

## FBLA HS Business Communication

Knowledge Area A: Communication Concepts	MBA Research Performance Indicators	LAPs
<b>Objectives</b>		
1. Describe the forms of communication.	EI:007 Explain the nature of effective communications (PQ)	LAP-EI-140 More Than Just Talk (Effective Communication)
2. Identify the five C's of communication.	EI:007 Explain the nature of effective communications (PQ)	LAP-EI-140 More Than Just Talk (Effective Communication)
3. Discuss the role of letters, memos, and reports in business.	CO:088 Select and utilize appropriate formats for professional writing (CS) CO:094 Prepare simple written reports (SP) CO:133 Write business letters (CS)	
4. Manage telephone communications and use appropriate techniques to gather and record information.	CO:114 Handle phone calls in a businesslike manner (CS)	**Just for You! CO:114, Handle phone calls in a businesslike manner
5. Discuss communication techniques as they apply to internal and external customers.	CO:181 Greet and direct visitors (CS) CO:182 Take and relay messages (CS) CO:183 Field telephone calls (CS) CO:184 Screen telephone calls (CS) CO:191 Arrange call-backs (CS)	
6. Describe and analyze the impact of cultural diversity on the communication process.	CR:019 Adapt communication to the cultural and social differences among clients (CS)	
7. Employ appropriate communication strategies for dealing with dissatisfied customers (e.g., face-to-face discussions, electronic correspondence, and writing).	CR:010 Handle customer/client complaints (CS) EI:015 Use conflict-resolution skills (CS)	LAP-CR-010 Righting Wrongs (Handling Customer Complaints) LAP-EI-915 Stop the Madness (Conflict Resolution)

\*\* = Available exclusively through the MBA Research Learning Center

<p>8. Discuss the positive and negative aspects of the office “grapevine” and office politics.</p>	<p>EI:109 Explain the nature of office politics (CS)</p>	
<p>9. Discuss discrimination and sexual harassment and its implications in the workplace.</p>	<p>EI:036 Treat others with dignity and respect (PQ)</p>	<p>LAP-EI-036 Everyone’s Worthy (Treating Others With Dignity and Respect)</p>
<p>10. Use bias-free language (e.g., gender, race, religion, physical challenges, and sexual orientation).</p>	<p>CR:019 Adapt communication to the cultural and social differences among clients (CS) EI:036 Treat others with dignity and respect (PQ)</p>	<p>LAP-EI-036 Everyone’s Worthy (Treating Others With Dignity and Respect)</p>
<p>11. Plan a meeting to achieve an identified purpose (e.g., schedule the facilities, arrange for a speaker, and notify the participants).</p>	<p>OP:233 Plan meetings (SP)</p>	<p>**Just for You! OP:233, Plan meetings</p>
<p>12. Demonstrate effective negotiation and consensus-building techniques to provide or obtain appropriate feedback and resolve conflicts.</p>	<p>EI:011 Use consensus-building skills (SP) EI:062 Demonstrate negotiation skills (SP)</p>	<p>LAP-EI-911 It's a Group Thing (Consensus Building) LAP-EI-062 Make It a Win-Win (Negotiation in Business)</p>
<p>13. Evaluate appropriate and inappropriate methods of interacting with others in the workplace, including team-based workgroups.</p>	<p>CR:064 Strategically interact with customers/employees (MN) EI:045 Participate as a team member (CS) EI:096 Initiate and facilitate social interactions in a business environment (SP)</p>	<p>LAP-EI-045 Team Up (Participating as a Team Member)</p>
<p>14. Define and differentiate workplace relationships including supervisor, employee, client, and team member.</p>	<p>EC:103 Explain the organizational design of businesses (SP)</p>	<p>LAP-EC-103 Designed to Work (Organizational Design of Businesses)</p>

