

# Business Communications Semester Course Bundle

## REAL WORLD APPLICATIONS

**A FULL Semester  
Bundle aligned with  
the National Business  
Education  
Association's (NBEA)  
Standards**

**Includes a  
Lesson Library  
to make the activities  
Easy-to-Find**



**NO PREP!**

BUSINESS EDUCATION WITH *Denise Leigh*

# WHY IS THIS BUSINESS COMMUNICATIONS COURSE SO GREAT?

- ✔ Designed by an educator with **30 years** experience.
- ✔ **NO PREP** lessons and jobs that are **ENGAGING**.
- ✔ **Aligned** to the National Business Education Association (NBEA) standards.
- ✔ All NBEA standards are **cross-walked** with the appropriate lesson.
- ✔ Great for Middle School, High School & Higher Ed



I am a first-year teacher, coming from banking after 25 years. One of my first observations was the lack of business communications being applied in my content. **It was my goal to start incorporate business communication concepts throughout all my classes-and this resource is a gem!** I have used these in both Intro to PC Apps and Intro to Business for various topics-emails, letters, soft skills/employability, types of communication...and I have plans to use more the remainder of this year. **I think this is an essential bundle if you are looking to add relevant content to multiple classes-highly recommend!** - Stephanie N.





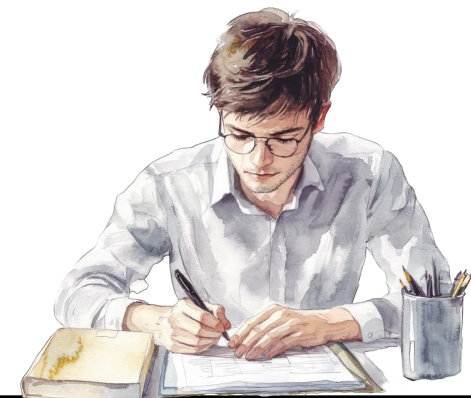
# Includes 6 Communication Units

- ✓ Active Listening
- ✓ Types of Communication
- ✓ Technology and Communication
- ✓ Written Communication
- ✓ Employment Communication
- ✓ Professionalism and Etiquette

★ Also includes Seasonal Activities for Christmas, Thanksgiving, Veteran's Day, Valentine's Day and 2 Sub Day lessons!



**Important Soft Skills  
& Employability Skills  
For ALL Students**



**Includes everything the teacher needs for success**

# Includes 10 **REAL-WORLD** Jobs (w/ Rubrics)

- ✓ **Job #1** - Students create a professional slide deck.
- ✓ **Job #2** - Write an Email about Texting Guidelines at Work.
- ✓ **Job #3** - Write a Blog Post.
- ✓ **Job #4** - Create a Google Keep list of tasks.
- ✓ **Job #5** - Write a Code of Conduct for your classroom.
- ✓ **Job #6** - Write a Formal Letter to a small business you love.
- ✓ **Job #7** - Write an Office Memo.
- ✓ **Job #8** - Write a Letter of thanks to a hero.
- ✓ **Job #9** - A Google Applications productivity simulation to create a project portfolio, a purchase order, To-Do List, schedule a meeting, manage business contacts, and write meeting notes.
- ✓ **Job #10** - a REAL-WORLD simulation that prepares students for the employment documents needed to land a job.

