

# MBA Research Comparison of Standards

## FBLA: BUSINESS COMMUNICATION

Compared To

## MBA Research Standards

**GREEN/BOLD** statements are part of your course/state standards and the MBA Research standard. Items in plain text are in the state's course/standards but are not in the MBA Research course or identified subset of the MBA Research National Business Administration Standards.

FBLA: BUSINESS COMMUNICATION		MBA Research Standards	LAP
BCOM 01.00	Competency: Communication Concepts		
BCOM 01.01	Describe the forms of communication.	<b>EI:007 - Explain the nature of effective communications</b>	LAP-EI-140
BCOM 01.02	Identify the five C's of communication.	<b>EI:007 - Explain the nature of effective communications</b>	LAP-EI-140
BCOM 01.03	Discuss the role of letters, memos, and reports in business.	<b>CO:088 - Select and utilize appropriate formats for professional writing</b> <b>CO:094 - Prepare simple written reports</b> <b>CO:133 - Write business letters</b>	
BCOM 01.04	Manage telephone communications and use appropriate techniques to gather and record information.	<b>CO:114 - Handle telephone calls in a businesslike manner</b>	

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BCOM 01.05	Discuss communication techniques as they apply to internal and external customers.	CO:181 - Greet and direct visitors CO:182 - Take and relay messages CO:183 - Field telephone calls CO:184 - Screen telephone calls CO:191 - Arrange call-backs	
BCOM 01.06	Describe and analyze the impact of cultural diversity on the communication process.	<b>CR:019 - Adapt communication to the cultural and social differences among clients</b>	
BCOM 01.07	Employ appropriate communication strategies for dealing with dissatisfied customers (e.g., face-to-face discussions, electronic correspondence, and writing).	<b>CR:010 - Handle customer/client complaints</b> <b>EI:015 - Use conflict-resolution skills</b>	LAP-CR-010 LAP-EI-007
BCOM 01.08	Discuss the positive and negative aspects of the office "grapevine" and office politics.	<b>EI:109 - Explain the nature of office politics</b>	
BCOM 01.09	Discuss discrimination and sexual harassment and its implications in the workplace.	<b>EI:036 - Treat others with dignity and respect</b>	LAP-EI-036
BCOM 01.10	Use bias-free language (e.g., gender, race, religion, physical challenges, and sexual orientation).	<b>CR:019 - Adapt communication to the cultural and social differences among clients</b> <b>EI:036 - Treat others with dignity and respect</b>	LAP-EI-036
BCOM 01.11	Plan a meeting to achieve an identified purpose (e.g., schedule the facilities, arrange for a speaker, and notify the participants).	OP:233 - Plan meetings	

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BCOM 01.12	Demonstrate effective negotiation and consensus-building techniques to provide or obtain appropriate feedback and resolve conflicts.	<b>EI:011 - Use consensus-building skills</b> <b>EI:062 - Demonstrate negotiation skills</b>	LAP-EI-019 LAP-EI-062
BCOM 01.13	Evaluate appropriate and inappropriate methods of interacting with others in the workplace, including team-based workgroups.	CR:064 - Strategically interact with customers/employees <b>EI:045 - Participate as a team member</b> EI:096 - Initiate and facilitate social interactions in a business environment	LAP-EI-045
BCOM 01.14	Define and differentiate workplace relationships including supervisor, employee, client, and team member.	<b>EC:103 - Explain the organizational design of businesses</b>	LAP-EC-103
BCOM 01.15	Define and interpret upward, downward, and horizontal communication and organizational structures.	<b>CO:014 - Explain the nature of staff communication</b> <b>EC:103 - Explain the organizational design of businesses</b>	LAP-EC-103
BCOM 01.16	Investigate and define the characteristics and advantages/disadvantages of team-based workgroups including members, roles, and expectations.	<b>EI:045 - Participate as a team member</b>	LAP-EI-045
BCOM 02.00	Competency: Written and Report Applications		
BCOM 02.01	Produce organized, coherent, and developed paragraphs with a clear topic sentence, effective transitions, and a relevant conclusion.	<b>CO:016 - Explain the nature of effective written communications</b> <b>CO:133 - Write business letters</b>	

