

Business Communications Semester Course

REAL WORLD APPLICATIONS

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

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

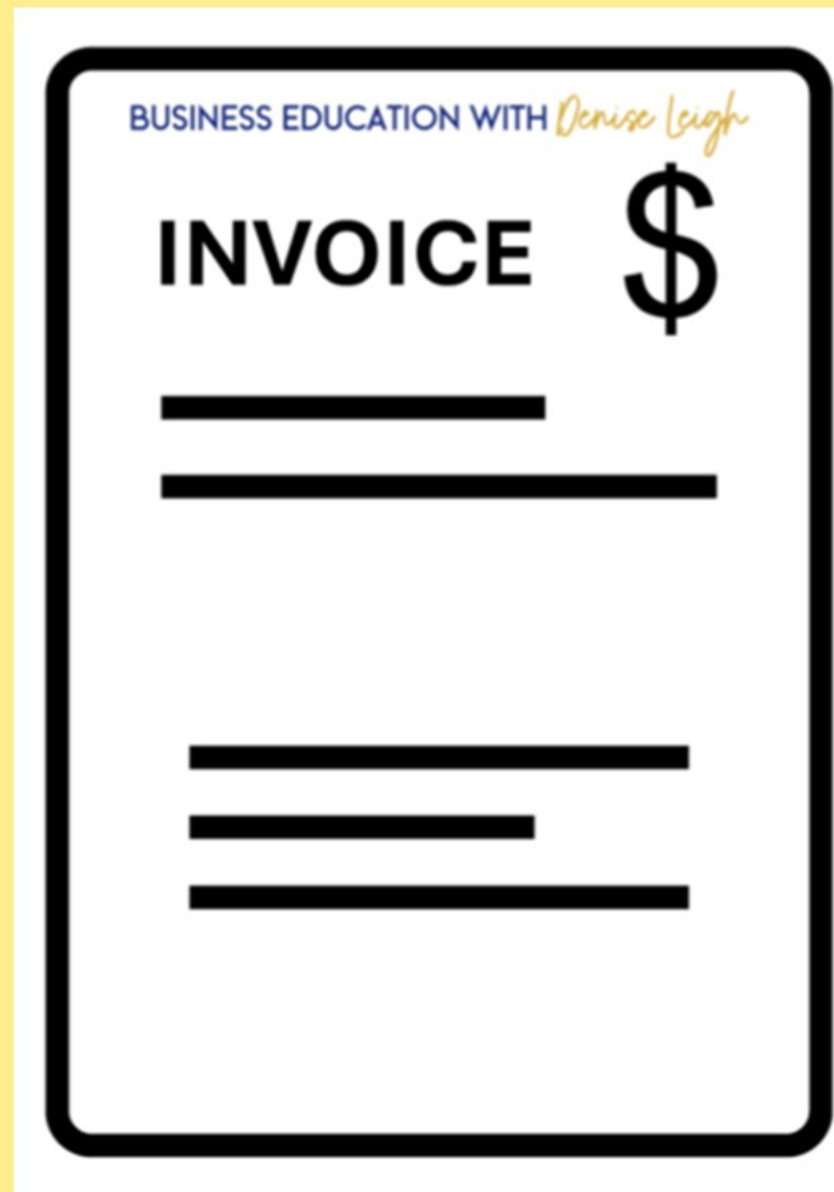


NO PREP!

BUSINESS EDUCATION WITH *Denise Leigh*

I accept School District Purchase Orders

Go to www.business-ed.com/purchase-orders to learn how



WHY IS THIS 'BUSINESS COMMUNICATIONS COURSE' SO GREAT?

- ✓ Designed by an educator with **30 years** experience.
- ✓ **NO PREP** lessons, activities, and jobs that are **ATTRACTIVE, ENGAGING, & FUN.**
- ✓ **Aligned** to the National Business Education Association (NBEA) standards.
- ✓ All NBEA standards are **cross-walked** with the appropriate Communications unit.
- ✓ Use these versatile lessons, activities, & projects in your **multiple** business education preps!





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.



WHAT DO YOU GET?

- ✓ Lesson Library that keeps the teacher organized
- ✓ Student Copies
- ✓ Teacher's Keys & Student Examples
- ✓ Pacing Guides
- ✓ National Business Education Association (NBEA) Standards
- ✓ Grading Rubrics

NO PREP! NO GUESSWORK!

Includes **everything** the teacher needs for success

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 a **LESSON LIBRARY** for each Unit to keep you organized



Technology & Communication

Student Copy	Teacher's Key/ Student Example	Pacing /Timing	NBEA National Business Education Standards
16 Communication Technology Examples	16 Communication Technology Examples Teacher's Key	30-35 mins	D. Technology Level 1 Performance Expectations 1. Identify technology tools used to communicate information 2. Use technology tools to communicate information 3. Communicate effectively with social media applications and demonstrate basic ability to input written information 5. Use basic applications to communicate a specific message 6. Use the phone to communicate effectively 7. Identify proper etiquette when communicating with technology Participate in Virtual activities Design and publish effective web pages
How to Create a Good Digital Presentation- Collaborative Slide Show (print it out and have a student-created bulletin board)	N/A	20 mins	
Texting in the Workplace Write an Email about texting guidelines in the office Job #1	Texting in the Workplace Teacher's Key Write email here Email about texting guidelines example	25 mins 20-25 mins	Level 2 Performance Expectations 10. Evaluate a positive image over the phone 14. Recognize importance of prompt, polite, and accurately responding to digital messages 15. Send an effective technology tool to 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
Blog Writing and Marketing Write a Blog Post Job #2	Teacher's key AND formative assessment are included in the link in the column to the left. Create a Blog Example	35 mins 30-40 mins	Level 3 Performance Expectations 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
Social Media Platforms Social Media Posts I recommend assigning these one or two at a time throughout the semester.	Teacher's key AND collaborative bulletin board are included in the link in the column to the left. Student examples	60-75 mins 15 mins for each post	Level 4 Performance Expectations 30. Use technology to complete complex business projects 31. Collaborate using technology to acquire expertise to solve specific business problems 32. Use asynchronous and synchronous collaboration tools 33. Deliver virtual conferences and presentations 34. Use social media for marketing business products and services
Etiquette while on video conference Video Conference Class activity	Etiquette while on video conference Teacher's Key N/A	10 mins 15-20 mins	Entrepreneurship Level 4 Performance Expectations 14. Demonstrate effective communication methods in business scenarios
Top video conferencing apps	Top video conferencing apps Teacher's Key	15 mins	
Google Keep-technology tool Activity Job #3	The student example is in the link to the left.	15 mins	

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

Teacher Testimonials



I love this bundle because the standards are National Business Education Association (NBEA) Standards and aligned with the state of Tennessee Business Communications Course Standards.



This bundle is exactly what I was looking for and so far **I am loving it!** It requires **very little prep** and my **students are engaged**.



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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.