**In lieu of tests, I use these **Jobs** to assess my students!**

# Includes a **LESSON LIBRARY** to keep you organized



Student Copy	Teacher's Key/ Student Example	Pacing /Timing	NBEA National Business Education Standards
<a href="#">16 Communication Technology Examples</a>	<a href="#">16 Communication Technology Examples Teacher's Key</a>	30-35 mins	<b>D. Technology</b> <b>Level 1 Performance Expectations</b> 1. Identify technology tools used to communicate information 2. Use technology tools to communicate information 3. Communicate effectively with social media applications or demonstrate basic ability to input written information 5. Use basic applications to communicate specific messages 6. Use the phone to communicate effectively 7. Identify proper etiquette when communicating with technology 8. Participate in Virtual activities 9. Design and publish creative web pages <b>Level 2 Performance Expectations</b> 10. Evaluate a positive image on the phone 14. Recognize importance of privacy, politely, and accurately responding to digital messages 15. Send an effective technology tool communicate information based on audience and context 16. Integrate functions of word processing, spreadsheets, databases, and presentation applications to various workplace scenarios 17. Participate in Virtual conferences <b>Level 3 Performance Expectations</b> 23. Compose informal and formal messages using technology tools 24. Use social media to communicate with internal and external audiences effectively 25. Enhanced documents by using Advanced layout design and graphics 26. Identify ethical and legal issues regarding the use of digital information <b>Level 4 Performance Expectations</b> 30. Use technology to complete complex business projects 31. Collaborate using technology to acquire needed expertise to solve specific business problems 32. Use asynchronous and synchronous collaboration tools 34. Create and deliver virtual conferences and presentations 35. Use social media for marketing business products and services <b>Entrepreneurship</b> <b>Level 4 Performance Expectations</b> 14. Demonstrate effective communication methods in business scenarios
<a href="#">How to Create a Good Digital Presentation- Collaborative Slide Show (print it out and have a student-created bulletin board)</a>	N/A	20 mins	
<a href="#">Texting in the Workplace</a> <a href="#">Write an Email about texting guidelines in the office Job #1</a>	<a href="#">Texting in the Workplace Teacher's Key</a>  Write email here <a href="#">Email about texting guidelines example</a>	25 mins  20-25 mins	
<a href="#">Blog Writing and Marketing</a>	Teacher's key AND formative assessment are included in the link in the column to the left.	35 mins	
<a href="#">Write a Blog Post Job #2</a>	<a href="#">Create a Blog Example</a>	30-40 mins	
<a href="#">Social Media Platforms</a>	Teacher's key AND collaborative bulletin board are included in the link in the column to the left.	60-75 mins	
<a href="#">Social Media Posts</a> I recommend assigning these one or two at a time throughout the semester.	<a href="#">Student examples</a>	15 mins for each post	
<a href="#">Phone Etiquette</a>	<a href="#">Phone Etiquette Teacher's Key</a>	30 mins	
<a href="#">Etiquette while on video conference</a> <a href="#">Mock Video Conference</a> Class activity	<a href="#">Etiquette while on video conference Teacher's Key</a>  N/A	15-20 mins	
<a href="#">Top video conferencing apps</a>	<a href="#">Top video conferencing apps Teacher's Key</a>	15 mins	
<a href="#">Google Keep-technology tool Activity Job #3</a>	The student example is in the link to the left.	15 mins	

Technology & Communication

## Includes:

- National Business Education Assoc. standards (NBEA) cross-walked
- Expected Time / Pacing
- Teacher's Keys / Students Examples
- Student Copy

Lessons, Activities, and Jobs are Google Docs & Google Slides format or **EASILY** convert to Microsoft Word & PowerPoint



# Includes 13 Technology & Communication Lessons



- ✓ 16 Communication Technology Examples
- ✓ How to Create a Good Digital Presentation
- ✓ Texting in the Workplace
- ✓ Write an Email about Texting Guidelines
- ✓ Blog Writing and Marketing
- ✓ Write a Blog Post
- ✓ Social Media Platforms
- ✓ Social Media Posts
- ✓ Phone Etiquette
- ✓ Etiquette on a Video Conference
- ✓ Mock Video Conference Class Activity
- ✓ Top Video Conference Applications
- ✓ Google Keep – Technology Tool Activity

