NEW

Technology & Communication
Communications Unit

MIDDLE SCHOOL OR HIGH SCHOOL

A Full Technology & Communication Unit aligned with the National Business Education Association's (NBEA) standards

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

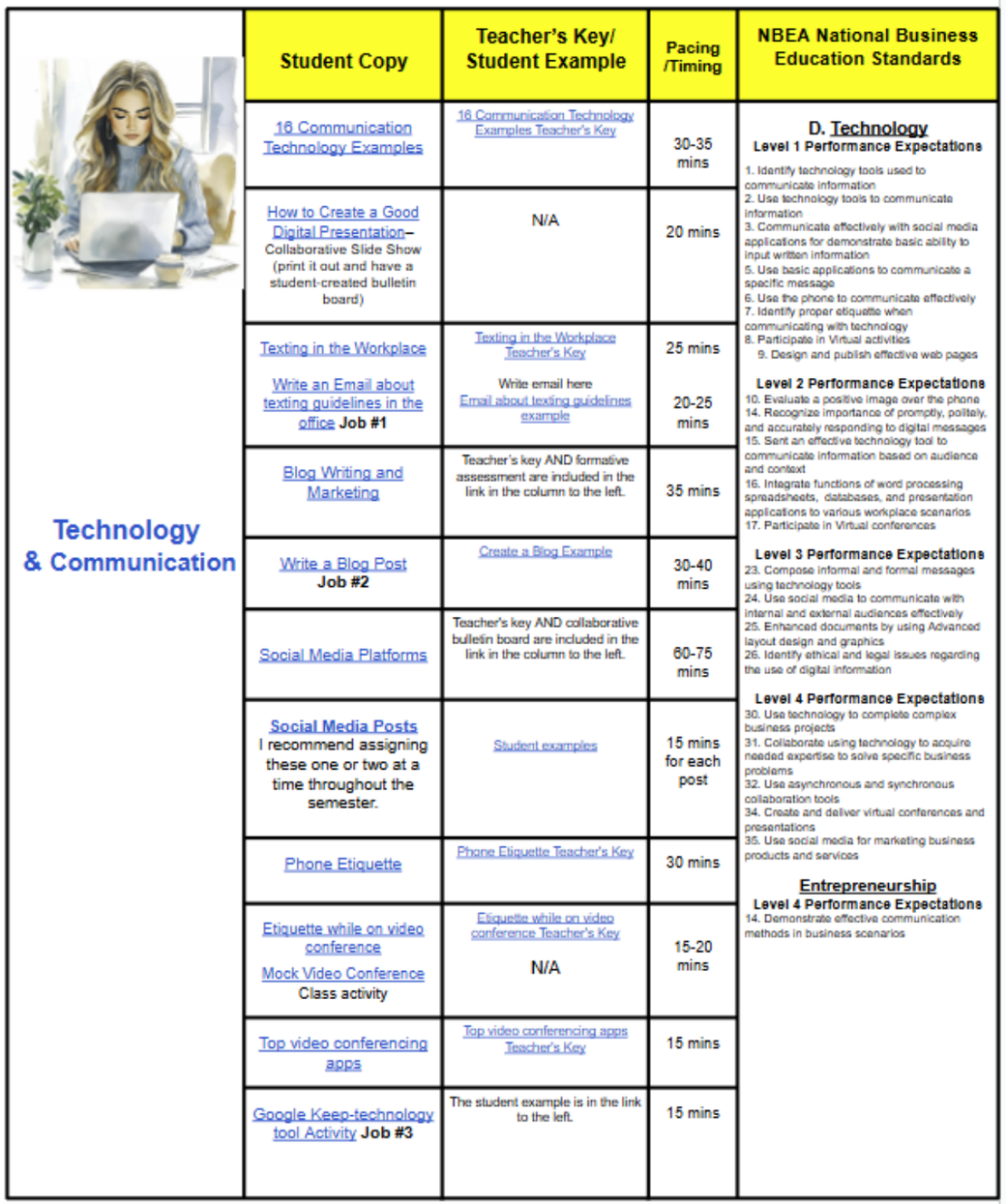
NO PREP!

BUSINESS EDUCATION WITH *Denise Leigh*

WHY IS THIS TECHNOLOGY & COMMUNICATIONS UNIT SO GREAT?

- ✅ Designed by an educator with **30 years** experience.
- ✅ **NO PREP** lessons 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

Includes a LESSON LIBRARY to keep you organized



Technology & Communication

Student Copy	Teacher's Key/ Student Example	Pacing /Timing
16 Communication Technology Examples	16 Communication Technology Examples Teacher's Key	30-35 mins
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
Blog Writing and Marketing	Teacher's key AND formative assessment are included in the link in the column to the left.	35 mins
Write a Blog Post **Job #2**	Create a Blog Example	30-40 mins
Social Media Platforms	Teacher's key AND collaborative bulletin board are included in the link in the column to the left.	60-75 mins
Social Media Posts I recommend assigning these one or two at a time throughout the semester.	Student examples	15 mins for each post
Phone Etiquette	Phone Etiquette Teacher's Key	30 mins
Etiquette while on video conference Mock Video Conference Class activity	Etiquette while on video conference Teacher's Key N/A	15-20 mins
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

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 for 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
8. Participate in Virtual activities
9. Design and publish effective web pages

