

VoCATS Course Blueprint

Business Education

6535 Business and Electronic Communications

*Public Schools of North Carolina
State Board of Education • Department of Public Instruction
Office of Instructional and Accountability Services
Division of Instructional Services*

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Special thanks to the following educators and business people who reviewed and approved this blueprint for technical content and appropriateness for the industry.

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VoCATS Course Blueprint

A course blueprint is a document laying out the framework of the curriculum for a given course.

Shown on the blueprint are the units of instruction, the core competencies in each unit, and the specific objectives for each competency. The blueprint illustrates the recommended sequence of units and competencies and the weight or relative importance of the objective within the course or unit.

The blueprint is intended to be used by teachers in planning the course of work for the year, preparing daily lesson plans, and constructing instructionally valid assessments.

For additional information about this blueprint, contact program area staff. For additional information about the VoCATS Competency Achievement Tracking System, contact program area staff or VoCATS, Workforce Development, Division of Instructional Services, North Carolina Department of Public Instruction, 301 North Wilmington Street, Raleigh, North Carolina 27601-2825, 919|715-1674, email: rwelfare@dpi.state.nc.us.

Interpretation of Columns on VoCATS Course Blueprints

No.	Heading	Column information
1	Comp# Obj.#	Comp=Competency number (three digits); Obj.=Objective number (competency number plus two-digit objective number).
2	Unit Titles Competency and Objective Statements	Statements of unit titles, competencies per unit, and specific objectives per competency. Each competency statement or specific objective begins with an action verb and makes a complete sentence when combined with the stem "The student will be able to. . ." (The stem appears once in Column 2.) Outcome behavior in each competency/objective statement is denoted by the verb plus its object.
3	Time Hrs	Space for teachers to calculate time to be spent on each objective based on their individual school schedule and the students' performance on preassessments.
4	UNIT Weight	A percentage indicates the relative importance or weight of each competency within a specific unit or each objective within a specific unit. Information in Column 4 is used to plan the yearly calendar of work and as a Test Blueprint for interim assessments.
5	COURSE Weight	A percentage indicates the relative importance or weight of each unit within the total course or program, each competency within the total course or program, or each objective within the total course or program. Information in Column 5 is used to plan the yearly calendar of work and as a Test Blueprint for preassessments and postassessments.
6	Type Behavior	Classification of outcome behavior in competency and objective statements. (C=Cognitive; P=Psychomotor; A=Affective)
7	Integrated Skill Area	Integrate Skills codes: A=Arts; C=Communications; H=Health Safety; M=Math; SC=Science; SS=Social Studies.
8	Core Supp	Designation of the competencies and objectives as Core or Supplemental. Competencies and objectives designated Core must be included in the yearly calendar of work.

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BUSINESS EDUCATION
COURSE BLUEPRINT for 6535 BUSINESS AND ELECTRONIC COMMUNICATIONS
 [Recommended hours of instruction: 135-180]

Comp# Obj.#	Unit Titles/Competency and Objective Statements (The student will be able to©)	Time Hrs.	UNIT WEIGHT	COURSE WEIGHT	Type Behavior	Integrated Skill Area	Core Supp
1	2	3	4	5	6	7	8
A	COMMUNICATION FOUNDATIONS		100%	6%			
001.	Develop an understanding of the basics of business and electronic communications.		100%	6%	C3	C	Core
001.01	<i>Recognize and interpret the importance of communication, the basic communication process, and the impact technology has on communication.</i>		16%	1%	C1/C3	C	Core
001.02	<i>Identify ethical issues and their implications within the communication process.</i>		17%	1%	C1	C	Core
001.03	<i>Demonstrate effective listening techniques, interpretation of body language, overcoming distractions and barriers.</i>		16%	1%	C3	C A	Core
001.04	<i>Describe and demonstrate basic speaking skills and their implications in the communication process.</i>		17%	1%	C1/C3	C	Core
001.05	<i>Investigate the need for various reading skills in the workplace such as reading for information, summarization, drawing conclusions, making judgments, and following directions.</i>		17%	1%	C1/C3	C	Core
001.06	<i>Describe and demonstrate the stages of the writing process to include planning, writing, editing, proofreading, and revising.</i>		17%	1%	C1/C3	C M SC SS	Core
B	PROFESSIONAL COMMUNICATION		100%	4%			
002.	Analyze the impact human relations has on communication.		100%	4%	C3	C	Core
002.01	<i>Define and differentiate workplace relationships including supervisor, employee, client, and team member.</i>		50%	2%	C1/C3	C	Core
002.02	<i>Define and interpret upward, downward, and horizontal communication and organizational structures.</i>		25%	1%	C1/C2	C	Core
002.03	<i>Define and analyze goodwill, public relations, introductions, first impressions, and the art of small talk.</i>		25%	1%	C1/C3	C	Core
C	WORKGROUP COMMUNICATION		100%	10%			
003.	Demonstrate techniques for working in team-based workgroups.		100%	10%	C3	C	Core
003.01	<i>Investigate and define the characteristics and advantages/disadvantages of team-based workgroups including members, roles, and expectations.</i>		30%	3%	C1/C3	C H	Core
003.02	<i>Describe different speaking and listening skills including evaluative, informative, empathetic and reflective listening.</i>		30%	3%	C1	C H	Core