\*\* = Available exclusively through the MBA Research Learning Center

15. Define and interpret upward, downward, and horizontal communication and organizational structures.	CO:014 Explain the nature of staff communication (CS) EC:103 Explain the organizational design of businesses (SP)	LAP-EC-103 Designed to Work (Organizational Design of Businesses)
16. Investigate and define the characteristics and advantages/disadvantages of team-based workgroups including members, roles, and expectations.	EI:045 Participate as a team member (CS)	LAP-EI-045 Team Up (Participating as a Team Member)
<b>Knowledge Area B: Written and Report Applications</b>	<b>MBA Research Performance Indicators</b>	<b>LAPs</b>
<b>Objectives</b>		
1. Produce organized, coherent, and developed paragraphs with a clear topic sentence, effective transitions, and a relevant conclusion.	CO:016 Explain the nature of effective written communications (CS) CO:133 Write business letters (CS)	
2. Describe and demonstrate the stages of the writing process to include planning, writing, editing, proofreading, and revising.	CO:016 Explain the nature of effective written communications (CS) CO:089 Edit and revise written work consistent with professional standards (CS) CO:133 Write business letters (CS)	
3. 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).	CO:088 Select and utilize appropriate formats for professional writing (CS) CO:090 Write professional emails (CS) CO:094 Prepare simple written reports (SP) CO:133 Write business letters (CS)	**Just for You! CO:090, Write professional emails
4. Plan, compose, and produce instructions/directions, and descriptions.	CO:039 Write informational messages (CS)	

\*\* = Available exclusively through the MBA Research Learning Center

5. 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.	CO:094 Prepare simple written reports (CS) CO:186 Write research reports (SP) NF:216 Translate research findings into actionable business recommendations (SP)	
6. Identify and utilize traditional and electronic research sources such as encyclopedias, reference manuals, periodicals, Internet, etc.	CO:054 Identify sources that provide relevant, valid written material (PQ) CO:055 Extract relevant information from written materials (PQ) NF:078 Obtain needed information efficiently (CS)	
7. Interpret, analyze, and evaluate information for relevance, purpose, timeliness, and authenticity.	NF:079 Evaluate quality and source of information (CS)	
8. Document all sources (e.g., print and electronic) using current standards.	CO:186 Write research reports (SP)	
9. Distinguish between paraphrasing, documentation, and plagiarism.	CO:055 Extract relevant information from written materials (PQ)	
10. Comprehend copyright laws and their applications to text, visual art, design, music, and photography.	BL:051 Describe methods used to protect intellectual property (SP)	
11. Use scanning hardware and layout, design, and graphics software to enhance documents.	NF:131 Utilize imaging software (SP) OP:202 Operate scanner (CS)	

\*\* = Available exclusively through the MBA Research Learning Center

12. Compose and evaluate common types of business reports including informational reports, news releases, proposals, and policy statements.	CO:062 Write proposals (MN) CO:094 Prepare simple written reports (SP) PR:057 Write a press release (SP)	**Just for You! PR:057, Write a press release
13. Prepare presentation documents to include publicity, agenda, handouts, follow-up report, etc.	CO:094 Prepare simple written reports (SP) NF:194 Prepare agendas (CS) NF:195 Prepare materials for presentations (CS)	
<b>Knowledge Area C: Reading Comprehension</b>	<b>MBA Research Performance Indicators</b>	<b>LAPs</b>
<b>Objectives</b>		
1. Read and follow directions.	CO:056 Apply written directions to achieve Objectives (PQ)	
2. Demonstrate reading comprehension by restating or summarizing.	CO:055 Extract relevant information from written materials (PQ)	
3. Differentiate between fact and opinion.	NF:079 Evaluate quality and source of information (CS)	
4. Summarize the important points of a document.	CO:055 Extract relevant information from written materials (PQ)	
5. Identify and explain enhancements such as graphs, charts, tables, and illustrations/photographs for visual impact.	CO:087 Select and use appropriate graphic aids (CS)	**Just for You! CO:087, Select and use appropriate graphic aids
6. Interpret information from articles, manuals, etc.	CO:055 Extract relevant information from written materials (PQ)	
7. Select the appropriate reading method (e.g. skimming, scanning, speed-reading, and in-depth reading) for a particular situation.		

\*\* = Available exclusively through the MBA Research Learning Center

8. Identify factors that affect readability of text (e.g., sentence length, word selection, and type size)	CO:016 Explain the nature of effective written communications (CS)	
9. Investigate the need for various reading skills in the workplace such as reading for information, summarization, drawing conclusions, making judgments, and following directions.		
10. Evaluate the quality and reliability of source information.	NF:079 Evaluate quality and source of information (CS)	
11. Analyze information presented in a variety of formats such as tables, lists, and figures.	CO:087 Select and use appropriate graphic aids (CS)	**Just for You! CO:087, Select and use appropriate graphic aids
12. Use note taking skills that incorporate critical listening and reading techniques.	CO:085 Utilize note-taking strategies (CS)	
<b>Knowledge Area D: Grammar</b>	<b>MBA Research Performance Indicators</b>	<b>LAPs</b>
<b>Objectives</b>		
1. Describe and identify the eight parts of speech in context sentences.		
2. Identify the difference between adverbs and adjectives.		
3. Identify the categories of pronouns and uses of reflexive pronouns.		
4. Identify features of prepositions and uses of prepositional phrases.		
5. Identify types of conjunctions.		

