

Florida Department of Education

COURSE DESCRIPTION - GRADES 9-12, ADULT

Subject Area: Language Arts
Course Number: 1001440
Course Title: Business English I
Credit: 1.0

Will meet graduation requirements for English

Basic Assumptions for Language Arts Education:

- Reading, writing, speaking, listening and viewing competencies are integrated throughout students' learning experiences.
- Benchmarks for the Sunshine State Standards are repeated as needed in course sequences. As students progress from one course to the next, increases should occur in the complexity of materials and tasks and in the students' independence in the application of skills and strategies.
- Learning tasks and materials accommodate the individual needs of students.
- Technology is available for students to develop competencies in the language arts.

A. Major Concepts/Content. The purpose of this course is to provide instruction in English language arts with emphasis on specific language skills as they relate to various occupations.

The content should include, but not be limited to, the following:

- written personal and business communications
- language study with emphasis on practical applications of standard English mechanics and usage
- vocabulary study with emphasis on specialized vocational terminology
- interpersonal relationships in business environments through the study of literature
- using listening, viewing, and speaking skills to obtain and communicate information and ideas
- using reading strategies to obtain and analyze information from a variety of literary, informational, and technical texts
- using nonprint media for communication

This course shall integrate the Goal 3 Student Performance Standards of the Florida System of School Improvement and Accountability as appropriate to the content and processes of the subject matter.

B. Special Note. None

C. Course Requirements. These requirements include the benchmarks from the Sunshine State Standards that are most relevant to this course.

After successfully completing this course, the student will:

1. Use business vocabulary and effective communication techniques in writing and speaking.

LA.A.1.4.3 refine vocabulary for interpersonal, academic, and workplace situations, including figurative, idiomatic, and technical meanings.

LA.B.2.4.3 write fluently for a variety of occasions, audiences, and purposes, making appropriate choices regarding style, tone, level of detail, and organization.

2. Use standard written English in the composition of business correspondence and documents.

LA.B.1.4.1 select and use appropriate prewriting strategies, such as brainstorming, graphic organizers, and outlining.

LA.B.1.4.2 draft and revise writing that

- is focused, purposeful, and reflects insight into the writing situation;
- has an organizational pattern that provides for a logical progression of ideas;
- has effective use of transitional devices that contribute to a sense of completeness;
- has support that is substantial, specific, relevant, and concrete;
- demonstrates a commitment to and involvement with the subject;
- uses creative writing strategies as appropriate to the purpose of the paper;
- demonstrates a mature command of language with precision of expression;
- has varied sentence structure; and
- has few, if any, convention errors in mechanics, usage, punctuation, and spelling.

LA.B.1.4.3 produce final documents that have been edited for

- correct spelling

- correct punctuation, including commas, colons, and common use of semicolons;
- correct capitalization;
- correct sentence formation;
- correct instances of possessives, subject/verb agreement, instances of noun/pronoun agreement, and the intentional use of fragments for effect; and
- correct formatting that appeals to readers, including appropriate use of a variety of graphics, tables, charts, and illustrations in both standard and innovative forms.

3. Write business documents that require research and documentation.

- LA.A.2.4.4 locate, gather, analyze, and evaluate written information for a variety of purposes, including research projects, real-world tasks, and self-improvement.
- LA.A.2.4.6 select and use appropriate study and research skills and tools according to the type of information being gathered or organized, including almanacs, government publications, microfiche, news sources, and information services.
- LA.A.2.4.7 analyze the validity and reliability of primary source information and use the information appropriately.
- LA.A.2.4.8 synthesize information from multiple sources to draw conclusions.
- LA.B.2.4.1 write text, notes, outlines, comments, and observations that demonstrate comprehension and synthesis of content, processes, and experiences from a variety of media.
- LA.B.2.4.4 select and use a variety of electronic media, such as the Internet, information services, and desktop-publishing software programs, to create, revise, retrieve, and verify information.

4. Demonstrate knowledge of common business procedures such as managing documents, conferencing, allocating resources, and providing customer service.

- LA.B.2.4.2 organize information using appropriate systems.
- LA.C.1.4.3 use effective strategies for informal and formal discussions, including listening actively and reflectively, connecting to and building on the ideas of a previous speaker, and respecting the viewpoints of others.
- LA.C.3.4.4 apply oral communication skills to interviews, group presentations, formal presentations, and impromptu situations.

5. **Use literature and other media to explore various careers.**
 - LA.A.2.4.3 describe and evaluate personal preferences regarding fiction and nonfiction.
 - LA.E.2.4.5 analyze the relationships among author's style, literary form, and intended impact on the reader.
 - LA.E.2.4.6 recognize and explain those elements in texts that prompt a personal response, such as connections between one's own life and the characters, events, motives, and causes of conflict in texts.
 - LA.E.2.4.7 examine a literary selection from several critical perspectives.
 - LA.E.2.4.8 know that people respond differently to texts based on their background knowledge, purpose, and point of view.

6. **Obtain and analyze information from a variety of literary, informational, and technical documents.**
 - LA.A.1.4.1 select and use prereading strategies that are appropriate to the text, such as discussion, making predictions, brainstorming, generating questions, and previewing to anticipate content, purpose, and organization of a reading selection.
 - LA.A.1.4.2 select and use strategies to understand words and text, and to make and confirm inferences from what is read, including interpreting diagrams, graphs, and statistical illustrations.
 - LA.A.1.4.4 apply a variety of response strategies, including rereading, note taking, summarizing, outlining, writing a formal report, and relating what is read to his or her own experiences and feelings.
 - LA.A.2.4.1 determine the main idea and identify relevant details, methods of development, and their effectiveness in a variety of types of written material.
 - LA.A.2.4.2 determine the author's purpose and point of view and their effects on the text.
 - LA.A.2.4.5 identify devices of persuasion and methods of appeal and their effectiveness.

7. **Use listening, viewing, and speaking skills to obtain and communicate information and ideas.**
 - LA.C.1.4.1 select and use appropriate listening strategies according to the intended purpose, such as solving problems, interpreting and evaluating the techniques and intent of a presentation, and taking action in career-related situations.
 - LA.C.1.4.2 describe, evaluate, and expand personal preferences in listening to fiction, drama, literary nonfiction, and informational presentations.

- LA.C.1.4.4 identify bias, prejudice, or propaganda in oral messages.
- LA.C.3.4.1 use volume, stress, pacing, enunciation, eye contact, and gestures that meet the needs of the audience and topic.
- LA.C.3.4.3 use details, illustrations, analogies, and visual aids to make oral presentations that inform, persuade, or entertain.
- LA.C.3.4.5 develop and sustain a line of argument and provide appropriate support.
- LA.D.2.4.2 understand the subtleties of literary devices and techniques in the comprehension and creation of communication.
- LA.D.2.4.3 recognize production elements that contribute to the effectiveness of a specific medium.
- LA.D.2.4.4 effectively integrate multimedia and technology into presentations.

8. Apply critical thinking skills to understand and use nonprint media.

- LA.C.2.4.1 determine main concept and supporting details in order to analyze and evaluate nonprint media messages.
- LA.C.2.4.2 understand factors that influence the effectiveness of nonverbal cues used in nonprint media, such as the viewer's past experiences and preferences, and the context in which the cues are presented.
- LA.D.2.4.5 critically analyze specific elements of mass media with regard to the extent to which they enhance or manipulate information.
- LA.D.2.4.6 understand that laws control the delivery and use of media to protect the rights of authors and the rights of media owners.