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BCOM 02.02	Describe and demonstrate the stages of the writing process to include planning, writing, editing, proofreading, and revising.	<b>CO:016 - Explain the nature of effective written communications</b> <b>CO:089 - Edit and revise written work consistent with professional standards</b> <b>CO:133 - Write business letters</b>	
BCOM 02.03	Write and design a document (e.g., memo, letter, report) using the correct style, format and content (e.g., letter, memorandum, report, e-mail) that is appropriate for the type of correspondence (e.g., persuasive, positive, negative).	<b>CO:088 - Select and utilize appropriate formats for professional writing</b> <b>CO:090 - Write professional emails</b> <b>CO:094 - Prepare simple written reports</b> <b>CO:133 - Write business letters</b>	
BCOM 02.04	Plan, compose, and produce instructions/directions, and descriptions.	<b>CO:039 - Write informational messages</b>	
BCOM 02.05	Conduct research using the five basic steps: planning the search, locating sources of information, organizing the information, evaluating the sources, and using the information to prepare a short report on a business topic.	<b>CO:094 - Prepare simple written reports</b> <b>CO:186 - Write research reports</b> <b>NF:216 - Translate research findings into actionable business recommendations</b>	
BCOM 02.06	Identify and utilize traditional and electronic research sources such as encyclopedias, reference manuals, periodicals, Internet, etc.	<b>NF:078 - Obtain needed information efficiently</b>	
BCOM 02.07	Interpret, analyze, and evaluate information for relevance, purpose, timeliness, and authenticity.	<b>NF:079 - Evaluate quality and source of information</b>	

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BCOM 02.08	Document all sources (e.g., print and electronic) using current standards.	State's statement is an objective/component of the performance indicator: <b>CO:186 - Write research reports</b>	
BCOM 02.09	Distinguish between paraphrasing, documentation, and plagiarism.	<b>CO:186 - Write research reports</b>	
BCOM 02.10	Comprehend copyright laws and their applications to text, visual art, design, music, and photography.	<b>BL:051 - Describe methods used to protect intellectual property</b>	
BCOM 02.11	Use scanning hardware and layout, design, and graphics software to enhance documents.	<b>NF:008 - Demonstrate basic presentation applications</b> NF:131 - Utilize imaging software OP:201 - Operate postage meter	
BCOM 02.12	Compose and evaluate common types of business reports including informational reports, news releases, proposals, and policy statements.	CO:062 - Write proposals <b>CO:094 - Prepare simple written reports</b> PR:057 - Write a press release	
BCOM 02.13	Prepare presentation documents to include publicity, agenda, handouts, follow-up report, etc.	<b>CO:094 - Prepare simple written reports</b> NF:194 - Prepare agendas NF:195 - Prepare materials for presentations	
BCOM 03.00	Competency: Reading Comprehension		
BCOM 03.01	Read and follow directions.	<b>CO:056 - Apply written directions to achieve tasks</b>	

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BCOM 03.02	Demonstrate reading comprehension by restating or summarizing.	State's statement is an objective/component of the performance indicator: <b>CO:055 - Extract relevant information from written materials</b>	
BCOM 03.03	Differentiate between fact and opinion.	<b>NF:079 - Evaluate quality and source of information</b>	
BCOM 03.04	Summarize the important points of a document.	<b>CO:055 - Extract relevant information from written materials</b>	
BCOM 03.05	Identify and explain enhancements such as graphs, charts, tables, and illustrations/photographs for visual impact.	<b>CO:087 - Select and use appropriate graphic aids</b>	
BCOM 03.06	Interpret information from articles, manuals, etc.	<b>CO:055 - Extract relevant information from written materials</b>	
BCOM 03.07	Select the appropriate reading method (e.g. skimming, scanning, speed-reading, and in-depth reading) for a particular situation.		
BCOM 03.08	Identify factors that affect readability of text (e.g., sentence length, word selection, and type size)	<b>CO:016 - Explain the nature of effective written communications</b>	
BCOM 03.09	Investigate the need for various reading skills in the workplace such as reading for information, summarization, drawing conclusions, making judgments, and following directions.	State's statement is an objective/component of the performance indicator:	