\*\* = Available exclusively through the MBA Research Learning Center

6. Use a verb that correctly agrees with the subject of a sentence.	CO:031 Write persuasive messages (SP) CO:039 Write informational messages (CS) CO:040 Write inquiries (CS) CO:089 Edit and revise written work consistent with professional standards (CS) CO:090 Write professional emails (CS) CO:133 Write business letters (CS)	**Just for You! CO:090, Write professional emails
7. Describe the types of verbs and demonstrate the six tenses.		
8. Use irregular verbs and their different forms properly and distinguish transitive and intransitive verbs.	CO:031 Write persuasive messages (SP) CO:039 Write informational messages (CS) CO:040 Write inquiries (CS) CO:089 Edit and revise written work consistent with professional standards (CS) CO:090 Write professional emails (CS) CO:133 Write business letters (CS)	**Just for You! CO:090, Write professional emails
9. Identify subjects, predicates, verbs, adverbs, pronouns, direct and indirect objects, and prepositional and infinitive phrases in sentences.		
10. Select pronouns properly and use them correctly in a sentence.	CO:031 Write persuasive messages (SP) CO:039 Write informational messages (CS) CO:040 Write inquiries (CS) CO:089 Edit and revise written work consistent with professional standards (CS) CO:090 Write professional emails (CS) CO:133 Write business letters (CS)	**Just for You! CO:090, Write professional emails

\*\* = Available exclusively through the MBA Research Learning Center

11. Correctly use a possessive noun in a sentence.	CO:031 Write persuasive messages (SP) CO:039 Write informational messages (CS) CO:040 Write inquiries (CS) CO:090 Write professional emails (CS) CO:133 Write business letters (CS) NF:180 Proofread documents (CS)	**Just for You! CO:090, Write professional emails
12. Create the plural form of a noun.	CO:031 Write persuasive messages (SP) CO:039 Write informational messages (CS) CO:040 Write inquiries (CS) CO:089 Edit and revise written work consistent with professional standards (CS) CO:090 Write professional emails (CS) CO:133 Write business letters (CS) NF:180 Proofread documents (CS)	**Just for You! CO:090, Write professional emails
13. Identify and correct misplaced and dangling modifiers.	CO:089 Edit and revise written work consistent with professional standards (CS) NF:180 Proofread documents (CS)	
14. Describe and write the four kinds of sentences—declarative, interrogative, imperative, and exclamatory.		
15. Recognize types of sentence fragments, run-on sentences, and double negatives.	NF:180 Proofread documents (CS)	
16. Recognize and correct problems in grammar and usage including, but not limited to, completeness, agreement, reference, and form.	CO:089 Edit and revise written work consistent with professional standards (CS) NF:180 Proofread documents (CS)	

\*\* = Available exclusively through the MBA Research Learning Center

17. Write clear, descriptive sentences in a variety of sentence patterns (e.g., simple, compound, complex, and compound-complex).	CO:031 Write persuasive messages (SP) CO:039 Write informational messages (CS) CO:040 Write inquiries (CS) CO:090 Write professional emails (CS) CO:133 Write business letters (CS)	**Just for You! CO:090, Write professional emails
18. Write logical, coherent phrases, sentences, and paragraphs. Incorporate correct spelling, grammar, and punctuation.	CO:031 Write persuasive messages (SP) CO:039 Write informational messages (CS) CO:040 Write inquiries (CS) CO:090 Write professional emails (CS) CO:133 Write business letters (CS)	**Just for You! CO:090, Write professional emails
<b>Knowledge Area E: Editing and Proofreading</b>	<b>MBA Research Performance Indicators</b>	<b>LAPs</b>
<b>Objectives</b>		
1. Proofread a paragraph and identify spelling, grammatical, and punctuation errors.	NF:180 Proofread documents (CS)	
2. Proofread written communications with errors, using proofreader's marks.	NF:180 Proofread documents (CS)	
3. Proofread and edit business documents to ensure they are clear, correct, concise, complete, consistent, and courteous.	CO:089 Edit and revise written work consistent with professional standards (CS) NF:180 Proofread documents (CS)	
4. Review and edit for the effectiveness of word choices and sentence structure.	CO:089 Edit and revise written work consistent with professional standards (CS) NF:180 Proofread documents (CS)	