Level 2 Performance Expectations

10. Evaluate a positive image over the phone
14. Recognize importance of promptly, politely, and accurately responding to digital messages
15. Sent 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

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

Level 4 Performance Expectations

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

Entrepreneurship

Level 4 Performance Expectations

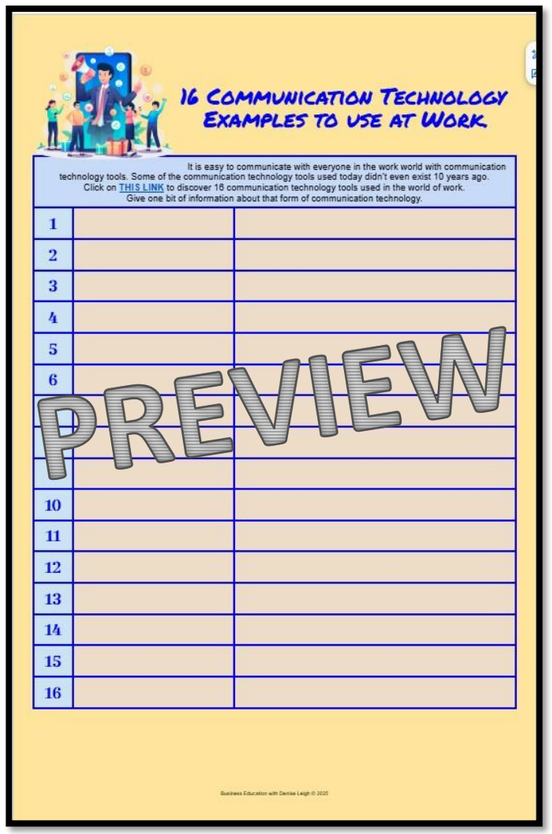
14. Demonstrate effective communication methods in business scenarios

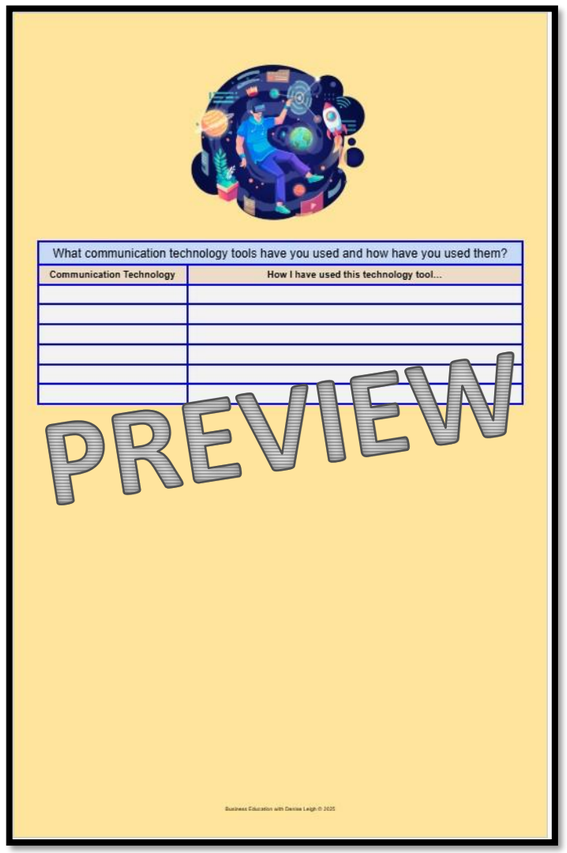
Includes:

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

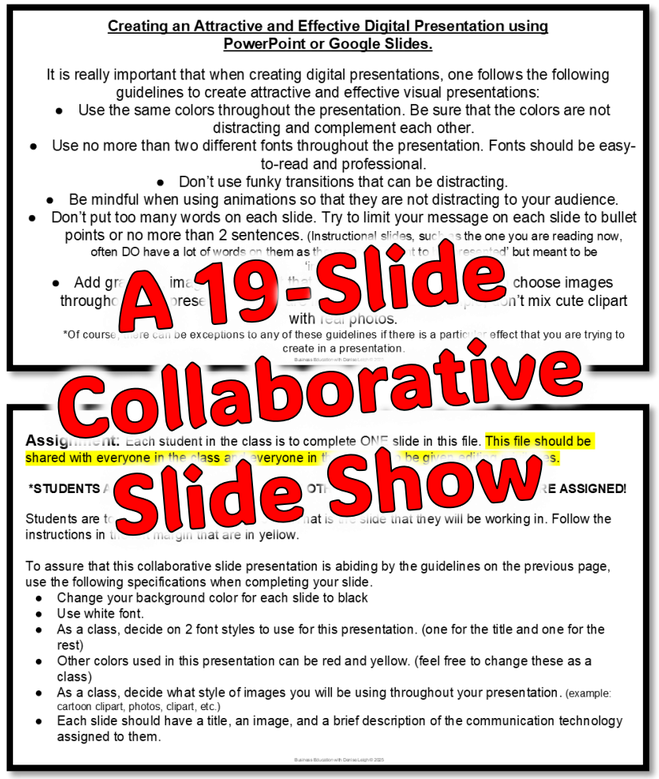
Google Docs & Google Slides format or EASILY convert to Microsoft Word & PowerPoint