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BCOM 03.10	Evaluate the quality and reliability of source information.	<b>NF:079 - Evaluate quality and source of information</b>	
BCOM 03.11	Analyze information presented in a variety of formats such as tables, lists, and figures.	<b>CO:087 - Select and use appropriate graphic aids</b>	
BCOM 03.12	Use note taking skills that incorporate critical listening and reading techniques.	<b>CO:085 - Utilize note-taking strategies</b>	
BCOM 04.00	Competency: Grammar		
BCOM 04.01	Describe and identify the eight parts of speech in context sentences.	State's statement is an objective/component of the performance indicator:	
BCOM 04.02	Identify the difference between adverbs and adjectives.	State's statement is an objective/component of the performance indicator:	
BCOM 04.03	Identify the categories of pronouns and uses of reflexive pronouns.	State's statement is an objective/component of the performance indicator:	
BCOM 04.04	Identify features of prepositions and uses of prepositional phrases.	State's statement is an objective/component of the performance indicator:	
BCOM 04.05	Identify types of conjunctions.	State's statement is an objective/component of the performance indicator:	

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BCOM 04.06	Use a verb that correctly agrees with the subject of a sentence.	State's statement is an objective/component of the performance indicator: <b>CO:031 - Write persuasive messages</b> <b>CO:039 - Write informational messages</b> <b>CO:040 - Write inquiries</b> <b>CO:089 - Edit and revise written work consistent with professional standards</b> <b>CO:090 - Write professional emails</b> <b>CO:133 - Write business letters</b>	
BCOM 04.07	Describe the types of verbs and demonstrate the six tenses.	State's statement is an objective/component of the performance indicator:	
BCOM 04.08	Use irregular verbs and their different forms properly and distinguish transitive and intransitive verbs.	State's statement is an objective/component of the performance indicator: <b>CO:031 - Write persuasive messages</b> <b>CO:039 - Write informational messages</b> <b>CO:040 - Write inquiries</b> <b>CO:089 - Edit and revise written work consistent with professional standards</b> <b>CO:090 - Write professional emails</b> <b>CO:133 - Write business letters</b>	
BCOM 04.09	Identify subjects, predicates, verbs, adverbs, pronouns, direct and indirect objects, and prepositional and infinitive phrases in sentences.	State's statement is an objective/component of the performance indicator:	
BCOM 04.10	Select pronouns properly and use them correctly in a sentence.	State's statement is an objective/component of the performance indicator: <b>CO:031 - Write persuasive messages</b> <b>CO:039 - Write informational messages</b> <b>CO:040 - Write inquiries</b>	



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		<p><b>CO:089 - Edit and revise written work consistent with professional standards</b></p> <p><b>CO:090 - Write professional emails</b></p> <p><b>CO:133 - Write business letters</b></p>	
BCOM 04.11	Correctly use a possessive noun in a sentence.	<p>State's statement is an objective/component of the performance indicator:</p> <p><b>CO:031 - Write persuasive messages</b></p> <p><b>CO:039 - Write informational messages</b></p> <p><b>CO:040 - Write inquiries</b></p> <p><b>CO:090 - Write professional emails</b></p> <p><b>CO:133 - Write business letters</b></p> <p>NF:180 - Proofread documents</p>	
BCOM 04.12	Create the plural form of a noun.	<p>State's statement is an objective/component of the performance indicator:</p> <p><b>CO:031 - Write persuasive messages</b></p> <p><b>CO:039 - Write informational messages</b></p> <p><b>CO:040 - Write inquiries</b></p> <p><b>CO:089 - Edit and revise written work consistent with professional standards</b></p> <p><b>CO:090 - Write professional emails</b></p> <p><b>CO:133 - Write business letters</b></p> <p>NF:180 - Proofread documents</p>	
BCOM 04.13	Identify and correct misplaced and dangling modifiers.	<p>State's statement is an objective/component of the performance indicator:</p> <p><b>CO:089 - Edit and revise written work consistent with professional standards</b></p> <p>NF:180 - Proofread documents</p>	

