

BUSINESS COMMUNICATIONS INSTRUCTOR'S SUMMARY

Title:	Business Communications
Hours:	9 hours
Description:	Business Communications is designed to improve participants' existing communication skills, both in writing and speaking. Writing topics include proper use of verbs, elimination of word clutter, proper sentence structure and correct spelling of commonly-confused words. After reviewing a wide range of writing tools, participants will be required to write a letter to a customer and a business memo. Students will also practice and speak publicly.
Objectives:	After completing this course, participants will have improved business writing skills, know the proper business letter and business memo formats, and have improved grammar and spelling skills, to include effective verbal speaking skills. The objectives of this module will be accomplished through in-class exercises combined with guidance and direction from the instructor.
Materials:	A marker board or chalkboard, a course outline handout, in-class exercises, blank paper, and a course evaluation for each participant.
Implementation:	The instructor will present the handouts for the two lessons, written communications and verbal communications. The participants will assist in reading and discussing the materials in preparation to complete the exercises and competencies for each lesson.
Topics:	Writing Basics Nine Rules for Choosing Words How to Alphabetize Use Proper Grammar Spell Commonly Misspelled Words Proper Use of Plurals How to Write a Business/Customer Letter How to Write a Business Memo How Well Do You Communicate? The Art of Communication Communication 101: Body Language Guide to Reading Body Language Managing Body Language Learning to Listen Communication Using the Phone Best Phone Practices Communication Technologies Your 15 Seconds of Fame-The Elevator Speech
Certification Requirements:	Master all competencies for Business Communications (see page BC6) Score 80% or higher on the Business Communications Online Quiz Score 80% or higher on the Work Certified™ Certification Exam

BC 4

Revision 8.1

Work Certified™ 1.2016

BUSINESS COMMUNICATIONS COMPETENCIES

BC-34. Answers a minimum of four questions correctly during class lectures and exercises as evidenced by observation of performance.

BC-35. Demonstrates proficiency in alphabetization by completing the Alphabetizing Exercise with no more than one error as evidenced by product review.

BC-36. Demonstrates ability to effectively use verbal communication techniques as evidenced by participant publicly speaking through observation of performance.

BC-37. Demonstrates ability to write an effective business/customer letter by completing the Business/Customer Letter Exercise with no more than three errors as evidenced by product review.

BC-38. Demonstrates ability to write an effective business memo by completing the Business Memo Exercise with no more than three errors as evidenced by product review.

BC-39. Demonstrates ability to recognize effective business communications by achieving a score of 80% or higher on **online module quiz**

BUSINESS COMMUNICATIONS COURSE OUTLINE

LESSON 1

Course Introduction
Writing Basics
 Organize Your Information
 Proofreading- Correct Spelling/Plurals
 Grammar
 Appropriate Word Use
 Clarity and Tone
How to Write a Business/Customer Letter
How to Write a Business Memo

LESSON 2

How Well Do You Communicate?
The Art of Communication
Communication 101: Body Language
 Guide to Reading Body Language
 Managing Body Language
Learning to Listen
Communication Using the Phone
 Best Phone Practices
Communication Technologies
Your 15 Seconds of Fame-The Elevator Speech

Business Communications Module Online Quiz

BUSINESS COMMUNICATIONS TEACHING PLAN OVERVIEW LESSON 1

This lesson plan is for three hours. Take two 10-minute breaks at appropriate times.