16 Communication Technology Examples





How to Create a Good Digital Presentation

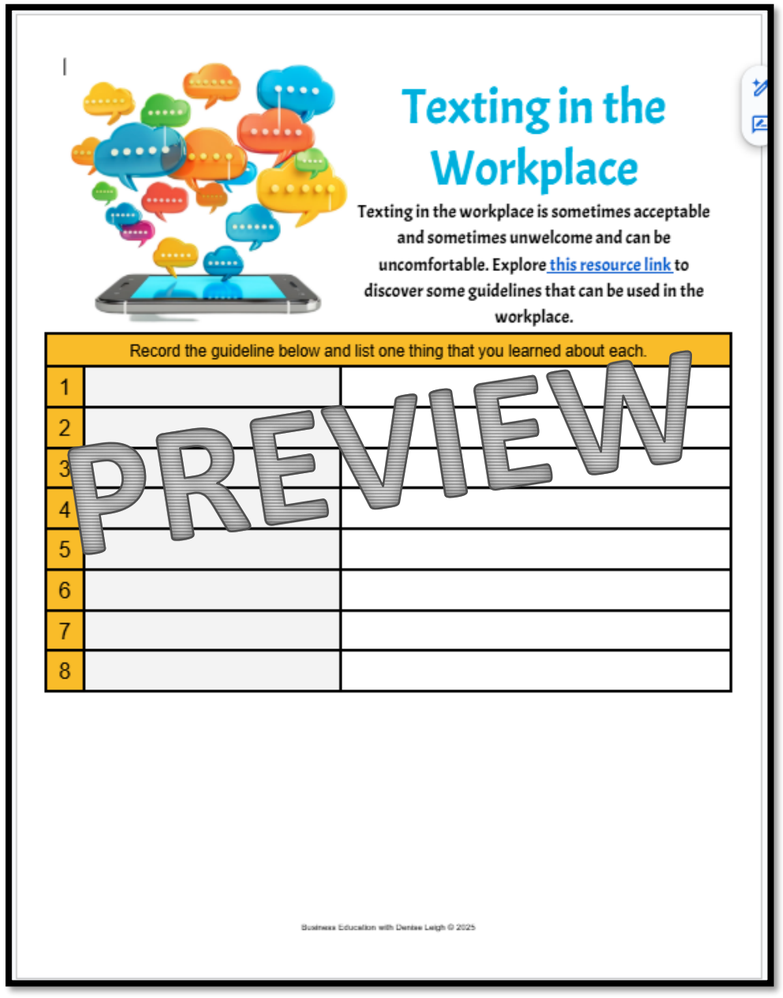


Print Out to make a Student-Created Bulletin Board

30-35 Minutes Teaching Duration

