

University High School English Department

Course title: English: Business and Communication

Semester course: 1/2 credit

Prerequisite: Sophomore Writing, Oral Communication

Grades: 11-12

Content	Skills	Benchmarks (Grade 11)
<p>Introduction to Technical Writing</p> <ul style="list-style-type: none">• Initial status report• Midterm progress report• Final status report <p>Career Investigation</p> <ul style="list-style-type: none">• Career investigation report• Job shadowing• Profession profile report <p>Job Search</p> <ul style="list-style-type: none">• Job applications• Resumes• Letters of application• Mock interviews• Post interview letters <p>On the Job Project Simulation</p> <ul style="list-style-type: none">• Marketing project <p>Miscellaneous</p> <ul style="list-style-type: none">• Working World Updates• Advertisements	<p>Speaking</p> <ul style="list-style-type: none">• Telephone skills• Interviewing• Small group process (theory and practice)• Meeting procedure• Agenda setting• Oral presentation• Persuasive appeals• Audience analysis• Delivery skills• Organization of an oral presentation <p>Listening</p> <ul style="list-style-type: none">• Listening to and evaluating student presentations• Guest speakers• Notetaking• Daily agendas• Directions <p>Reading</p> <ul style="list-style-type: none">• Text• Research materials• Periodicals	<ul style="list-style-type: none">• Apply strategies for comprehending, analyzing and evaluating a range of texts, drawing on their own experience and knowledge as well as other sources.• Write effectively for specific audiences and purposes, adapting language conventions appropriately• Analyze writing tasks and purposes systematically, use elements of the writing process appropriately, and adopt a variety of strategies during the course of their writing• Create, critique and discuss texts, applying knowledge of text structure, rhetorical devices, figurative and descriptive language, grammar, spelling and punctuation.• Create and communicate knowledge, using technological resources to gather and synthesize information• Use language to define and represent questions, issues and problems for research• Use language knowledgeably, reflectively, constructively and critically

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	<ul style="list-style-type: none">• Following written directions <p>Writing</p> <ul style="list-style-type: none">• Technical writing style• Report format/structure• Writing process• Grammar/ mechanics• MLA documentation• Formal report/format/structure• Letter writing/format• Resume writing/format/structure• Summary/precis• Copy/headline/design/layout• Audio/visual use and design• Computer skills <p>Critical Thinking</p> <ul style="list-style-type: none">• Analysis and utilization of SOAPS• Use of persuasive appeals• Group problem solving	<ul style="list-style-type: none">• Demonstrate an understanding of the relationships between and among the components of the speaking process• Identify and apply effective strategies for formal and informal speaking situations in public, group, work and personal settings.• Use language that clarifies, persuades and /or inspires while respecting the cultural, gender and individual differences of the audience• Identify and apply methods of managing and/or overcoming communication anxiety and apprehension• Demonstrate an understanding of the relationships between and among the components of the listening process.• Identify and manage internal and external barriers to listening• Identify and utilize the listening skills appropriate for diverse types and purposes of listening• Analyze and evaluate the effects of audio and visual media• Identify and utilize the skills necessary for competent communication across audio and visual media.
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