

BERTHA-HEWITT HIGH SCHOOL
Spring Semester Curriculum Map – 2014-2015
Meg Schuller -- Instructor

Academic Standard Area: **English**

Course Title/Strand: **Business Communications** Grade Level: **11-12**

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WEEK #	TIMELINE	CONTENT/UNIT/SUB-STRAND	PROCESS/ACTIVITY/STANDARD	GOALS/BENCHMARK	ASSESSMENT	RESOURCES
1	2 days	Understanding the communication process	Principles of communication psychology	Identifying communication skills	Quiz	Lecture
1	3 days	Reading, proofreading, and editing, word identification	Developing proofreading skills	Correctness and reinforcement of word skills	Worksheets Peer Edit Quiz	Online information and Schuller created resources
2	5 days	Spelling, word recognition, and other word references	Using the dictionary and learning the correct spelling	Learning to use reference books and understanding word meaning and spelling	Worksheet assessment of material studied	Online <u>Webster's Dictionary</u>
3	5 days	Writing and grammar skills	Developing improved writing skills through a better understanding of grammar Understanding parts of speech and sentence structure	Learning basic sentence parts and complete sentence development Learning to use correctness in sentence structure	Worksheets, Tests, and Quizzes on basic grammar and sentence structure	<u>Business English and Communication</u> & Schuller created resources and Yahoo! News
4-5	10 days	Business etiquette Create a small group business	Taking telephone messages Writing checks and balancing a checkbook Paying bills Creating a budget	Financial/technical writing	Completed work	<u>Business English and Communication</u> & Schuller created resources
6-7	10 days	Business letter writing	Written communication , planning and writing different kinds of business letters	Learning language structure, psychological principles, writing technique, and different kinds of letters	Unit application exercises	<u>Business English and Communication</u> & lecture
8-9	10 days	Writing /Forms/Job applications/Resumes	Understanding credit forms and other application forms	Understanding how to fill out job applications and other forms	Resumes peer edited, Schuller edited, and "would or would not interview you" sheets completed by principal and superintendent	<u>Business English and Communication and business forms</u> and lecture

10	2 days	Writing and answering potential interview questions	How to dress for a job interview How to prepare answers for a job interview How to behave in an interview	Understanding of how preparation will give potential employees an edge in an interview	Role playing a job interview as both employer and employee	Internet and lecture
11-14	18 days	Read <i>The Last Juror</i> by John Grisham Cover journalism and elements of a newspaper. Use adult independent reading strategies	Independent reading How to write a newspaper article How to layout a newspaper	Understanding journalism	Quizzes, newspaper articles based on novel Final test	Novel <i>The Last Juror</i> Schuller created resources
15-16	10 days	School Newspaper	How to interview How to write a newspaper article How to layout a newspaper	Journalism Interviewing skills Graphics	Published newspaper	Schuller created resources
17+18	10 days	Marketing and Public Relations	Marketing Strategies Elements of Public Relations	Understanding of how marketing and public relations affect business	Several marketing plans and PR presentation	Internet and lecture "Pursuit of Happiness" video Schuller created resources

Check the MN Dept of Ed website for Academic Standard information