

**PA Achievement Standard(s):**

Standard - 15.3.12.J

Apply strategies to overcome barriers to active listening.

Standard - 15.3.12.K

Apply cultural mores to evaluate intent of verbal and non-verbal behaviors.

Standard - 15.3.12.Q

Analyze communication channels and their effectiveness within the corporate culture.

Standard - 15.3.12.R

Evaluate best practices of communication based on culture, practice, and laws related to supervising others in a corporate entity.

Standard - 15.4.12.A

Apply the creative and productive use of emerging technologies for educational and personal success.

**Link for the achievement standard:** <http://www.pdesas.org/Standard/View#114,115,116,117|14121|0|0>**Big Idea/Essential Questions:** What is communication? What makes communication effective or ineffective?**Competencies:** The student will be able to:

- Explain why business communication is important to individuals and organizations.
- List and explain the goals of business communication.
- Describe the patterns of business communication.
- Explain the communication process.
- Identify communication barriers and describe ways to remove them.

<b>Learning Plan</b>	
<b>Suggested Activities/Strategies</b>	<b>Assessment Evidence:</b>
Classroom presentation aligned to key performance indicators Lessons with executive insight and industry jargon aligned to specific instructional areas Industry lessons for career exploration Verbal discussions of content and real-world examples Critical thinking via forum discussions of case studies Cooperative learning activities Use of printed/online checklists and rubrics	Teacher observation of student work Lesson assessments Pre-lesson and post-lesson quizzes Self-reflection sheet Individual and group project