



CTSO Course Alignments: Business Communications

Below you will find standards for the Business Communications course aligned with competitive events from appropriate career and technical student organizations (CTSOs). Knowing the aligned events for your organization will allow you to have additional tools for teaching course standards, as well as increase student engagement and preparation in your CTSO activities. The final column recommends potential tools from other CTSO organizations. Even if your students are not participating in these organizations, available rubrics, tools, and materials can also add to the instructional resources at your disposal for best teaching your content.

Important to note: While the aligned activities below can be important tools in teaching course standards, it is important to note that events may not cover a standard in its entirety and should not be the sole instructional strategy used to address a standard.

	STANDARD	ALIGNED DECA & FBLA COMPETITIVE EVENTS/PROGRAMS	OTHER POTENTIAL CTSO TOOLS & RESOURCES
1	Demonstrate compliance with the school's ethics policy regarding copyrighted materials, plagiarism, authenticity, proper citations, privacy, and proper use of technology resources. (TN Reading 3)	<ul style="list-style-type: none"> • FBLA: Business Ethics 	<ul style="list-style-type: none"> • FFA: Agricultural Issues, - Prepared Speaking • TSA: Desktop Publishing
2	Identify, analyze, and critique the basic components of communications, such as the message, the sender, the receiver, the mode, the noise, and the response. This includes conducting responsible research when necessary, developing effective arguments, composing meaningful and coherent messages appropriate to the intended audience, and polishing one's delivery skills to deliver an effective and credible message, followed by listening. (TN Reading 1, 2, 5, 6; TN Writing 4, 5, 8, 9)	<ul style="list-style-type: none"> • FBLA: Business Communication 	<ul style="list-style-type: none"> • FFA: Prepared Speaking, Extemporaneous Speaking, Agricultural Issues, Marketing Plan, Agricultural Communication, Agricultural Sales, Cooperative Development Challenge • HOSA: Researched Persuasive Speaking, Prepared Speaking • TSA: Prepared Presentation, Extemporaneous Presentation
3	Differentiate between verbal and nonverbal communications when interacting with peers, subordinates, superiors, and customers. List specific techniques for effective communications and evaluate how different cultures and generations attach different meanings to various gestures, intonations, and other communications techniques. (TN Reading 4; TN Writing 9)	<ul style="list-style-type: none"> • FBLA: Business Communication 	

4	<p>Practice and implement proven communication techniques to foster positive interpersonal relationships in the business atmosphere, such as:</p> <ol style="list-style-type: none"> Establishing and maintaining positive relationships with coworkers and customers (e.g., being fair, helpful, tactful, gracious, and appreciative). Recognize manifestations of tension, and employ recommended strategies to resolve the situation in the most favorable ways (e.g., collaborating, compromising, accommodating). Practice various interactions and conflict resolution strategies by participating in role-play exercises and structured controversies, allowing students to model positive/supportive behaviors that respect varying perspectives and viewpoints of others and yield consensus decision-making. <p>(TN Reading 1, 8; TN Writing 2, 8)</p>		<ul style="list-style-type: none"> • FFA: Agricultural Sales, Agricultural Communications, Farm Business Management, Marketing Plan, Floriculture, Parliamentary Procedure, Cooperative Development Challenge • HOSA: Parliamentary Procedure • TSA: Chapter Team
5	<p>Create a rubric for evaluating and selecting the best electronic communication tool for a given task or situation. Using scenarios from business and industry, identify appropriate tools for various situations and defend selections through a persuasive narrative, based on the application of the rubric. (TN Reading 1, 8; TN Writing 1, 4)</p>	<ul style="list-style-type: none"> • FBLA: Electronic Career Portfolio 	<ul style="list-style-type: none"> • FFA: Agricultural Communications, Agricultural Sales
6	<p>Research and analyze various aspects of good digital citizenship. In groups, discuss the effects of technology on day-to-day and business communications. Select one topic (such as hacking of a customer database, social media, etc.) for further exploration and develop an electronic presentation employing to demonstrate the implications of the topic on society, as well as business and industry. (TN Reading 1, 2; TN Writing 2, 4, 5, 6, 8)</p>	<ul style="list-style-type: none"> • FBLA: Business Communication 	<ul style="list-style-type: none"> • FCCLA: Advocacy • HOSA: Prepared Speaking, Researched Persuasive Speaking • TSA: Prepared Presentation
7	<p>Compile significant points regarding courtesy and propriety in a digital business world (“netiquette”) and prepare a presentation or web page that includes the topics of</p> <ol style="list-style-type: none"> Message priority (urgent, normal, or low) Consent to share (property rights) Confidential or sensitive information (privacy) Message formatting (fonts, color, case, informal abbreviations, emoticons) <p>(TN Reading 1; TN Writing 2, 4, 5, 6)</p>		<ul style="list-style-type: none"> • TSA: Prepared Presentation, Webmaster

