

BUSINESS COMMUNICATIONS

CROCUS PLAINS REGIONAL SECONDARY SCHOOL



with
Mrs. Kasprick

→ 2026-2027

Contact Information

Mrs. Jennifer Kasprick



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Room 220



8:50 am – 9:55 am



This course focuses on communication skills and techniques that are essential in business. Students will develop effective written, verbal, interpersonal, and visual communication skills. They will also learn how to use current technologies to create communications that are clear, concise, and designed for business.

Technical Skills:

- Microsoft Word
- Microsoft Excel
- Adobe Photoshop

Transferrable Skills:

- Communication
- Organization
- Critical Thinking
- Problem Solving
- Creativity
- Teamwork

Course Evaluation Structure

This class will follow the following grading:

65%	10%	20%	5%
Assignments & Tests	Journaling	Final Project	Employability Skills

Academic Achievement

The final mark for term work, within the respective categories, (tests, assignments, labs, and projects) will be cumulative. Grades will be calculated on summative assessment information only. The final calculation will be a fair reflection of a student's achievement of the learning outcomes.

Online Resources

Microsoft Teams
Class Notebook

Textbooks

The Restaurant Entrepreneur
Business Communication for Success
7 Habits of Highly Effective People

Assessment Guidelines

There are various purposes for assessment:

- **Assessment for learning (formative assessment):** where assessment helps teachers gain insight into what students understand in order to plan and guide instruction, and provide helpful feedback to students.
- **Assessment as learning (formative assessment):** is characterized by students reflecting on their own learning and making adjustments so that they achieve deeper understanding.
- **Assessment of learning (summative assessment):** where assessment informs students, teachers and parents, as well as the broader educational community, of achievement at a certain point in time in order to celebrate success, plan interventions and support continued progress.

General Learning Outcomes

Students will:

- Demonstrate critical, creative and innovative thinking.
- Employ current and emerging technologies used in business and industry.
- Demonstrate business communication skills.
- Demonstrate an understanding of ethical and legal standards.
- Identify historical influences and emerging trends as innovative sources for business.
- Demonstrate awareness of sustainability in business.
- Demonstrate an understanding of the impact culture and diversity have on business.
- Describe and demonstrate employability skills.
- Explore education and career opportunities.
- Analyze the role of business in society.
- Demonstrate an understanding of the concepts and principles of business communications.



COURSE UNITS

1. Speak Business: Voice, Tone & Audience

- Apply appropriate voice and tone in business communications.
- Create written, oral, and visual business communication that considers target audience.
- Demonstrate an ability to communicate with clarity and conciseness in relation to business.
- Demonstrate the ability to effectively communicate in a business situation for a specific purpose.
- Demonstrate the ability to use active and passive language in business communication.

2. Business Writing Bootcamp

- Select the appropriate medium of business communication while considering audience and purpose (e.g., letter vs. text message).
- Create, edit, revise, and format formal business documents.
- Create effective informal business communication.
- Demonstrate the ability to find and cite high-quality, credible, and relevant sources of information.
- Demonstrate copywriting skills for business material.
- Demonstrate the ability to effectively use word processing software.
- Demonstrate the ability to effectively collect, create, and manipulate data using spreadsheet software.

3. People Skills in Business

- Demonstrate effective collaboration skills.
- Recognize the importance of networking in order to build business relationships.
- Analyze elements of professional business presence
- Evaluate and demonstrate effective conflict resolution skills.

4. Talk Like a Pro

- Analyze and apply appropriate voice, tone, and etiquette for various business purposes.
- Demonstrate the ability to recognize and apply appropriate verbal and non-verbal cues.
- Demonstrate effective listening and responding skills.
- Evaluate verbal and non-verbal business communication to determine effectiveness.
- Plan, create, and deliver clear and engaging verbal and nonverbal communication.
- Demonstrate the ability to effectively use presentation software.

5. Design It: Branding & Business Visuals

- Demonstrate an understanding of the importance of visual elements as they relate to business communication.
- Analyze layout and design techniques used in various visual media.
- Demonstrate effective layout and design techniques to create visual media.
- Demonstrate the ability to derive meaning from various visual media.
- Demonstrate the ability to effectively use graphics software.