**Approx. 5-6 Hours Teaching Duration**

# Includes a **LESSON LIBRARY** to keep you organized

Student Copy	Teacher Keys/Student Examples	Pacing
* <a href="#">Types of written communication</a>	<a href="#">Types of written communication Teacher's Key</a>	10 mins
* <a href="#">Types of business writing</a> <small>Create a Collaborative Slideshow about types of written communication (print it out and have a student-created bulletin board)-Spoken Communication-have students present their slide.</small>	<a href="#">Types of business writing Teacher's Key</a>  N/A	20 mins 25 mins
<a href="#">The Employee Handbook</a>	<a href="#">The Employee Handbook Teacher's Key</a>	15 mins
* <a href="#">The Business Report</a>	<a href="#">The Business Report Teacher's Key</a>	20 mins
* <a href="#">10 Rules of Email Etiquette</a>	<a href="#">10 Rules of Email Etiquette Teacher's Key</a>	25 mins
* <a href="#">The Difference Between CC and BCC</a>	<a href="#">CC and BCC Teacher's Key</a>	20 mins
* <a href="#">How to format a formal business letter</a>	<a href="#">How to format a formal business letter Teacher's Key</a>	15 mins
<a href="#">Small Business Love Letter Job #1</a>	<a href="#">Small Business Love Letter Example</a>	20 mins
<a href="#">Format a memo Write a memo Job #2</a>	<a href="#">Format a memo Teacher's Key Write a memo Example</a>	15 mins 15 mins
* <a href="#">Email a Hero</a> -email a first responder or veteran Job #3	<a href="#">Example</a>	20 mins
* <a href="#">Written Communication Gallery Walk</a>	<a href="#">Written Communication Gallery Walk-Teacher's Key</a>	10 min to complete the gallery walk 10 min for discussion
* <a href="#">Types of Written Communication in the Workplace.</a>		25 mins
* <a href="#">Productivity Communication File using Google Apps Job #4</a> <small>This simulation has 7 jobs</small>	Student examples are given in the link to the left	1 week



**Written Communication**

**II Interpersonal Skills**  
**B Leadership and Collaborative Communication**  
**Level 3 Performance expectations**  
 18. Demonstrate skills in leading collaborative groups  
 20. Facilitate the group development process

**Level 4 Performance Expectations**  
 33. Develop shared leadership in groups and teams

**III Written Communication**  
**A Mechanics and Writing basics**  
**Level 1 Performance Expectations**  
 1. Use correct spelling, grammar, word and number usage, punctuation, and formatting to write logical coherent sentences in paragraphs

**Level 2 Performance Expectations**  
 13. Paraphrase original Works to communicate meaning  
 15. Demonstrate sensitivity to language bias  
 17. Discuss the importance of taking responsibility for all written communication  
 19. Use plain language and conversational tone  
 20. Develop and use collaborative writing skills

**Level 3 Performance Expectations**  
 21. Identify factors affecting the readability of text  
 22. Use bias-free language  
 23. Use language strategies and techniques that reflect cultural sensitivity  
 27. Evaluate effectiveness of messages  
 28. Except responsibility for all written communication  
 30. Use collaborative writing skills to complete complex projects

**B Business Messages**  
**Level 3 Performance Expectations**  
 15. Compare and compose various routine and Goodwill messages  
 16. Compose various messages that convey negative information  
 19. Prepare informal and formal reports using professional format and appropriate supporting graphics

**D. Technology**  
**Level 3 Performance Expectations**  
 23. Compose informal and formal messages using technology tools  
 25. Enhanced documents by using Advanced layout design and graphics

**Level 4 Performance Expectation**  
 30. Use technology to complete complex business projects  
 31. Collaborate using technology to acquire needed expertise to solve specific business problems.