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1	2	3	4	5	6	7	8
003.03	<i>Define and apply team problem-solving skills including defining and analyzing problems, brainstorming, and evaluating alternatives.</i>		20%	2%	C1/C3	C H	Core
003.04	<i>Describe the importance of self-reflection and peer evaluation techniques as critical to workgroups success.</i>		20%	2%	C1	C H	Core
D	SPECIALIZED COMMUNICATIONS		100%	15%			
004.	Describe and analyze the impact of cultural diversity on the communication process.		40%	5%	C1/C3	C H SS	Core
004.01	<i>Describe and discuss cultural diversity in the United States and its influence on business operations.</i>		16%	2%	C1/C3	C H SS	Core
004.02	<i>Describe and analyze problems and barriers with differences in languages and customs.</i>		24%	3%	C1/C3	C H SS	Core
005.	Examine and utilize new and emerging communication technologies.		60%	10%	C3P	C	Core
005.01	<i>Identify and describe new and emerging technological advances within our society including voice mail, pagers, cellular phones, fax, e-mail, Internet, and telecommuting.</i>		24%	4%	C1	C	Core
005.02	<i>Compose and transmit voice mail and e-mail messages using appropriate protocol.</i>		18%	3%	C3P	C	Core
005.03	<i>Examine and evaluate protocol and procedures for implementing telecommunications in a virtual office environment including Internet, teleconferencing, telecommuting, bulletin boards, and netiquette.</i>		18%	3%	C3	C	Core
E	INFORMATIONAL COMMUNICATION		100%	10%			
006.	Demonstrate and utilize research skills.		50%	5%	C3P	C SC SS	Core
006.01	<i>Identify and utilize traditional and electronic research sources such as encyclopedias, reference manuals, periodicals, Internet, etc.</i>		20%	2%	C3P	C SC SS	Core
006.02	<i>Explain the steps for conducting a search using the Internet to include search engines, access providers, web sites, protocol, and netiquette.</i>		30%	3%	C3	C SC SS	Core
007.	Interpret and analyze information.		50%	5%	C3P	C SC SS	Core
007.01	<i>Evaluate information for relevance, purpose, timeliness, and authenticity.</i>		30%	3%	C3	C SC SS	Core
007.02	<i>Select from and utilize support data such as reference manuals, dictionaries, electronic spellchecks, thesaurus, and grammar check.</i>		20%	2%	C3P	C	Core
F	PERSUASIVE COMMUNICATION		100%	25%			
008.	Develop presentations.		40%	10%	C3	C	Core
008.01	<i>Identify and evaluate different types of presentations to include information,</i>		24%	6%	C1/C3	C	Core

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1	2	3	4	5	6	7	8
	<i>persuasive, and debate.</i>						
008.02	<i>Identify audience characteristics and requirements such as facilities, equipment, handouts, scheduling, etc. for effective presentations.</i>		8%	2%	C1	C	Core
008.03	<i>Access the benefits of an agenda, minutes, and follow-up report for an effective presentation.</i>		8%	2%	C3	C	Core
009.	Develop and deliver electronic presentations.		60%	15%	C3P	C A SC SS M	Core
009.01	<i>Discuss various methods of presentation delivery including oral, written, multimedia, teleconferencing, and interactive.</i>		4%	1%	C2	C	Core
009.02	<i>Design effective presentations to include multimedia components of presentation software packages.</i>		24%	6%	C3P	C A SC SS	Core
009.03	<i>Prepare pre-presentation documents and arrangements to include publicity, agenda, meeting arrangements, etc.</i>		16%	4%	C3P	C S M	Core
009.04	<i>Deliver and critique effective presentations.</i>		16%	4%	C3P	C	Core
G	WRITTEN COMMUNICATION		100%	25%			
010.	Plan, compose, and produce various types of business correspondence using correct style, format, and content.		60%	15%	C3P	C	Core
010.01	<i>Create basic memos and business letters to include persuasive, positive, and negative responses.</i>		40%	10%	C3P	C	Core
010.02	<i>Plan, compose, and produce instructions/directions, and descriptions.</i>		12%	3%	C3P	C	Core
010.03	<i>Prepare interim meeting reports which include progress and follow-up.</i>		8%	2%	C3P	C	Core
011.	Compose, produce, and enhance reports.		40%	10%	C3P	C SC SS M	Core
011.01	<i>Evaluate common types of business reports including informational reports, news releases, proposals, and policy statements.</i>		8%	2%	C3	C SC SS	Core
011.02	<i>Identify and explain enhancements such as graphs, charts, tables, and illustrations/photographs for visual impact.</i>		8%	2%	C2	C A SC SS M	Core
011.03	<i>Produce an informational report using suitable format.</i>		24%	6%	C3P	C SC SS M	Core
H	EMPLOYMENT COMMUNICATION		100%	5%		C	Core
012.	Apply technological advances to the employability process.		100%	5%	C3P	C	Core
012.01	<i>Explore and identify the employability process utilizing traditional and electronic resources.</i>		20%	1%	C1/C3	C	Core
012.02	<i>Plan, produce, and revise employability documents to include letter of application, resume, and follow-up letter.</i>		80%	4%	C3P	C	Core