8	<p>Evaluate, create, and revise business correspondence, short contracts and reports, electronic forms, and small legal documents for a business in standard English using the following:</p> <ol style="list-style-type: none"> Employing word processing and simple spreadsheet programs Using proper grammar essentials, including parts of speech, vocabulary, punctuation, sentence structure Applying accepted business styles, including fonts, margins, layout, color, formats for dates, times, currencies, proper names Using acceptable business language, vocabulary, acronyms Writing for social media Writing for the internet <p>(TN Reading 1, 6; TN Writing 2, 4, 5, 6)</p>	<ul style="list-style-type: none"> • DECA: Business Operations Research, Written Chapter Team, Marketing Representative, Business & Entrepreneurship, Professional Selling events • FBLA: American Enterprise Project, Business Financial Plan, Business Plan, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project Service, Word Processing 	<ul style="list-style-type: none"> • FFA: Agricultural Communications, Cooperative Development Challenge, Marketing Plan
9	<p>Analyze examples of writing for evolving digital platforms such as social media applications. Compare and contrast writing conventions required for commonly used applications and construct an event announcement for a local business in formats appropriate for at least three different social media/networking tools. (TN Reading 1, 2, 7, 9; TN Writing 4, 5, 6)</p>	<ul style="list-style-type: none"> • FBLA: Social Media Campaign 	<ul style="list-style-type: none"> • HOSA: Researched Persuasive Speaking • TSA: Essays on Technology, Desktop Publishing
10	<p>Locate a website used by a business to sell a product or service. Evaluate the website's design, content, text, images, layout, and color. Discern the site's effectiveness and ease of navigation, including the use of hyperlinks. Using persuasive writing, produce a critique addressing the pros and cons of the site, and offer recommended revisions. (TN Reading 2, 4, 7; TN Writing 1, 4, 6)</p>	<ul style="list-style-type: none"> • DECA: Professional Selling events, Creative Marketing Project • FBLA: Website Design 	<ul style="list-style-type: none"> • FCCLA: Advocacy • HOSA: Researched Persuasive Speaking • TSA: Webmaster
11	<p>Create, adjust, and publish business document projects to typographic standards:</p> <ol style="list-style-type: none"> Using word processing or desktop-publishing software Planning layouts based on estimation and calculations to achieve accepted balance of text, art, photos, and white space Applying consistent style standards, including fonts, margins, layout, color scheme, and image and text formats Inserting and formatting merged graphic elements, such as charts, photos and artwork, and text embellishments Incorporating editing and revision markings to incorporate desired changes by the author/editor <p>(TN Reading 3, 4; TN Writing 6)</p>	<ul style="list-style-type: none"> • DECA: Business Operations Research, Written Chapter Team, Marketing Representative, Business & Entrepreneurship, Professional Selling events • FBLA: American Enterprise Project, Business Financial Plan, Business Plan, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project Service, Word Processing 	<ul style="list-style-type: none"> • FFA: Agricultural Communications • TSA: Desktop Publishing
12	<p>Configure and send typographic output for designing camera ready documents on destination printer, color model (RGB, CMYK, etc.), preprint color requirement, and process color separations. (TN Reading 3, 4; TN Writing 2, 4, 6)</p>	<ul style="list-style-type: none"> • FBLA: Digital Design & Promotion 	

