style="list-style-type: none"> ● Inserting Videos Learn how to add and edit videos within your slides. ● Inserting Audio Learn how to insert and edit audio in your slides. ● Tables Learn how to add and modify tables. ● Charts Learn how to add and modify charts. ● SmartArt Graphics Learn how to add and edit SmartArt graphics. <p>Review and Collaborating</p> <ul style="list-style-type: none"> ● Checking Spelling and Grammar Learn how to use the spelling and grammar check features. ● Reviewing Presentations Learn how to review presentations before you present them to an audience. ● Inspecting and Protecting Presentations Learn how 	<p>BMA-BC-9 Master presentation software to create, edit, publish, and deliver professional appearing business presentations.</p>

	<p>to inspect and protect your presentation.</p> <p>Customizing Your Presentation</p> <ul style="list-style-type: none"> ● Modifying Themes Learn all about modifying themes to mix and match colors and fonts. ● Slide Master View Learn how to use Slide Master view to ensure a consistent look. ● Links Learn how to add and edit links. ● Action Buttons Learn how to add and edit action buttons. ● Rehearsing and Recording Your Presentation Learn how to rehearse and record your presentation. ● Sharing Your Presentation Online Learn how to share your presentations online. 	
Week 18	Create an Employee Handbook Project	<p>BMA-BC-1</p> <p>Demonstrate employability skills required by business and industry.</p> <p>BMA-BC-2 Examine and practice grammar, mechanics, and process of composing professionally written business communications.</p> <p>BMA-BC-5 Master word processing software at an expert level to create, edit and publish professional-appearing business documents.</p>

		BMA-BC-9 Master presentation software to create, edit, publish, and deliver professional appearing business presentations
Week 19	Create an Employee Handbook Project	<p>BMA-BC-1</p> <p>Demonstrate employability skills required by business and industry.</p> <p>BMA-BC-2 Examine and practice grammar, mechanics, and process of composing professionally written business communications.</p> <p>BMA-BC-5 Master word processing software at an expert level to create, edit and publish professional-appearing business documents.</p> <p>BMA-BC-9 Master presentation software to create, edit, publish, and deliver professional appearing business presentations</p>
Ongoing	Employability Skills FBLA Integration	<p>BMA-BC-1 Demonstrate employability skills required by business and industry.</p> <p>BMA-BC-10 Explore how related student organizations are integral parts of career and technology education courses through leadership development, school and community service projects, entrepreneurship development, and competitive events.</p>