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BCOM 04.14	Describe and write the four kinds of sentences— declarative, interrogative, imperative, and exclamatory.	State's statement is an objective/component of the performance indicator:	
BCOM 04.15	Recognize types of sentence fragments, run-on sentences, and double negatives.	State's statement is an objective/component of the performance indicator: NF:180 - Proofread documents	
BCOM 04.16	Recognize and correct problems in grammar and usage including, but not limited to, completeness, agreement, reference, and form.	<b>CO:089 - Edit and revise written work consistent with professional standards</b> NF:180 - Proofread documents	
BCOM 04.17	Write clear, descriptive sentences in a variety of sentence patterns (e.g., simple, compound, complex, and compoundcomplex).	State's statement is an objective/component of the performance indicator: <b>CO:031 - Write persuasive messages</b> <b>CO:039 - Write informational messages</b> <b>CO:040 - Write inquiries</b> <b>CO:090 - Write professional emails</b> <b>CO:133 - Write business letters</b>	
BCOM 04.18	Write logical, coherent phrases, sentences, and paragraphs. Incorporate correct spelling, grammar, and punctuation.	State's statement is an objective/component of the performance indicator: <b>CO:031 - Write persuasive messages</b> <b>CO:039 - Write informational messages</b> <b>CO:040 - Write inquiries</b> <b>CO:090 - Write professional emails</b> <b>CO:133 - Write business letters</b>	
BCOM 05.00	Competency: Editing and Proofreading		

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BCOM 05.01	Proofread a paragraph and identify spelling, grammatical, and punctuation errors.	NF:180 - Proofread documents	
BCOM 05.02	Proofread written communications with errors, using proofreader's marks.	NF:180 - Proofread documents	
BCOM 05.03	Proofread and edit business documents to ensure they are clear, correct, concise, complete, consistent, and courteous.	<b>CO:089 - Edit and revise written work consistent with professional standards</b> NF:180 - Proofread documents	
BCOM 05.04	Review and edit for the effectiveness of word choices and sentence structure.	<b>CO:089 - Edit and revise written work consistent with professional standards</b>	
BCOM 06.00	Competency: Oral and Nonverbal Communications		
BCOM 06.01	Demonstrate effective active listening techniques and identify major barriers to listening.	<b>CO:017 - Demonstrate active listening skills</b>	LAP-CO-017
BCOM 06.02	Listen objectively and record major points of a speaker's message.	<b>CO:017 - Demonstrate active listening skills</b> <b>CO:085 - Utilize note-taking strategies</b>	LAP-CO-017
BCOM 06.03	Explain the differences between verbal and nonverbal communication.	State's statement is an objective/component of the performance indicator: <b>EI:007 - Explain the nature of effective communications</b>	LAP-EI-140

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BCOM 06.04	List examples of how nonverbal messages have different meanings in various cultures.	State's statement is an objective/component of the performance indicator: <b>CO:059 - Interpret others' nonverbal cues</b>	
BCOM 06.05	Identify and interpret the major types of verbal and nonverbal communication.	State's statement is an objective/component of the performance indicator: <b>CO:059 - Interpret others' nonverbal cues</b> <b>EI:007 - Explain the nature of effective communications</b>	LAP-EI-140
BCOM 06.06	Describe and demonstrate basic speaking skills and their implications in the communication process.	<b>CO:025 - Make oral presentations</b> <b>CO:147 - Explain the nature of effective verbal communications</b>	LAP-CO-025
BCOM 06.07	Discuss various methods of presentation delivery including oral, written, multimedia, teleconferencing, and interactive.	State's statement is an objective/component of the performance indicator: <b>EI:007 - Explain the nature of effective communications</b>	LAP-EI-140
BCOM 06.08	Design effective presentations to include multimedia components of presentation software packages.	NF:099 - Explain how to effectively incorporate video into multimedia NF:123 - Demonstrate advanced presentation applications	
BCOM 06.09	Identify and evaluate different types of presentations to include information, persuasive, and debate.	State's statement is an objective/component of the performance indicator: <b>CO:025 - Make oral presentations</b>	LAP-CO-025
BCOM 06.10	Use proper techniques to make an oral presentation.	State's statement is an objective/component of the performance indicator: <b>CO:025 - Make oral presentations</b>	LAP-CO-025