20 Minutes Teaching Duration

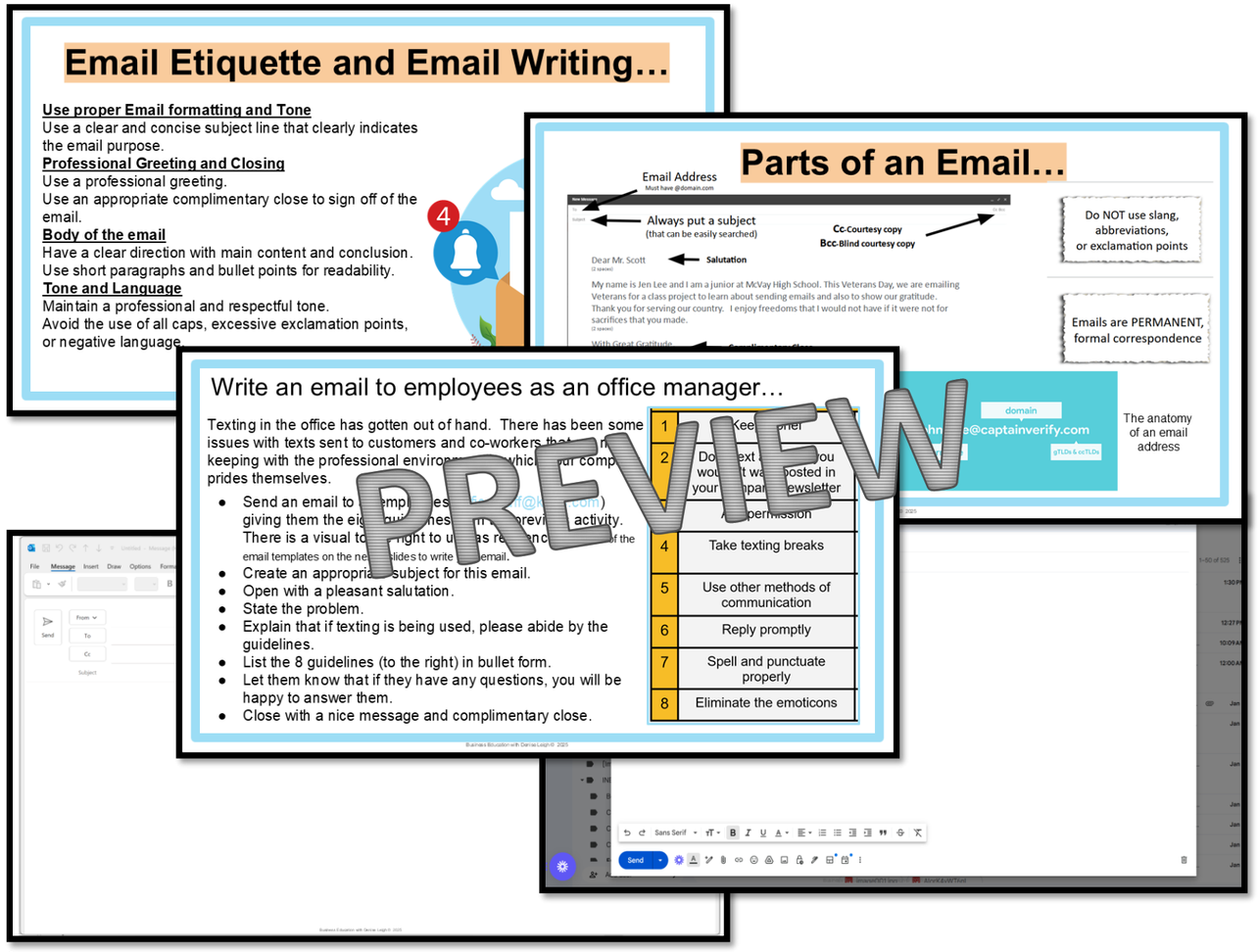
Texting in the Workplace



25 Minutes Teaching Duration

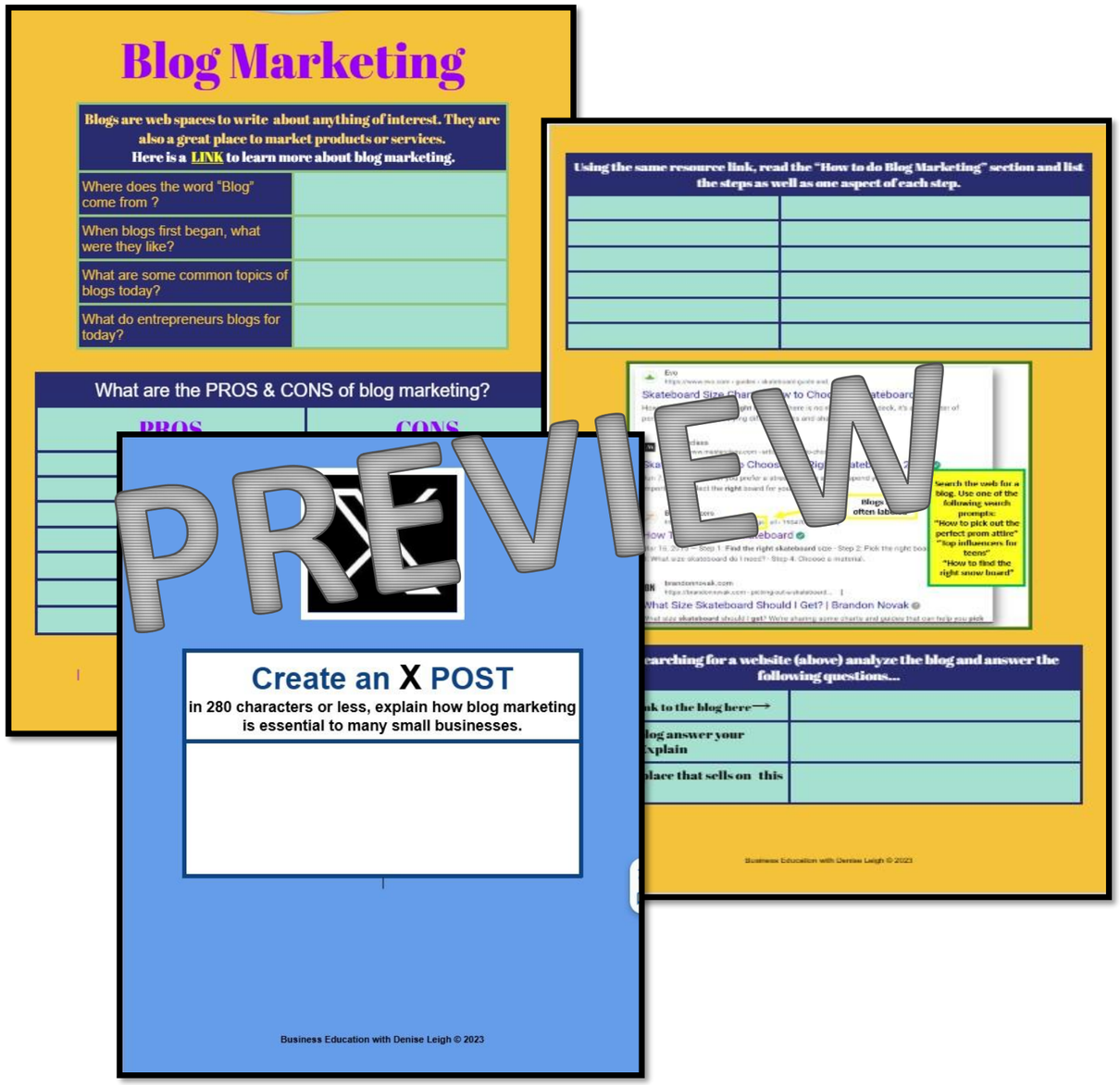
Write an Email about Texting Guidelines in the Office