\*\* = Available exclusively through the MBA Research Learning Center

Knowledge Area F: Oral and Nonverbal Communications	MBA Research Performance Indicators	LAPs
<b>Objectives</b>		
1. Demonstrate effective active listening techniques and identify major barriers to listening.	CO:017 Demonstrate active listening skills (PQ)	LAP-CO-017 Listen Up! (Demonstrating Active Listening Skills)
2. Listen objectively and record major points of a speaker's message.	CO:017 Demonstrate active listening skills (PQ) CO:085 Utilize note-taking strategies (CS)	LAP-CO-017 Listen Up! (Demonstrating Active Listening Skills)
3. Explain the differences between verbal and nonverbal communication.	EI:007 Explain the nature of effective communications (PQ)	LAP-EI-140 More Than Just Talk (Effective Communication)
4. List examples of how nonverbal messages have different meanings in various cultures.	CO:059 Interpret others' nonverbal cues (PQ)	
5. Identify and interpret the major types of verbal and nonverbal communication.	CO:059 Interpret others' nonverbal cues (PQ) EI:007 Explain the nature of effective communications (PQ)	LAP-EI-140 More Than Just Talk (Effective Communication)
6. Describe and demonstrate basic speaking skills and their implications in the communication process.	CO:025 Make oral presentations (SP) CO:147 Explain the nature of effective verbal communications (PQ)	LAP-CO-025 Well Said! (Making Oral Presentations)
7. Discuss various methods of presentation delivery including oral, written, multimedia, teleconferencing, and interactive.	EI:007 Explain the nature of effective communications (PQ)	LAP-EI-140 More Than Just Talk (Effective Communication)
8. Design effective presentations to include multimedia components of presentation software packages.	NF:099 Explain how to effectively incorporate video into multimedia (SP) NF:123 Demonstrate advanced presentation applications (SP)	

\*\* = Available exclusively through the MBA Research Learning Center

9. Identify and evaluate different types of presentations to include information, persuasive, and debate.	CO:025 Make oral presentations (SP)	LAP-CO-025 Well Said! (Making Oral Presentations)
10. Use proper techniques to make an oral presentation.	CO:025 Make oral presentations (SP)	LAP-CO-025 Well Said! (Making Oral Presentations)
11. Ask questions to clarify information.	CO:058 Ask relevant questions (PQ)	
12. Describe and analyze problems and barriers with differences in languages and customs on business operations.	CO:084 Employ communication styles appropriate to target audience (CS) CR:019 Adapt communication to the cultural and social differences among clients (CS)	
13. Provide a clear description of a simple system or process or give clear, concise directions.	CO:083 Give verbal directions (PQ)	
14. Express opinions and discuss issues positively and tactfully.	CO:061 Defend ideas objectively (CS)	
<b>Knowledge Area G: Word Definition and Usage</b>	<b>MBA Research Performance Indicators</b>	<b>LAPs</b>
<b>Objectives</b>		
1. Recognize how word selection and usage affects communication.	EI:007 Explain the nature of effective communications (PQ)	LAP-EI-140 More Than Just Talk (Effective Communication)
2. Recognize slang, jargon, clichés, and common errors in word usage.	EI:007 Explain the nature of effective communications (PQ)	LAP-EI-140 More Than Just Talk (Effective Communication)
3. Use proper sentence structure.	EI:007 Explain the nature of effective communications (PQ)	LAP-EI-140 More Than Just Talk (Effective Communication)

\*\* = Available exclusively through the MBA Research Learning Center

4. Illustrate the proper way to divide words.	CO:016 Explain the nature of effective written communications (CS) CO:031 Write persuasive messages (SP) CO:039 Write informational messages (CS) CO:040 Write inquiries (CS) CO:090 Write professional emails (CS)	**Just for You! CO:090, Write professional emails
5. Identify homophones, synonyms, and homonyms.		
6. Illustrate the ability to use a dictionary and thesaurus as an aid to spelling, pronunciation, and meaning.	CO:055 Extract relevant information from written materials (PQ)	
7. Use contextual clues to recognize word meaning.	CO:055 Extract relevant information from written materials (PQ)	
<b>Knowledge Area H: Punctuation and Capitalization</b>	<b>MBA Research Performance Indicators</b>	<b>LAPs</b>
<b>Objectives</b>		
1. Determine appropriate use of periods, question marks, and exclamation points.	CO:016 Explain the nature of effective written communications (CS) CO:088 Select and utilize appropriate formats for professional writing (CS)	
2. Explain the use of commas, colons, and semicolons.	CO:016 Explain the nature of effective written communications (CS)	
3. Recognize and correct problems in punctuation including, but not limited to, commas, semicolons, and apostrophes.	CO:089 Edit and revise written work consistent with professional standards (CS)	
4. Use apostrophes to indicate contractions and possessive constructions.	CO:089 Edit and revise written work consistent with professional standards (CS)	