TOPIC	TIME	COPIES REQUIRED as HANDOUTS
Course Outline & Competencies	10 - 15 minutes	Competencies- page BC5 Course Outline - page BC6
Getting Started: Writing Basics	10- 15 minutes	Getting Started: Writing Basics – BC12
Writing Basics 1: Organizing Your Information	35 - 45 minutes	Writing Basics 1: Organizing Your Information- page BC13-14
Writing Basics 2: Proofreading Correct Spelling and Plurals	35 - 45 minutes	Writing Basics 2: Proofreading Correct Spelling and Plurals- page BC15 The Top 10 Basic Spelling Rules- page BC16 Most Commonly Misspelled Words- page BC17-18 Plurals- BC19 Exercise- Plurals- page BC20
Writing Basics 3: Grammar	35 - 45 minutes	Writing Basics 3: Grammar- page BC22-23 Basic Punctuation Rules- page BC24
Writing Basics 4: Appropriate Word Use- <u>Competency</u>	35 - 45 minutes	Writing Basics 4: Appropriate Word Use- page BC25-27 Alphabetizing Handout- BC28
Writing Basics 5: Clarity and Tone	35 - 45 minutes	Writing Basics 5: Clarity and Tone- page BC30-31 Sentence Structure Exercise- page BC32
How to Write the Business/Customer Letter How to Write a Business Memo Writing A Business/Customer Letter- <u>Competency</u>	45 - 60 minutes	How to Write the Business/Customer Letter -page BC34 Business/Customer Letter Handouts- page BC35-36 How to Write the Business Memo - page BC37 Business Memo Handout- page BC38 Additional Writing Tips- page BC39 Writing A Business/Customer Letter Handout- page BC40-41 Writing A Business Memo Handout- page BC42

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BUSINESS COMMUNICATIONS TEACHING PLAN

LESSON 1

TOPIC	TOOL	ANSWER KEY	LECTURE FLOW
Course Outline & Competencies	Course Outline-page BC6 Competencies-page BC5	N/A	Review material on these documents.

INSTRUCTOR NOTES:

Make sure you go over all competency requirements for this module with the members.

TOPIC	TOOL	ANSWER KEY	LECTURE FLOW
Getting Started: Writing Basics	Getting Started: Writing Basics – BC12	N/A	Overview of writing basics- Present this introductory information as a foundation to begin to introduce the 5 writing basics.

INSTRUCTOR NOTES:

Review this introductory information and ensure that during this topic you offer the opportunity to have the participants meet their requirement for answering a minimum of 4 questions correctly during classroom discussions.

TOPIC	TOOL	ANSWER KEY	LECTURE FLOW
Writing Basics I: Organizing Your Information	Writing Basics I: Organizing Your Information- page BC13-14	N/A	This section of writing basics offers instructions in knowledge of the subject, details and purpose of a writing task. Remind the members of what they learned in Reading Comprehension regarding reading for main ideas . What they learned was that while main ideas are often the first sentence in a paragraph, that is not always the case.

INSTRUCTOR NOTES:

Review this information and ensure that during this topic you offer the opportunity to have the participants meet their requirement for answering a minimum of 4 questions correctly during classroom discussions.

BUSINESS COMMUNICATIONS TEACHING PLAN

LESSON 1

TOPIC	TOOL	ANSWER KEY	LECTURE FLOW
Writing Basics 2: Proofreading Correct Spelling and Plurals	Writing Basics 2: Proofreading Correct Spelling and Plurals- page BC15 The Top 10 Basic Spelling Rules- page BC16 Most Commonly Misspelled Words- page BC17-18 Plurals- BC19 Exercise- Plurals- page BC20	Page BC21	Overview of the importance of proofreading and eliminating potential errors in writing. Stress the importance of having someone else review your work and ensure that your writing is appropriate for the intended reader. Making sure your words are spelled appropriately and accurately and checking for correct use of plurals will make your writing more professional and credible.

INSTRUCTOR NOTES:

Review this information and ensure that during this topic you offer the opportunity to have the participants meet their requirement for answering a minimum of 4 questions correctly during classroom discussions.

TOPIC	TOOL	ANSWER KEY	LECTURE FLOW
Writing Basics 3: Grammar	Writing Basics 3: Grammar- page BC22- 23 Basic Punctuation Rules- page BC24	N/A	A good tool to use to determine if you use a “,” (comma) or “;” (semi-colon) when combining sentences is the finger test. Use a finger to block out the word that joins the two parts of the sentence. If both portions can stand alone as sentences, use a semi-colon (;). If either portion cannot stand alone (e.g. is a sentence fragment), then use a comma (,).

INSTRUCTOR NOTES:

Review this information and ensure that during this topic you offer the opportunity to have the participants meet their requirement for answering a minimum of 4 questions correctly during classroom discussions.

BUSINESS COMMUNICATIONS TEACHING PLAN

LESSON 1

TOPIC	TOOL	ANSWER KEY	LECTURE FLOW
Writing Basics 4: Appropriate Word Use- <u>Competency</u>	Writing Basics 4: Appropriate Word Use- page BC25-27 Alphabetizing Handout- BC28	Page BC29	Instructor should stress that appropriate wording and effective presentation of information are the best way for a reader to understand the intended message.