Job #1



20-25 Minutes Teaching Duration

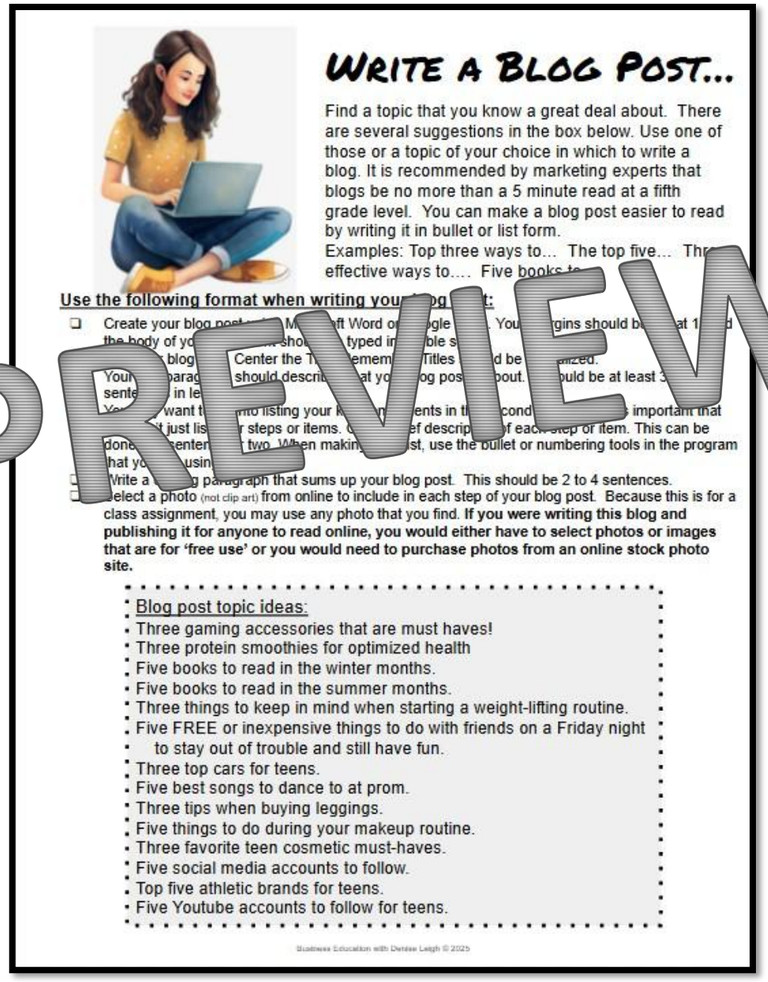
Blog Writing & Marketing



PREVIEW

35 Minutes
Teaching Duration

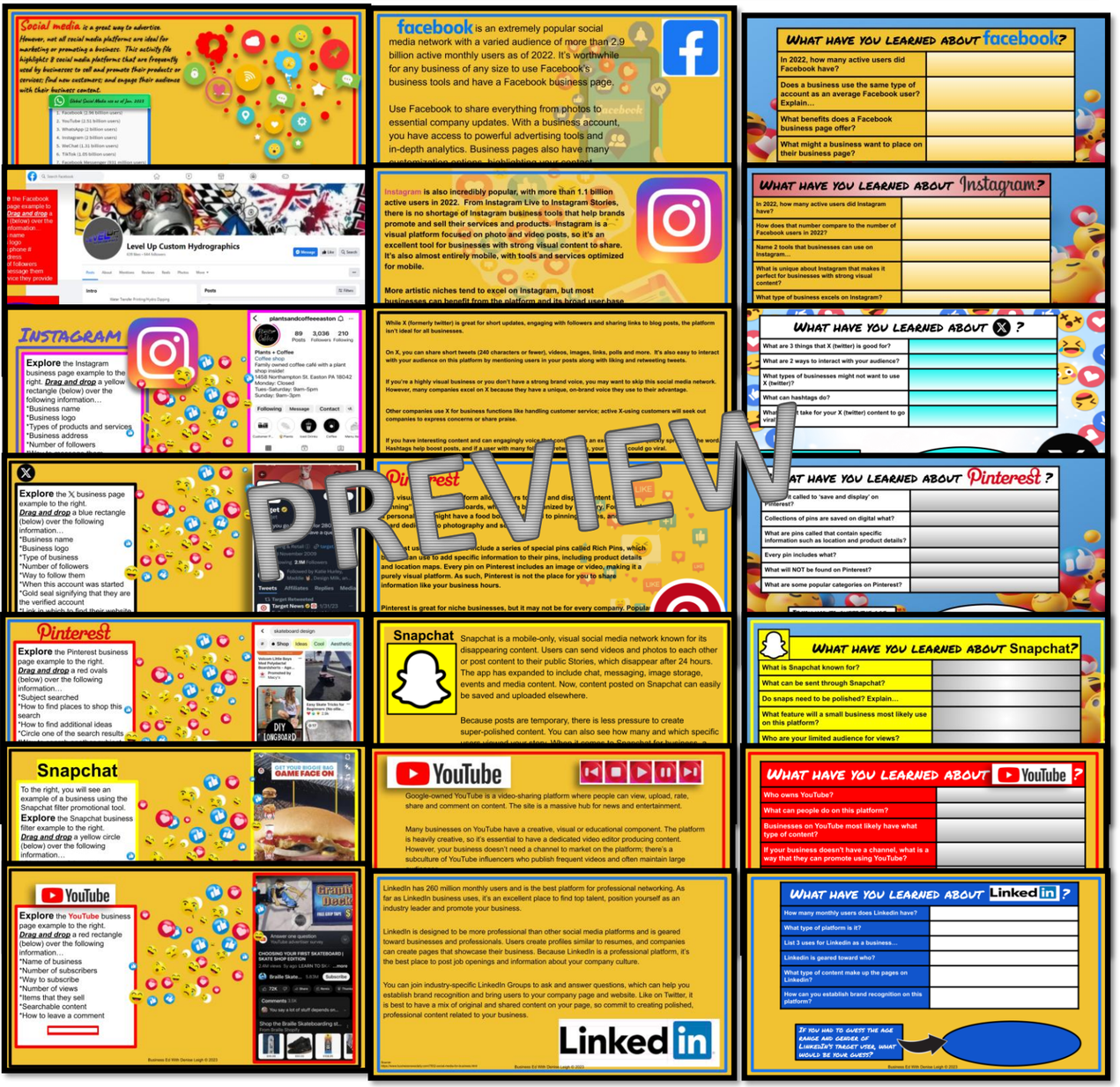
Write a Blog Post
Job #2