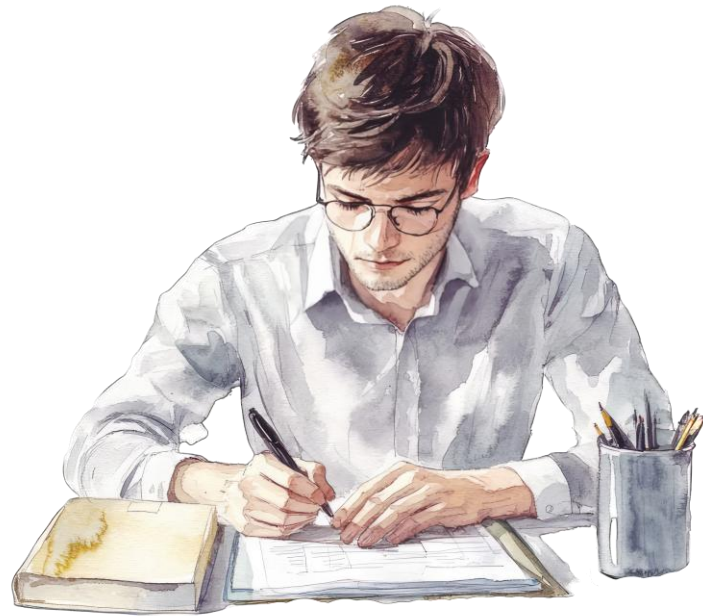
**NBEA Standards**

A \* indicates that the resource is recommended to be taught using the student-led instruction strategy to allow students to practice their verbal communications skills. Emphasize to students that they speak clearly, slowly, precisely, and loud enough for all to hear. I give 'classroom communication and participation' grades for each student as speaking out in class (and being part of the discussion) is an important part of the learning process in a communication class... (for really any class) For a demonstration of this instructional strategy, [CLICK HERE](#).

**Lessons, Activities, and Jobs are Google Docs & Google Slides format or EASILY convert to Microsoft Word & PowerPoint**



# Includes 15 Written Communication Lessons & Activities



- ✓ **Types of Written Communication**
- ✓ **Types of Business Writing**
- ✓ **Create a Collaborative Slideshow**
- ✓ **The Employee Handbook**
- ✓ **The Business Report**
- ✓ **10 Rules of Email Etiquette**
- ✓ **The Difference between CC: and BCC:**
- ✓ **How to Format a Formal Business Letter**
- ✓ **Small Business Love Letter**
- ✓ **Format a Memo / Write a Memo**
- ✓ **Email a Hero**
- ✓ **Types of Written Communication at Work**
- ✓ **Type of Written Communication Gallery Walk**
- ✓ **Productivity Communication File Using Google Apps**

**Approx. 12-15 Hours Teaching Duration**

# Includes a **LESSON LIBRARY** to keep you organized



## Active Listening

Professional Communication & Careers →

Professional Communication Training Files →

Student Copy	Teacher's Key	Expected Time/Pacing	National Business Education Association (NBEA) Standards
<a href="#">5 Types of Listening</a>	<a href="#">5 types of listening Teacher's key</a>	30 mins	<p><b>Active Listening</b></p> <p><b>Level 3 Performance Expectations</b></p> <p>13. Identify strategies for managing and or overcoming barriers to listening</p> <p>14. Provide and request appropriate feedback</p> <p>15. Ask clarifying questions to verify understanding</p> <p>16. Adapt appropriate listening strategies for various audiences and contexts</p> <p>17. analyze and critically evaluate the intent of messages</p> <p>18 Interpret the meaning of silence in communication</p> <p><b>Level 4 Performance Expectations</b></p> <p>20. Synthesize information from multiple sources to solve problems and make decisions</p> <p>21. Demonstrate a command of interactive listening techniques in a variety of settings</p> <p>22. Recognize and respect diverse listening styles</p> <p>23. Listen to and incorporate other views in communication</p> <p>24. Use reflective listening by asking follow-up questions to practice empathy and increase clarity and understanding.</p>
<a href="#">Active Listening Techniques</a>	<a href="#">Active listening Teacher's key</a>	25 mins	
<a href="#">Simon Sinek's Words on Listening</a>	<a href="#">Simon Sinek's words on listening Teacher's key</a>	10-15 mins	
<a href="#">Active Listening File -Connecting Careers and Listening</a>	<a href="#">Active Listening File Teacher's Key</a>	40 mins	
<a href="#">Active Listening Slide File -Creating a professional slide deck</a>	<a href="#">Student Example</a>	60-75 mins	
<a href="#">Active Listening Activity</a>	N/A	10 mins	

Lessons, Activities, and Jobs are Google Docs & Google Slides format or **EASILY** convert to Microsoft Word & PowerPoint



# Includes 6 Active Listening Lessons

- ✓ 5 Types of Listening
- ✓ Active Listening Techniques
- ✓ Simon Sinek's Words on Listening
- ✓ Connecting Careers and Listening
- ✓ Professional Communication Training
- ✓ Active Listening Activity