INSTRUCTOR NOTES:

Review this information and ensure that during this topic you offer the opportunity to have the participants meet their requirement for answering a minimum of 4 questions correctly during classroom discussions.

This is a competency requirement that all participants must perform correctly.

TOPIC	TOOL	ANSWER KEY	LECTURE FLOW
Writing Basics 5: Clarity and Tone	Writing Basics 5: Clarity and Tone- page BC30-31 Sentence Structure Exercise- page BC32	Page BC33	<p>Writing should flow smoothly as well as be clear and concise when transitioning from one topic to another.</p> <p>Writing that introduces a subject, continues with clear development of that subject, and ends with a concise conclusion will result in an effective message.</p>

INSTRUCTOR NOTES:

Review this information and ensure that during this topic you offer the opportunity to have the participants meet their requirement for answering a minimum of 4 questions correctly during classroom discussions.

BUSINESS COMMUNICATIONS TEACHING PLAN LESSON 1

TOPIC	TOOL	ANSWER KEY	LECTURE FLOW
How to Write a Business/Customer Letter?	How to Write a Business/Customer Letter -page BC34	N/A	In business writing you want to be direct without taking any chances that the readers will not get the main idea.
How to Write a Business Memo	Business/Customer Letter Handouts- page BC35-36		Following these style guides will assist in writing formats that are acceptable and effective in business.
Writing A Business/ Customer Letter- <u>Competency</u>	How to Write a Business Memo -page BC37		All writing tips can be helpful with the Pre-Employment module as well.
Writing A Business Memo - <u>Competency</u>	Business Memo Handout- page BC38		
	Additional Writing Tips- page BC39		
	Writing A Business/Customer Letter- page BC40-41		
	Writing A Business Memo - page BC42		

INSTRUCTOR NOTES:

1. Review this information and ensure that during this topic you offer the opportunity to have the participants meet their requirement for answering a minimum of 4 questions correctly during classroom discussions.
2. The participant must write both the letter and memo to meet the competencies for this lesson.

This is a competency requirement that all participants must perform correctly.

BUSINESS COMMUNICATIONS TEACHING PLAN OVERVIEW LESSON 2

This lesson plan is for three hours. Take two 10-minute breaks at appropriate times.

TOPIC	TIME	COPIES REQUIRED as HANDOUTS
How Well Do You Communicate?	10-15 minutes	How Well Do You Communicate? Handout- page BC47 Communication Analysis- page BC48
The Art of Communication	10 -15 minutes	The Art of Communication Handout- page BC48
Communication 101: Body Language Managing Body Language	30-40 minutes	Communication 101: Body Language- page BC49 Guide to Reading Body Language- page BC50 Managing Body Language- page BC51
Learning To Listen	30 - 35 minutes	Learning To Listen – page BC52
Communicating Using the Phone Best Phone Practices	34-45 minutes	Communicating Using the Phone Handout- page BC53 Best Phone Practices Handout- page BC54
Communication Technologies	10-15 minutes	Communication Technologies Handout- page BC55
Your 15 Seconds of Fame- The Elevator Speech- <i>Competency</i>	30-45 minutes	Your 15 Seconds of Fame-The Elevator Speech Handout- page BC56
Business Communications Module Online Quiz- <i>Competency</i>	35-45 minutes	Business Communications Module Online Quiz

BUSINESS COMMUNICATIONS TEACHING PLAN LESSON 2

TOPIC	TOOL	ANSWER KEY	LECTURE FLOW
How Well Do You Communicate?	How Well Do You Communicate Communication Analysis- page BC47	Communication Analysis- page BC48	Evaluation of basic communication techniques. Where do you stand as far as your ability to communicate verbally? Outcome indicates that all participants can benefit from stronger and more effective communication techniques and improved skills.

INSTRUCTOR NOTES:

Review this introductory information and ensure that during this topic you offer the opportunity to have the participants meet their requirement for answering a minimum of 4 questions correctly during classroom discussions.