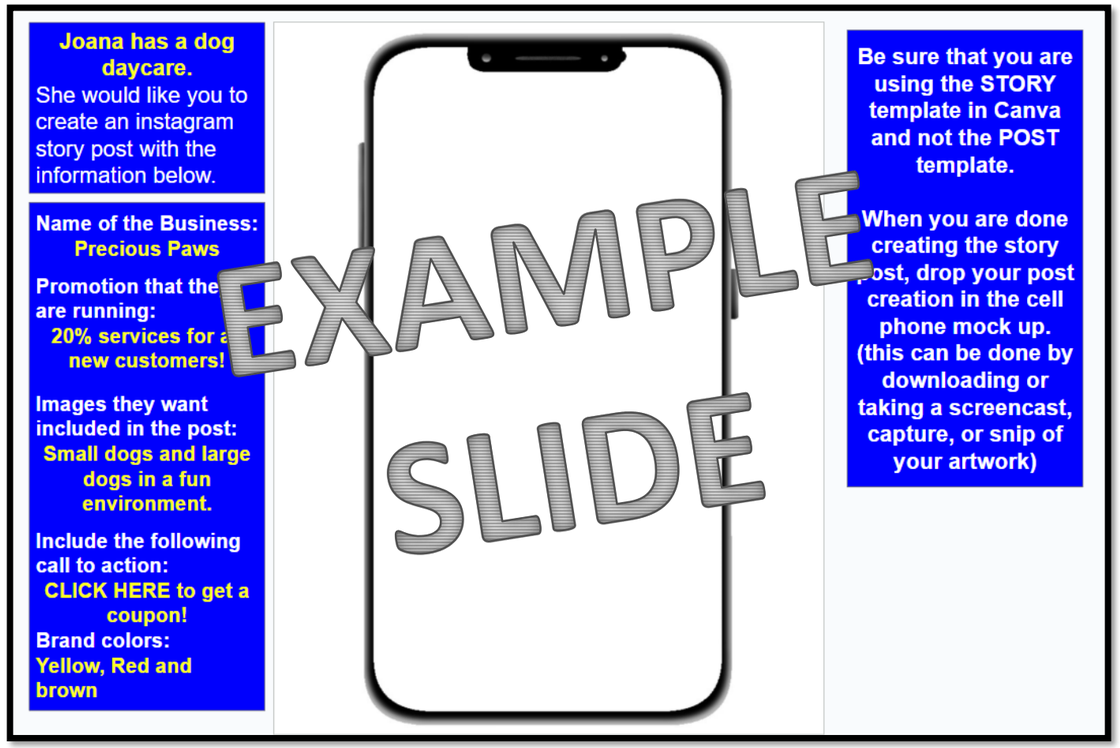
PREVIEW

30-40 Minutes
Teaching Duration

Social Media Platforms



Social Media Posts



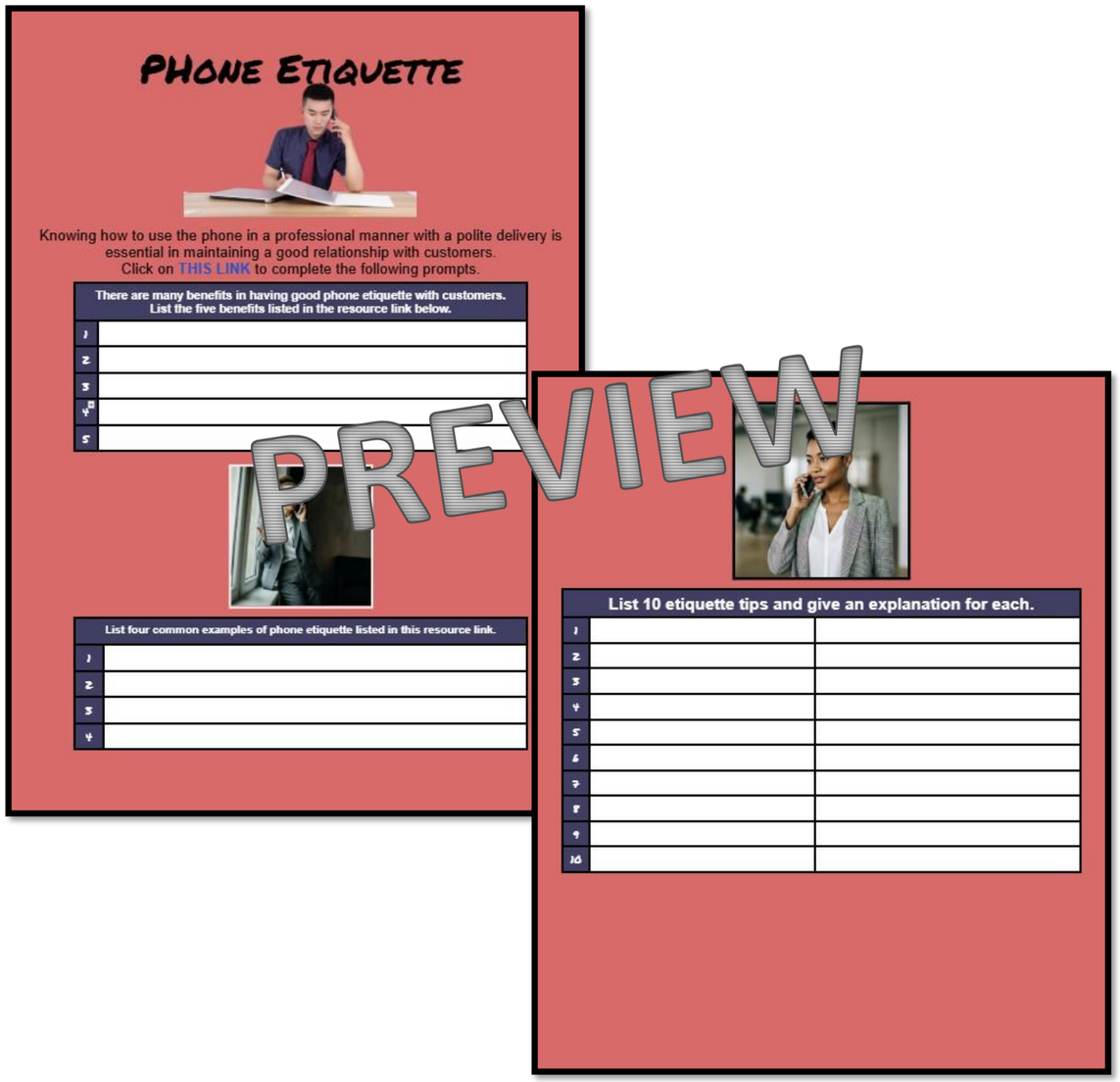
11 Slides Total

I assign 1 or 2 at a time.