Important Lessons  
For ALL  
Students

Approx. 3 Hours Teaching Duration



# Includes a **LESSON LIBRARY** to keep you organized



## Employment Communication

Student Copy	Teacher's Key	Pacing/Time	National Business Education Standards
* <a href="#">Interview Power Words</a> - Activity and Bulletin Board idea	N/A	30 mins	<b>V. Employment Communication</b> 1. Achievement Standard: Communicate effectively for employment success Level 3 Performance Expectations  8. Discuss the assessment of interests, skills, and abilities as they relate to selecting a career 9. Identify multiple methods to find job opportunities 10. Write formal persuasive application messages and resumes customized to meet prospective employers needs 11. Prepare resumes in both print and digital formats 13. Obtain permission and create a list of professional references 15. Prepare responses to commonly asked interview questions 16. Discuss and demonstrate the importance of appropriate dress and grooming in an interview situation 17. Prepare a list of questions to ask an interviewer 18. List and discuss qualities that employers expect in prospective employees 21. Discuss significance of nonverbal communication in the interview process. 22. Complete job application forms 23. Write a job interview thank you message 24. Write effective follow-up messages 25. Use correct strategies for accepting or rejecting job offers. 26. Discuss appropriate spoken and written actions when leaving a job under various circumstances 27. Demonstrate honest and ethical behavior in all employment Communications
* <a href="#">Job Interview Tips</a> - Includes a game in the file	Teacher's Key is in the link to the left	25 mins	
<a href="#">Job Search and Hiring Activity File</a>	<a href="#">Job Search and Hiring File Student Example</a>	1-2 weeks	
<a href="#">JobQuest Simulation Job</a> (Best if printed out to present to students)	<a href="#">JobQuest Simulation Student Example</a>	1 week	
<a href="#">Respectfully Declining a Job Offer</a>	<a href="#">Respectfully Declining a Job Offer Teacher's Key</a>	20 mins	
<a href="#">Job Interview WebQuest Research &amp; Presentation Prompt-Spoken Communication</a> -have students present.	There is no student example for this project yet.	90 mins	
* <a href="#">LinkedIn Benefits to Business</a>	<a href="#">Teacher's key</a>	25 mins	
<a href="#">Create a LinkedIn Profile</a>	<a href="#">Student Example</a>	10 mins	

A \* indicates that the resource is recommended to be taught using the student-led instruction strategy to allow students to practice their verbal communications skills. Emphasize to students that they speak clearly, slowly, precisely, and loud enough for all to hear. I give 'classroom communication and participation' grades for each student as speaking out in class (and being part of the discussion) is an important part of the learning process in a communication class...(or really any class) For a demonstration of this instructional strategy, [CLICK HERE](#).

Lessons, Activities, and Jobs are Google Docs & Google Slides format or **EASILY** convert to Microsoft Word & PowerPoint

# Includes 7 Employment Communication Lessons

- ✓ 5 Types of Listening
- ✓ Interview Power Words
- ✓ Job Interview Tips
- ✓ Job Search and Hiring Activity File
- ✓ JobQuest Simulation
- ✓ Respectfully Declining a Job Offer
- ✓ Job Interview WebQuest Research & Presentation Prompt
- ✓ LinkedIn Benefits to Business
- ✓ Create a LinkedIn Profile