TOPIC	TOOL	ANSWER KEY	LECTURE FLOW
The Art of Communication	The Art of Communication Handout- page BC48	N/A	Simple expression of how effective communication is a two-way process in making sure that your verbal skills are clear, appropriate, and effective in conveying a message or participating in a conversation.

INSTRUCTOR NOTES:

Review this introductory information and ensure that during this topic you offer the opportunity to have the participants meet their requirement for answering a minimum of 4 questions correctly during classroom discussions.

BUSINESS COMMUNICATIONS TEACHING PLAN

LESSON 2

TOPIC	TOOL	ANSWER KEY	LECTURE FLOW
Communication 101 Guide to Reading Body Language Managing Body Language	Communication 101; Body Language Handout- page BC49 Guide to Reading Body Language Handout- page BC50 Managing Your Body Language- page BC51	N/A	Actions speak louder than words! In communication, how we present our body and facial expressions speak to our feelings and emotions more than our words. Handouts for guide to reading body language are interesting to have on hand when in interviews or speaking with co-workers and your supervisor...what are they really thinking?

INSTRUCTOR NOTES:

Review this introductory information and ensure that during this topic you offer the opportunity to have the participants meet their requirement for answering a minimum of 4 questions correctly during classroom discussions.

TOPIC	TOOL	ANSWER KEY	LECTURE FLOW
Learning to Listen Use These Three Steps To Successful Communication	Learning To Listen/ Use These Three Steps To Successful Communication Handout- page BC52	N/A	Listening is a crucial step in learning to effectively communicate. Listening is a skill we all need to improve upon, especially in the workplace. Listening can provide revealing elements of the topic discussed, the purpose, and what outcome, if necessary, is pending.

INSTRUCTOR NOTES:

Review this introductory information and ensure that during this topic you offer the opportunity to have the participants meet their requirement for answering a minimum of 4 questions correctly during classroom discussions.

TOPIC	TOOL	ANSWER KEY	LECTURE FLOW
Communication Using the Phone Best Phone Practices	Communication Using the Phone Handout- page BC53 Best Phone Practices Handout- page BC54	N/A	The phone and how effective it can be in communication requires clear speech and proper etiquette when acquiring information or resolving a complaint. Using basic phone practices will promote better phone voice and skills.

INSTRUCTOR NOTES:

Review this introductory information and ensure that during this topic you offer the opportunity to have the participants meet their requirement for answering a minimum of 4 questions correctly during classroom discussions.

BUSINESS COMMUNICATIONS TEACHING PLAN

LESSON 2

TOPIC	TOOL	ANSWER KEY	LECTURE FLOW
Communication Technologies	Communication Technologies Handout- page BC55	N/A	The increase in technology has both improved communication and in some cases eliminated the face-to-face and verbal conversation. Although it is increasingly popular to use social networking to communicate, these are additional formats that should not replace written, face-to-face or telephone conversations.. Be aware of etiquette and guidelines for using e-mail (recall Business Technology lesson in e-mail).

INSTRUCTOR NOTES:

Review this introductory information and ensure that during this topic you offer the opportunity to have the participants meet their requirement for answering a minimum of 4 questions correctly during classroom discussions.

TOPIC	TOOL	ANSWER KEY	LECTURE FLOW
Your 15 Seconds of Fame-The Elevator Speech- <u>Competency</u>	Your 15 Seconds of Fame-The Elevator Speech Handout- page BC56	N/A	Inform students that they will be required to make their speech in front of the class. This assists in overcoming the challenge of public speaking and prepares students for the opportunity to present themselves to a prospective employer or network opportunity.

INSTRUCTOR NOTES:

This is a competency requirement that all participants must perform correctly.

TOPIC	TOOL	ANSWER KEY	LECTURE FLOW
Business Communications Online Module Quiz- <u>Competency</u>	Business Communications Module Online Quiz	Online scoring Paper/Pen Quiz- See Chapter 3	Distribute the Member Program Evaluation Form (see Chapter 2) just prior to handing out this quiz and be sure to fill out your Instructor Program Critique Form (see Chapter 2). Members must score 80% or higher on this online quiz to be eligible for certification. LMS Database/Program Website- www.workcertified.org

INSTRUCTOR NOTES:

This is a competency requirement that all participants must perform correctly.