60-75 Minutes Teaching Duration

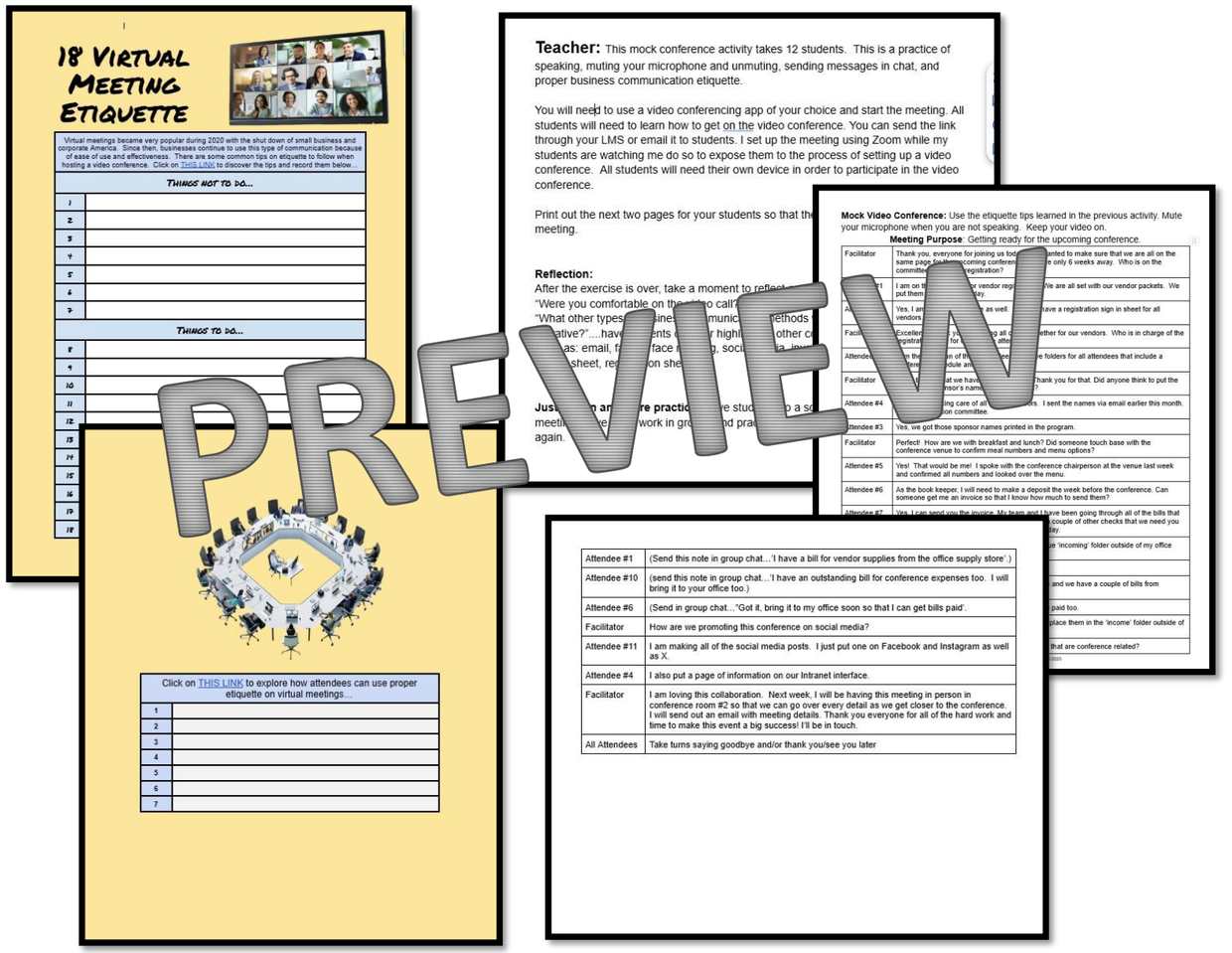
15 Minutes Per Post Teaching Duration

Phone Etiquette



30 Minutes
Teaching Duration

Etiquette on Video Conference & Mock Video Conference Class Activity



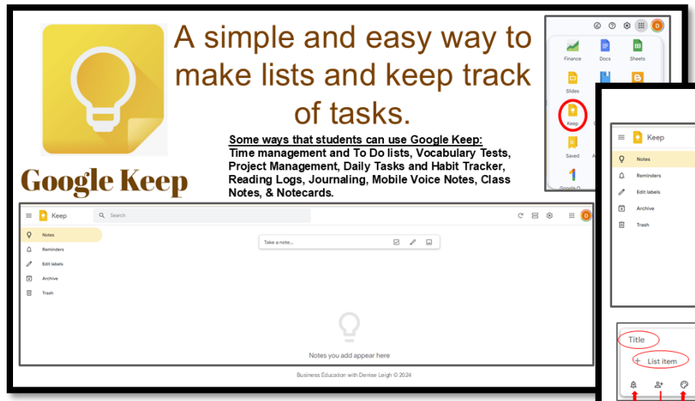
15-20 Minutes
Teaching Duration

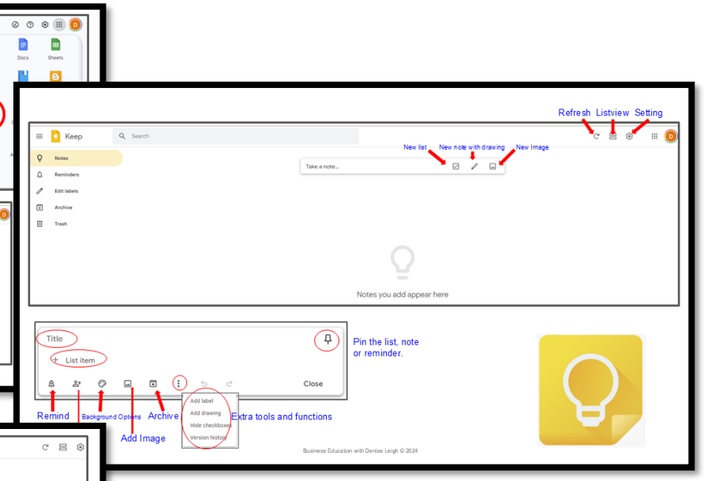
Top Video Conferencing Platforms

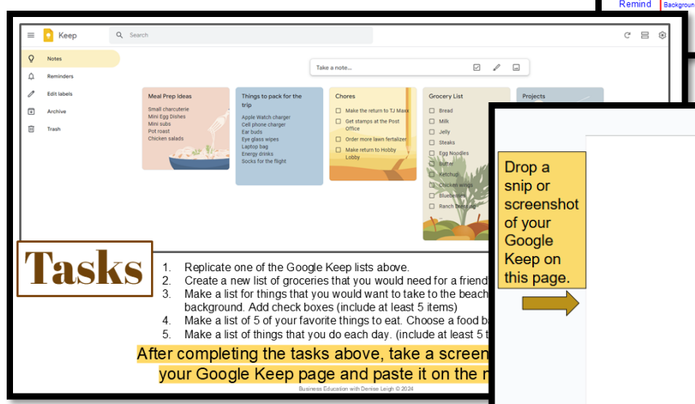