\*\* = Available exclusively through the MBA Research Learning Center

5. 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.	CO:089 Edit and revise written work consistent with professional standards (CS)	
6. Define the grammatical rules that govern the use of special punctuation marks such as the dash, hyphen, and parentheses.	CO:089 Edit and revise written work consistent with professional standards (CS)	
7. Use appropriately ellipsis, italics, and underlining.	CO:089 Edit and revise written work consistent with professional standards (CS)	
8. Identify how to capitalize sentences, proper nouns, abbreviations, adjectives, and titles correctly.	CO:089 Edit and revise written work consistent with professional standards (CS)	
9. Write and use numbers according to standard practice in a sentence.	CO:089 Edit and revise written work consistent with professional standards (CS)	
<b>Knowledge Area I: Spelling</b>	<b>MBA Research Performance Indicators</b>	<b>LAPs</b>
<b>Objectives</b>		
1. Illustrate the ability to spell correctly the words regularly used in writing.	CO:089 Edit and revise written work consistent with professional standards (CS)	
2. Illustrate the ability to use a dictionary and thesaurus as an aid to spelling, pronunciation, and meaning.	CO:055 Extract relevant information from written materials (PQ)	
3. Identify prefixes and suffixes.		
4. Apply spelling rules to homonyms and commonly confusing words such as effect and affect.		

\*\* = Available exclusively through the MBA Research Learning Center

5. Demonstrate application of spelling rules such as i before e, silent e, words ending in y, etc.		
<b>Knowledge Area J: Digital Communications (e-mail, messaging, netiquette, etc.)</b>	<b>MBA Research Performance Indicators</b>	<b>LAPs</b>
<b>Objectives</b>		
1. Identify various forms of electronic communication, including new and emerging communication technologies.	EC:111 Describe the impact of electronic communication tools (e.g., internet, video- and computer-conferencing, webcasts, email) on global business activities (SP)	
2. Demonstrate and select the appropriate use of electronic messaging technologies (e.g., fax, voice mail, conference calls, chat rooms, and e-mail).	CO:114 Handle phone calls in a businesslike manner (CS) NF:004 Demonstrate basic email functions (PQ) OP:200 Operate fax machines (PQ)	**Just for You! CO:114, Handle phone calls in a businesslike manner
3. Manage e-mail to include composing and sending a message; retrieving, reading, and printing a message; and sending an attachment by e-mail.	CO:090 Write professional emails (CS) NF:004 Demonstrate basic email functions (PQ)	**Just for You! CO:090, Write professional emails
4. Operate an e-mail account while using folders and address books.	NF:004 Demonstrate basic email functions (PQ)	
5. Examine proper use of e-mail and other appropriate Internet/intranet communication capabilities, including business-related terminology and language.	NF:004 Demonstrate basic email functions (PQ)	
6. Explain the concept of copyright laws and their applications to text, visual art, design, music, and photography.	BL:051 Describe methods used to protect intellectual property (SP)	

\*\* = Available exclusively through the MBA Research Learning Center

<p>7. Recognize the legal implications of violating federal and state laws in multimedia/digital publishing.</p>	<p>BL:167 Comply with intellectual-property use restrictions (MN)</p>	
<p>8. Apply the etiquette rules for electronic messaging (e.g., e-mail, cellular telephone, and voice mail).</p>	<p>CO:114 Handle phone calls in a businesslike manner (CS) NF:004 Demonstrate basic email functions (PQ)</p>	<p>**Just for You! CO:114, Handle phone calls in a businesslike manner</p>
<p>9. Discuss ways to keep data secure from theft and destruction.</p>	<p>NF:081 Store information for future use (CS) NF:243 Describe methods of securely transmitting data (CS)</p>	
<p>10. Identify and describe new and emerging communication technologies.</p>	<p>EC:111 Describe the impact of electronic communication tools (e.g., internet, video- and computer-conferencing, webcasts, email) on global business activities (SP) NF:003 Identify ways that technology impacts business (PQ) SM:037 Explain the strategic role of information systems/information communication technology within an organization (SP)</p>	<p>LAP-NF-003 TECH-tastic (Technology's Impact on Business)</p>

\*\* = Available exclusively through the MBA Research Learning Center