13	Manipulate, enhance and produce digital photographs, graphics, or other art elements utilizing photographic and / or graphic editing software. (TN Writing 6)		<ul style="list-style-type: none"> • HOSA: Medical Photography • TSA: Desktop Publishing, Photographic Technology
14	<p>Draft and edit two speeches: (1) to persuade, and (2) to inform. Incorporate planning and preparation to deliver speeches that adhere to the following expectations:</p> <ol style="list-style-type: none"> a. Appropriate for various audiences and purposes b. Delivered with enthusiasm and appropriate body language c. Structured to guide the listener to the desired objective or response d. Includes facts and research, in addition to original claim(s) and counterclaim(s) supported by evidence e. Revised based on peer feedback <p>(TN Reading 1, 2; TN Writing 4)</p>	<ul style="list-style-type: none"> • DECA: Professional Selling Events • FBLA: Business Ethics 	<ul style="list-style-type: none"> • FCCLA: Advocacy • FFA: Prepared Speaking • HOSA: Researched Persuasive Speaking, Prepared Speaking • TSA: Prepared Presentation, Extemporeaneous Presentation
15	Critique the purpose of various speaking assignments to identify the design and goal, such as to inform, educate, convince, persuade, or lead to action. (TN Reading 1, 2, 6; TN Writing 2, 7)		
16	Plan, prepare, and conduct a short business meeting, including following-up after the meeting. Write an agenda, develop and produce necessary materials, facilitate the meeting effectively, and prepare a follow-up email thanking the attendees for their participation and summarizing key takeaways and action items. (TN Reading 2; TN Writing 4, 6, 7, 8)	<ul style="list-style-type: none"> • FBLA: Business Presentation 	<ul style="list-style-type: none"> • FCCLA: Parliamentary Procedure • FFA: FFA Ceremonies, Parliamentary Procedure • HOSA: Parliamentary Procedure • SkillsUSA: Chapter Business Procedure • TSA: Chapter Team
17	Promote, organize, and practice creative problem-solving using the brainstorming approach, incorporating common techniques such as predefined time limits, short breaks, goals, visual aids, and record-keeping.	<ul style="list-style-type: none"> • DECA: All events • FBLA: All event 	<ul style="list-style-type: none"> • HOSA: Creative Problem Solving
18	<p>Plan, organize, schedule, and deliver a webinar to one or more distant parties using computer conferencing tools (e.g., telephone or voice over IP, online conferencing system).</p> <ol style="list-style-type: none"> a. Prepare an invitation, agenda, and overall script for the webinar, outlining the planned verbiage and business-related flow of information. Include guidelines, minutes and follow-up. b. Single-handedly or as a team, conduct the webinar or simulated webinar according to the agenda. c. Leverage the video, audio, and meeting enhancement tools available through the selected webinar software, such as highlighting, chat, polling, and question features to maximize audience interaction. d. Save, and edit, if needed, a short audio/video recording of the webinar for later publication. <p>(TN Reading 3, 6; TN Writing 4, 6)</p>		

<p>19</p>	<p>Plan, organize, schedule, and conduct a web videoconference or simulation with one or more distant parties using computer conferencing tools (e.g., webcams, high-speed Internet, computer)</p> <ol style="list-style-type: none"> Prepare an overall agenda for the web conference, outlining the planned exchanges of information, positioning and appearance of people, and switching between video sources (e.g., webcams, document cams, and other imagery). Follow the agenda to complete the web-meeting exchange, either single-handedly or as part of a team. Use effective communication and engagement strategies (such as effective meetings facilitation) to encourage active participation by all parties connected to the meeting. Save, and edit if needed, a short audio/video recording of the web meeting for later publication. <p>(TN Reading 3, 6; TN Writing 4, 6)</p>		
<p>20</p>	<p>Prepare an electronic portfolio</p> <ol style="list-style-type: none"> Including work products demonstrating career preparation skills, using an assortment of media (text, photos, video, hyper-linked pages). Including a professionally formatted résumé and other supporting documents such as cover letter and application. Packaged on a suitable media (e.g., CD, DVD, memory stick, web site). <p>(TN Writing 4, 5, 6)</p>	<ul style="list-style-type: none"> • FBLA: Electronic Career Portfolio 	<ul style="list-style-type: none"> • FCCLA: Job Interview, Career Investigation, Entrepreneurship • HOSA: Job Seeking Skills • SkillsUSA: Job Interview, Employment Application Process, Entrepreneurship • TSA: Career Preparation
<p>21</p>	<p>Conduct a job search of positions in one or more career areas of interest using tools such as https://www.jobs4tn.gov and other online employment resources; complete a job application; participate in mock interviews with partner businesses and/or through participation in a student organization event. (TN Reading 3; TN Writing 4)</p>	<ul style="list-style-type: none"> • FBLA: Job Interview 	<ul style="list-style-type: none"> • FCCLA: Job Interview, Career Investigation, Entrepreneurship • FFA: Job Interview, Floriculture • HOSA: Job Seeking Skills • SkillsUSA: Job Interview, Employment Application Process, Entrepreneurship • TSA: Career Preparation
<p>22</p>	<p>Address the appropriate use of and ethics related to social media in personal and professional situations and its impact on career search processes, as well as its impact on the professional reputation of a person. (TN Reading 1, 2)</p>	<ul style="list-style-type: none"> • FBLA: Social Media Campaign 	<ul style="list-style-type: none"> • FCCLA: Job Interview, Career Investigation, Entrepreneurship • HOSA: Researched Persuasive Speaking, Extemporaneous • SkillsUSA: Job Interview, Employment Application Process, Entrepreneurship • TSA: Prepared Presentation, Extemporaneous Presentation • Writing, Prepared Speaking

ALL	CAN BE USED WITH ALL/MOST STANDARDS		<ul style="list-style-type: none">• FCCLA: Illustrated Talk, Career Investigation, Chapter in Review Display, Chapter in Review Portfolio, National Programs in Action, Interpersonal Communications• SkillsUSA: Career Pathways Showcase, Job Skills Demonstration A, Job Skills Demonstration O, Prepared Speech, Extemporaneous Speaking, Chapter Display
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