15 Minutes Teaching Duration

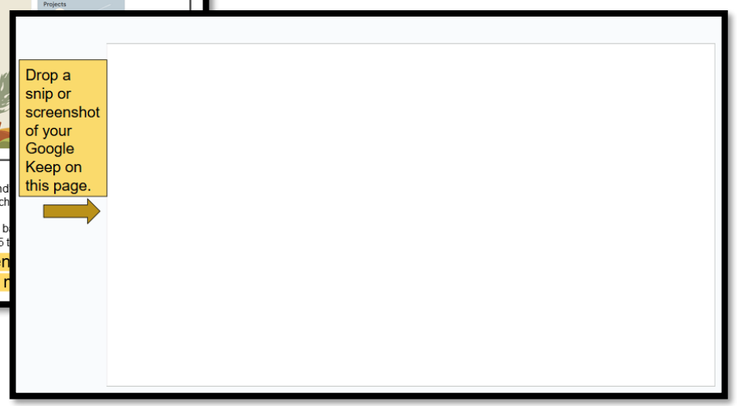
Google Keep Technology Tool Activity

Job #3









30 Minutes Teaching Duration

Business Communications Semester Course Bundle

MIDDLE SCHOOL OR HIGH SCHOOL

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*

This UNIT is included in my Business Communications Semester Course Bundle

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.