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BCOM 06.11	Ask questions to clarify information.	<b>CO:058 - Ask relevant questions</b>	
BCOM 06.12	Describe and analyze problems and barriers with differences in languages and customs on business operations.	<b>CO:084 - Employ communication styles appropriate to target audience</b> <b>CR:019 - Adapt communication to the cultural and social differences among clients</b>	
BCOM 06.13	Provide a clear description of a simple system or process or give clear, concise directions.	<b>CO:083 - Give verbal directions</b>	
BCOM 06.14	Express opinions and discuss issues positively and tactfully.	<b>CO:061 - Defend ideas objectively</b>	
BCOM 07.00	Competency: Word Definition and Usage		
BCOM 07.01	Recognize how word selection and usage affects communication.	State's statement is an objective/component of the performance indicator: <b>EI:007 - Explain the nature of effective communications</b>	LAP-EI-140
BCOM 07.02	Recognize slang, jargon, clichés, and common errors in word usage.	State's statement is an objective/component of the performance indicator: <b>EI:007 - Explain the nature of effective communications</b>	LAP-EI-140
BCOM 07.03	Use proper sentence structure.	State's statement is an objective/component of the performance indicator: <b>EI:007 - Explain the nature of effective communications</b>	LAP-EI-140

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BCOM 07.04	Illustrate the proper way to divide words.	State's statement is an objective/component of the performance indicator: <b>CO:016 - Explain the nature of effective written communications</b> <b>CO:031 - Write persuasive messages</b> <b>CO:039 - Write informational messages</b> <b>CO:040 - Write inquiries</b> <b>CO:133 - Write business letters</b>	
BCOM 07.05	Identify homophones, synonyms, and homonyms.	State's statement is an objective/component of the performance indicator:	
BCOM 07.06	Illustrate the ability to use a dictionary and thesaurus as an aid to spelling, pronunciation, and meaning.	<b>CO:055 - Extract relevant information from written materials</b>	
BCOM 07.07	Use contextual clues to recognize word meaning.	State's statement is an objective/component of the performance indicator: <b>CO:055 - Extract relevant information from written materials</b>	
BCOM 08.00	Competency: Punctuation and Capitalization		
BCOM 08.01	Determine appropriate use of periods, question marks, and exclamation points.	State's statement is an objective/component of the performance indicator: <b>CO:016 - Explain the nature of effective written communications</b> <b>CO:088 - Select and utilize appropriate formats for professional writing</b>	

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BCOM 08.02	Explain the use of commas, colons, and semicolons.	State's statement is an objective/component of the performance indicator: <b>CO:016 - Explain the nature of effective written communications</b>	
BCOM 08.03	Recognize and correct problems in punctuation including, but not limited to, commas, semicolons, and apostrophes.	State's statement is an objective/component of the performance indicator: <b>CO:089 - Edit and revise written work consistent with professional standards</b>	
BCOM 08.04	Use apostrophes to indicate contractions and possessive constructions.	State's statement is an objective/component of the performance indicator: <b>CO:089 - Edit and revise written work consistent with professional standards</b>	
BCOM 08.05	Use quotation marks to set off the words of a speaker or writer and to set off titles of short works and use punctuation with quotation marks.	State's statement is an objective/component of the performance indicator: <b>CO:089 - Edit and revise written work consistent with professional standards</b>	
BCOM 08.06	Define the grammatical rules that govern the use of special punctuation marks such as the dash, hyphen, and parentheses.		
BCOM 08.07	Use appropriately ellipsis, italics, and underlining.	State's statement is an objective/component of the performance indicator: <b>CO:089 - Edit and revise written work consistent with professional standards</b>	

