

Business English		Scope and Sequence
Unit	Lesson	Objectives
<b>Foundations of Communication</b>		
	What is Human Communication?	<p>Explain the benefits of the study of communication.</p> <p>Define and explain the term communication.</p> <p>Identify the major forms and purposes of communication.</p>
	Elements and Characteristics of Human Communication	<p>Identify and explain the elements of human communication.</p> <p>Define and explain the 6 characteristics of human communication.</p>
	Principles of Communication	<p>Explain the 5 principles of effective communication.</p> <p>Apply the 5 principles of effective communication to a variety of situations.</p>
	Ethics and Diversity: Culture and Communication	<p>Recognize ethical communication.</p> <p>Describe the influence of culture on communication.</p> <p>Begin to develop culturally sensitive and ethical communication skills.</p>
	Ethics and Diversity: Confronting Bias in Language	<p>Define and explain bias.</p> <p>Identify examples of biased language.</p> <p>Learn ways to avoid biased language.</p>
	The Characteristics of Nonverbal Communication	<p>Explain how verbal and nonverbal messages are integrated.</p> <p>Explain the essential characteristics of non-verbal communication.</p>

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Nonverbal Communication: Appearance, Gestures, and Expressions

Recall how your appearance communicates nonverbal messages.

Understand how your gestures, posture and movement communicate nonverbal messages.

Understand how eye contact and facial expressions communicate nonverbal messages.

Nonverbal Communication: Touch, Voice, and Environment

Understand the role of touch in nonverbal communication.

Understand how changes in voice affect nonverbal communication.

Understand how the physical environment affects nonverbal communication.

Unit Test

**Group Communication and Workplace Skills**

Dynamics of Groups and Teams

Identify the different roles filled by group or team members.

Describe the importance of rules and norms in groups and teams.

Identify the types of power found in groups and teams.

Effective Group Work

Identify and explain the characteristics of effective group members.

Identify and explain the steps of effective group work.

Technology Basics

Summarize how technology is transforming the workplace.

Identify the skills needed to work in a technological environment.

Computer Technology and Applications

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Name types of computer programs commonly used in business and explain their uses.

Describe business uses of the Internet.

Describe copyright and other laws that affect how we use technology.

## Organizational Communication

Define the term organization.

Identify and explain the characteristics of organizations.

Understand the various types of organizational messages.

## Career and Technical Student Organizations

Describe the importance of extracurricular activities in preparing for careers.

Identify and describe Career and Technical Student Organizations and their leadership opportunities.

Describe the role of professional organizations in career fields.

## Ethical Behavior

Explain the importance of ethics in the workplace.

Identify ethical principles and ways to apply them in a work setting.

Describe strategies for handling unethical practices.

## Using Your Time Effectively

Explain how to prioritize your work.

Create a schedule that will help you accomplish tasks on time.

Identify strategies for managing your time effectively.

## Building Vocabulary: Word Roots, Affixes, and Reference Materials

Recognize word roots and affixes.

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Analyze word parts to determine meaning, spelling, and usage.

Use reference materials to determine the correct spelling and usage of a word.

Speaking and Listening: Effective Group Discussions

Use strategies to prepare for a group discussion.

Recognize and apply techniques for effectively presenting during a group discussion.

Demonstrate the ability to listen and respond to information in a discussion.

Unit Test

**Real World Reading: Exploring Everyday Texts**

Evaluating News Reporting

Describe ethics of journalism.

Analyze how an author uses language to advance a purpose.

Evaluate and compare objectivity of news reporting.

Analyzing and Evaluating Arguments

Identify a claim and supporting evidence.

Distinguish among different types of evidence used to support a claim.

Evaluate the effectiveness of an argument based on the evidence provided.

Analyzing Career Information from the Bureau of Labor  
Statistics Website

Interpret information in charts and graphs.

Evaluate the effectiveness of a text's structure.

Determine an author's purpose.

Comparing Arguments from Diverse Perspectives

Evaluate an argument

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Identify rhetorical devices and fallacies.

Compare contemporary debatable arguments.

Writing a Persuasive E-mail

Establish a claim and support it with evidence and rebuttals.

Structure a persuasive letter.

Maintain formality when writing in a digital platform.

Evaluating Different Media about Food Safety

Evaluate information in a video

Compare how a video and text present similar information

Identify main ideas and key details through listening and reading

Evaluating The Power of Mass Media and Social Media

Identify purpose and audience in a public service campaign.

Evaluate the persuasive techniques used in different mass media.

Analyze the changing role of media over time.

Complex Instructions

Describe procedural writing.

Explain how to give instructions.

Recognize listening and speaking skills.

Connecting Sentences and Clauses

Identify different types of clauses.

Recognize compound and complex sentences.

Correctly use coordinating conjunctions, subordinating conjunctions, and conjunctive adverbs.

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Using Punctuation

Use punctuation (commas, dashes, or parentheses) to set off nonrestrictive elements.

Punctuate lists and series correctly.

Use hyphens correctly.

Writing Workshop: Visual Media Analysis

Examine and identify a variety of persuasive media techniques.

Create a five-paragraph media analysis essay.

Revise writing for ideas, use of source materials, and organization.

Write a media analysis paragraph.

Unit Test

**Cumulative Exam**

Cumulative Exam Review

Cumulative Exam

**Researching and Managing Effective Projects**

Managing Projects Effectively

Recognize good project management practices and common pitfalls.

Identify effective time-management techniques.

