

PA Achievement Standard(s):

Standard - 15.3.12.B

Analyze business documents for content and effectiveness.

Standard - 15.3.12.D

Evaluate business materials (including web based resources) for value related to purpose, quality, and appropriateness.

Standard - 15.3.12.S

Evaluate electronic communication options based on need.

Standard - 15.3.12.V

Evaluate how mobile communication impacts businesses or organizations.

Standard - 15.3.12.W

Collaborate via electronic communication with peers, educators, and/or professionals to meet organizational goals.

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/Views#114,115,116,117|14121|0|0>

Big Idea/Essential Questions: What are advantages and disadvantages of written messages? What vocabulary is used in business messages? What goes into an effective electronic message?

Competencies: The student will be able to:

- Identify the advantages and disadvantages of written messages
- Develop effective business messages using a 3-step process
- Describe how to determine the vocabulary level of business messages.
- Explain how to develop effective electronic messages.

Learning Plan	
Suggested Activities/Strategies	Assessment Evidence:
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