**COURSE OUTCOME**

**Course Description:**

*Business Communications is a course designed to develop students’ effective oral and electronic business communications skills. This course develops skills in multiple methods of communications, including social media, as well as electronic publishing, design, layout, composition, and video conferencing. Upon completion of this course, proficient students will be able to demonstrate successful styles and methods for professional business communications using the proper tools to deliver effective publications and presentations.*

**Program of Study Application:**

State of TN Department of Education Course Standards can be found here: <https://www.tn.gov/assets/entities/education/attachments/cte_std_business_communications.pdf>

The instructor reserves the right to change the syllabus as needed.

**INSTRUCTION**

**Topics / Competencies / Skills Covered:**

1. Communication Components

2. Digital Citizenship

3. Business Writing

4. Desktop Publishing

5. Oral Communications

6. Virtual Meetings

7. Career Activities

**Materials Needed:**

* No materials-all supplies covered in the course fee

**Fee:**

A Class Fee of$10.00 will help defray the cost of printer toner, paper, poster board, pens, markers, pencils, folders to use during the class, and all other supplies. You will not need to bring anything to class.

**General Pacing** (Schedule subject to change)

**1 Introduction**

**2 Ethics and basic communication components**

**3 Practice and model different communication techniques**

**4 Apply best practices in regards to business communications**

**5 Create and define digital citizenship criteria**

**6 General business correspondence**

**7 Analyze writing for evolving digital platforms**

**8 Midterm and Review**

**9 Business website evaluation and review**

**10 Desktop publishing**

**11 Oral communications**

**12 Social media ethics and behavior**

**Resources:**

**Software**

Microsoft Office Suite 2010, Virtual Business, Tycoon, EverFi, H & R Block Budget Challenge, PhotoShop

**Articles and Supplemental Material**

Various articles and material will be used from *LAP’s and Ad Week*

**Videos/Clips**Various educational and tutorial videos/clips will be presented in class. These videos will cover topics of sales, technology, business titans, leadership, marketing, finance, and other class concepts. Specific videos/clips from the video to be used may include: *Apollo 13, Identity Theft the Michelle Brown Story, Frontline-Persuaders (*[*http://www.pbs.org/wgbh/frontline/film/showspersuaders/*](http://www.pbs.org/wgbh/frontline/film/showspersuaders/)*), FRONTLINE: Generation Like, The Greatest Movie Ever Sold, Life Size, The Apprentice, Undercover Boss, The Social Network, The Great Debaters, He Said . . He Said, The Artist, Hotel Rwanda, Coca Cola – The History of an American Icon, Selling Yourself, Packaging, Labeling, Joy, Ron Popeil:America’s Inventor, Biography and History Channel documentaries of businesspeople, In It To Win: The Jack Abramoff Story-UT Austin Shark Tank, DECA Promotional Video, Door to Door, Super Bowl Commercials, WalMart: The High Cost of Low Prices, Virtual Business – Retail, Not for Sale, Cyberbully, The Pursuit of Happyness, Google Boys, Friends-S8E21, CNBC The Profit, Inside Chipotle, Inside Pixar, Inside McDonalds, Inside-The Baidu Billionaire (The Google of China), Inside Linkedin, Inside PepsiCo, National Geographic-Inside North Korea, The Lorax, Jingle All the Way, Paper Clips, Honor Flight, Dyson, www.youtube.com/user/ACDCLeadership, Oprah-Texting and Driving, Ben and Jerry’s, Flash of Genius, Hotel Impossible, Restaurant Impossible.*

If you do not approve of a specific resource listed in this syllabus, please make your request to me in writing and an alternative assignment and/or materials will be provided. The request should include your name, the child's name, the specific activity/materials in which you do not want your child to participate or to which you do not want them exposed, and the nature of your objection.

**ASSESSMENT**

**Competencies:** Competencies & Standards are based on the Tennessee Career and Technical Competency Attainment Rubric.

**Grading Policy:**

100-93% A  
92-85% B  
84-75% C  
74-70% D  
69% and under F

**Assignments & Projects:**

All assignments are due at the end of class on the date due. After completing this course, your grade will be determined by percent of total points possible of the following:

Daily Work

* + In-class participation & individual student engagement
  + Chapter Tests
  + Group work, Projects, Presentations, and Class Activities

Percentage of Your Grade:

* + 85% Daily Work
  + 15% Final Exam

**Make-Up Work Policy/Late Work Policy:**

Make-up work must be requested upon return to school. This is your responsibility, not the teacher’s. All make-up work must be completed within three (3) school days. Missed work must be made up outside of normal class time, before or after school by appointment.

**Email/Aspen/Canvas Policy:**

Ways in which I am able to communicate with the student and parent is through Email, Aspen and/or Canvas. In order to give timely feedback, I will aim to update grades at least once per week.

**GENERAL EXPECTATIONS**

**Attendance Policy**

Attendance is a key factor in student achievement; therefore, students are expected to be present each day that school is in session. Tardiness will be documented per school guidelines & consequences will follow accordingly.

**Classroom Policy/Procedures***Food:* ABSOLUTELY NO FOOD OR DRINKS IN CLASSROOM! If food or drinks are brought into the classroom, it must immediately be discarded or put in a backpack for the next class change.

*Respect:* Respecting others is a key characteristic in a successful student & business person. It is important that students do not interrupt the instructor or other presenters. Disruptive or distracting behavior.

*Group Activities:* Many of our projects & activities will require students to work with each other. Although the product of the group work will be assessed as one, the individual contribution & participation in the process will be a large factor of the score. Therefore, the student should not stop contributing to the group project until all other members of the team are complete. If there are any issues, the students & parents are welcome to reach out to me.  
  
*Cell Phones:* Cell phones and tablets are not permitted to be in use or on student’s desk at any time. Any student using a cell phone during instructional and activity time will be subject to confiscation by administration.

*Cleanliness:* All books, papers, and materials are to be cleaned up and put away at the end of each class day. Your desk is not your storage area; it is used by other students during the school day. If you leave something on your desk, it will be gone the next day. Please clean up your mess.  
  
*Computer Lab / Laptops / Tablets:* Your computer is your prized possession – treat it as such. You will not be on the Internet without permission. You will not play or download games, install plug-ins, listen to music, watch videos or install software to the computer unless it directly relates to the current course assignments. When computers are not being used for instruction or class activities, the screen is expected to be turned off.

**Plagiarism & Cheating**

I have a No-Tolerance policy for cheating.

**Intervention Strategy:**

Students needing extra help can schedule a time with me before or after school. Students have the opportunity to take home make-up work and retake certain tests for a better grade. Partial credit will be given for test corrections.

**Instructor Contact Information**

LeeAnne Kepper

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