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BCOM 08.08	Identify how to capitalize sentences, proper nouns, abbreviations, adjectives, and titles correctly.	State's statement is an objective/component of the performance indicator: <b>CO:089 - Edit and revise written work consistent with professional standards</b>	
BCOM 08.09	Write and use numbers according to standard practice in a sentence.	State's statement is an objective/component of the performance indicator: <b>CO:089 - Edit and revise written work consistent with professional standards</b>	
BCOM 09.00	Competency: Spelling		
BCOM 09.01	Illustrate the ability to spell correctly the words regularly used in writing.	State's statement is an objective/component of the performance indicator: <b>CO:089 - Edit and revise written work consistent with professional standards</b>	
BCOM 09.02	Illustrate the ability to use a dictionary and thesaurus as an aid to spelling, pronunciation, and meaning.	State's statement is an objective/component of the performance indicator: <b>CO:055 - Extract relevant information from written materials</b>	
BCOM 09.03	Identify prefixes and suffixes.	State's statement is an objective/component of the performance indicator:	
BCOM 09.04	Apply spelling rules to homonyms and commonly confusing words such as effect and affect.	State's statement is an objective/component of the performance indicator:	



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BCOM 09.05	Demonstrate application of spelling rules such as i before e, silent e, words ending in y, etc.	State's statement is an objective/component of the performance indicator:	
BCOM 10.00	Competency: Digital Communications (e-mail, messaging, netiquette, etc.)		
BCOM 10.01	Identify various forms of electronic communication, including new and emerging communication technologies.	<b>EC:111 - Describe the impact of electronic communication tools (e.g., Internet, video- and computer-conferencing, webcasts, email) on global business activities</b>	
BCOM 10.02	Demonstrate and select the appropriate use of electronic messaging technologies (e.g., fax, voice mail, conference calls, chat rooms, and e-mail).	<b>CO:114 - Handle telephone calls in a businesslike manner</b> <b>NF:004 - Demonstrate basic e-mail functions</b> OP:200 - Operate fax machines	
BCOM 10.03	Manage e-mail to include composing and sending a message; retrieving, reading, and printing a message; and sending an attachment by e-mail.	<b>CO:090 - Write professional emails</b> <b>NF:004 - Demonstrate basic e-mail functions</b>	
BCOM 10.04	Operate an e-mail account while using folders and address books.	<b>NF:004 - Demonstrate basic e-mail functions</b>	
BCOM 10.05	Examine proper use of e-mail and other appropriate Internet/intranet communication capabilities, including business-related terminology and language.	<b>NF:004 - Demonstrate basic e-mail functions</b>	
BCOM 10.06	Explain the concept of copyright laws and their applications to text, visual art, design, music, and photography.	<b>BL:051 - Describe methods used to protect intellectual property</b>	

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BCOM 10.07	Recognize the legal implications of violating federal and state laws in multimedia/digital publishing.	BL:167 - Comply with intellectual-property use restrictions	
BCOM 10.08	Apply the etiquette rules for electronic messaging (e.g., e-mail, cellular telephone, and voice mail).	<b>CO:114 - Handle telephone calls in a businesslike manner</b> <b>NF:004 - Demonstrate basic e-mail functions</b>	
BCOM 10.09	Discuss ways to keep data secure from theft and destruction.	NF:243 - Describe methods of securely transmitting data	
BCOM 10.10	Identify and describe new and emerging communication technologies.	<b>EC:111 - Describe the impact of electronic communication tools (e.g., Internet, video- and computer-conferencing, webcasts, email) on global business activities</b> <b>NF:003 - Identify ways that technology impacts business</b> SM:037 - Explain the strategic role of information systems/information communication technology within an organization	LAP-NF-004