Analyze how to manage projects effectively in groups.

Developing a Research Plan

Identify the components of a research plan.

Analyze the steps for developing a research plan.

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Capitalization, Punctuation, and Spelling

Correctly capitalize when using quotations

Use ellipses before, in the middle of, and after a quotation to indicate an omission

Place commas correctly

Recognize and distinguish between common spelling errors

Using Reference Resources

Use a dictionary to define and use vocabulary precisely.

Identify synonyms and antonyms using a thesaurus.

Choose the correct homophone for a given context.

Research Workshop: Writing and Presenting the Argumentative Essay, Part 1

Construct an argumentative essay that supports a specific claim.

Conduct appropriate research using relevant print and digital sources, with standard source citation.

Organize and write a clear, coherent argumentative essay based on reason and evidence using an appropriate style.

Revise for the writing traits of ideas and organization.

Edit and rewrite for word choice and sentence fluency.

Using Organizational Aids

Identify text structures for writing a paper.

Explain when and how to use different organizational aids.

**Unit Lesson**

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Analyze information in an organizational aid.

Using Visual Aids

Identify how visual aids in text are used to communicate ideas and information.

Evaluate how to select visual aids when preparing text for your projects.

Research Workshop: Writing and Presenting the Argumentative Essay, Part 2

Write an argumentative speech that demonstrates a clear command of formal English.

Create a presentation that makes strategic use of a variety of digital media.

Present information clearly for the targeted audience, with supporting evidence.

Unit Test

**Developing a Portfolio: Self Assessments**

Exploring Your Interests

Evaluate ways in which personal and work values can guide career choice.

Assess personal interests.

Identify aptitudes and abilities and determine how to develop new abilities.

Portfolio Activity: Self-Assessment Profile

Identify the purpose of creating a career portfolio.

Complete a self assessment profile.

Evaluate performance through the use of a rubric.

Making Employment Decisions

Explain important factors to consider when choosing a career.



**Unit Lesson****Objectives**

Explore the costs of a postsecondary education.

Analyze factors to consider when choosing a job.

## Completing a Job Search

Identify and use printed, human, Internet, and organizational sources for job information.

Demonstrate an understanding of how to effectively and safely use the Internet during a job search.

Utilize tools to effectively organize and conduct your job search.

## Job Applications and References

Explain how to display proper preparation when applying for jobs.

List components of a job application and explain how to complete an application properly.

Identify people who will give helpful references and explain how to manage references effectively.

## Portfolio Activity: Personal Fact Sheet

Identify the purpose of creating a career portfolio.

Complete a personal fact sheet.

Evaluate performance through the use of a rubric.

## Unit Test

**Crafting a Resume and a Cover Letter**

## Introduction to Résumé Writing

Identify the purpose of writing a résumé.

Differentiate between print, scannable, electronic, and Web résumés.

## Parts of a Résumé

Identify essential elements of an effective résumé.

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Recognize qualifications and experiences that support a job objective.

Differentiate between chronological, skills, and combination résumés.

## Writing an Effective Résumé

Describe accomplishments using numbers, percentages, and action verbs.

Identify appropriate keywords to be used in a résumé.

Tailor a résumé to fit a specific job opening.

## Résumé Formatting and Distribution

Design a résumé with an appealing format.

List steps to prepare and format an electronic résumé.

Recognize how the Internet is used to distribute résumés.

## Portfolio Activity: Writing a Résumé

Identify the purpose of creating a career portfolio.

Write a résumé which can be used to apply for a job.

Evaluate performance through the use of a rubric.

## Introduction to Cover Letters

Identify the purpose of writing a cover letter.

List the parts of an effective cover letter.

Describe qualifications and accomplishments in an effective cover letter format.

## Sending a Cover Letter

Differentiate between networking, application, and prospecting cover letters.

Describe how to appropriately format an electronic cover letter.

## Portfolio Activity: Writing a Cover Letter

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Identify the purpose of creating a career portfolio.

Write a cover letter which can be sent to a potential employer.

Evaluate performance through the use of a rubric.

Unit Test

**Effective Interview Skills**

## Interviewing Basics

List strategies to use for obtaining an interview.

Describe interview styles and identify ways to be successful in each type.

Identify employment testing procedures.

## Preparing for the Interview

List techniques for researching prospective employers.

Classify types of interview questions and develop appropriate responses.

Describe how to properly conduct a practice interview.

## Succeeding in the Interview

Summarize the importance of attitude during an interview and select appropriate interview attire.

Identify verbal and nonverbal communication behaviors that will enhance interview performance.

Describe how to communicate work qualifications effectively and conclude an interview.

## Follow Up After the Interview

Describe how to follow up after a job interview including performance evaluations and thank-you letters.

Summarize the best methods for accepting and rejecting employment offers and handling rejection.

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Portfolio Activity: Writing a Thank-you Letter

Identify the purpose of creating a career portfolio.

Write a thank-you letter which could be used to follow up with a potential employer.

Evaluate performance through the use of a rubric.

Punctuating Restrictive and Nonrestrictive Elements

Differentiate between restrictive and nonrestrictive phrases (appositives) and clauses.

Correctly punctuate restrictive and nonrestrictive phrases and clauses.

Use commas correctly.

Writing a Narrative about Overcoming a Challenge

Plan a narrative with a logical sequence of events.

Develop the point of view in an essay through dialogue.

Revise writing to add description.

Write a narrative essay about overcoming a challenge.

Unit Test

**Cumulative Exam**

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