**Important Lessons For ALL Students**

**Approx. 12-15 Hours Teaching Duration**



# Includes a **LESSON LIBRARY** to keep you organized

	Student Copy	Teacher's Key	Expected Time/Pacing	National Business Education Association (NBEA) Standards
<p><b>Basic Communication Process- Types of Communication</b></p>	<p><a href="#">7 C's of Effective Communication</a></p>	<p><a href="#">7 C's of effective communication Teacher's Key</a></p>	<p>30-35 mins</p>	<p><b>Basic Communication Process</b> <b>Level 3 Performance Expectations</b></p>
	<p><a href="#">12 Types of Communication</a></p>	<p><a href="#">12 types of communication Teacher's Key</a></p>	<p>30 mins</p>	<p>7. Gather necessary information to ensure a complete and concise message 8. Determine whether to organize content directly or indirectly 9. Specify desired outcome of the message 10. Identify primary and secondary audiences 11. Determine audience benefits 12. Adopt the message for the audience needs 13. Evaluate the message to ensure it meets the purpose 14. Use feedback to enhance communication process 16. Determine Grapevine and discuss the positive and negative effects of Grapevine</p>
<p><b>Professional Communication &amp; Careers →</b></p>	<p><a href="#">Grapevine Communication in the workplace</a> <a href="#">Class Activity using grapevine communication</a></p>	<p><a href="#">Grapevine Communication in the Workplace Teacher's Key</a>  N/A</p>	<p>20 mins</p>	<p><b>Level 4 Performance Expectations</b></p>
	<p><a href="#">Types of Communication in the Workplace</a></p>	<p><a href="#">Types of Communication in the Workplace Teacher's Key</a></p>	<p>40 mins</p>	<p>24. Use the "grapevine" effectively</p>

Lessons, Activities, and Jobs are Google Docs & Google Slides format or **EASILY** convert to Microsoft Word & PowerPoint



# Basic Communication Process - Types of Communication 5 Lessons Included

- ✓ 7 C's of Effective Communication
- ✓ 12 Types of Communication
- ✓ Grapevine Communication
- ✓ Types of Communication in the Workplace
- ✓ The Elevator Pitch



Important Lessons  
For ALL  
Students

Approx. 3 Hours Teaching Duration

# Includes a **LESSON LIBRARY** to keep you organized

## Professionalism and Etiquette in Communication



### Professionalism and Etiquette

Professional Communication & Careers →

Student Copy	Teacher's Key/Student Example	Expected Time/Pacing	NBEA Standards National Business Education Standards
<a href="#">Top tips of communication etiquette in the workplace</a>	<a href="#">Top tips of communication etiquette in the workplace</a> <a href="#">Teacher's Key</a>	30 mins	<p><b>II Interpersonal Skills</b>  <b>A Professionalism and Business Etiquette</b>  <b>Level 2 Performance Expectations</b>                      20. Discuss the importance of extending courtesy in the business environment</p> <p><b>Level 3 Performance Expectations</b>                      21. Explain the value and impact of interpersonal relationships in the business environment                      23. Exhibit professional and ethical business behavior in the work environment                      24. Discuss the impact of effective communication on professional image and job retention                      25. Demonstrate and understanding of and respect for the business Customs, etiquette, and communication styles of various cultures                      26. Demonstration and understanding of appropriate teamwork skills                      27. Demonstrate an understanding of conflict resolution/management skills in a team setting                      30. Display a positive attitude in personal and professional settings                      39. Analyze an organization's code of ethics</p> <p><b>B Leadership and Collaborative Communication</b>  <b>Level 3 Performance Expectations</b>                      24. Develop and provide constructive feedback to a team member</p>
<a href="#">Workplace Bias</a>	Teacher's key in the link to the left	25 mins	
<a href="#">Correct Bad Employee Behavior</a>	<a href="#">Correct Bad Employee Behavior</a> <a href="#">Teacher's Key</a>	20 mins	
<a href="#">Code of Conduct Company Analysis</a>	Code of Ethics <a href="#">Student Example</a>	30 mins	
<a href="#">Code of Conduct</a> Teamwork or independent job	There is no student example for this job.	30 mins	
<a href="#">Communication Medium and Career Connection</a>	<a href="#">Communication Medium and career connection</a> <a href="#">Teacher's Key</a>	40 mins	

Lessons, Activities, and Jobs are Google Docs & Google Slides format or **EASILY** convert to Microsoft Word & PowerPoint



# Includes 6 Professionalism & Etiquette Lessons

- ✓ Top Tips of Communication Etiquette in the Workplace
- ✓ Workplace Bias
- ✓ Correct Bad Employee Behavior
- ✓ Code of Conduct Company Analysis
- ✓ Code of Conduct
- ✓ Communication Medium and Career Connection



Important Lessons  
For ALL Students

**Approx. 3 Hours Teaching Duration**



**Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam! Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!**

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.

