

State: TX  
State Course Title: Business English  
State Course Code: 130.135  
State Standards: Business English  
Date of Standards: 2015

TEKS	Course Title. (a or b), if applicable, e.g. Game Design 1a	Unit Name(s)	Lesson(s) Numbers
(1) The student demonstrates professional standards / employability skills as required by business and industry.			
(A) communicate effectively with others using oral and written skills;	Business Communication 1a: Introduction	Unit 1: Communicating Professionally in Today's Workplace	Lessons 1, 3
(B) demonstrate collaboration skills through teamwork;	Business Communication 1b: Listen, Speak, and Write in the Workplace	Unit 1: writing in the Business World	Activity
(C) demonstrate professionalism by conducting oneself in a manner appropriate for the profession and workplace;	Business Communication 1a: Introduction	Unit 1: Communicating Professionally in Today's Workplace	Lessons 1, 3
(D) demonstrate a positive, productive work ethic by performing assigned tasks as directed;	Business Communication 1a: Introduction	Unit 1: Communicating Professionally in Today's Workplace	Lessons 1, 3
(E) show integrity by choosing the ethical course of action and comply with all applicable rules, laws, and regulations; and	Business Communication 1a: Introduction	Unit 1: Communicating Professionally in Today's Workplace	Lesson 3
(F) demonstrate time-management skills by prioritizing tasks, following schedules, and tending to goal-relevant activities in a way that uses time wisely and optimizes efficiency and results.	Business Communication 1a: Introduction	Unit 1: Writing in the Business World	Activity
(2) The student prepares for effective communication skills.			

(A) organize ideas logically and sequentially;	Business Communication 1a: Introduction	Unit 1: Writing in the Business World	Activity
(B) locate and interpret written information;	Business Communication 1a: Introduction	Unit 6: Planning Business Presentations	Lessons 1-4
(C) distinguish communicated fact from opinion by identifying key words;	Business Communication 1a: Introduction	Unit 6: Planning Business Presentations	Lesson 3
(D) interpret visual materials such as charts, graphs, pictures, and maps and translate the information into textual form;	Business Communication 1b: Listen, Speak, and Write in the Workplace	Unit 1: Writing in the Business World	Lessons 2-5
(E) employ precise language to communicate ideas clearly and concisely; and	Business Communication 1b: Listen, Speak, and Write in the Workplace	Unit 6: Avoiding Grammar Glitches	Lesson 1
(F) organize ideas in writing in a coherent, logical progression.	Business Communication 1a: Introduction	Unit 1: Writing in the Business World	Activity
<b>(3) The student employs appropriate research techniques to produce effective business communication.</b>			
(A) incorporate information from printed copies and electronic resources and references;	Business Communication 1a: Introduction	Unit 6: Planning Business Presentations	Lessons 1-4
(B) locate and paraphrase secondary sources;	Business Communication 1a: Introduction	Unit 6: Planning Business Presentations	Lessons 1-4
(C) document secondary sources;	Business Communication 1b: Listen, Speak, and Write in the Workplace	Unit 2: Research Strategies	Lesson 2
(D) design, conduct, and analyze the results of a survey;	Business Communication 1b: Listen, Speak, and Write in the Workplace	Unit 2: Research Strategies	Lesson 1
(E) conduct interviews to obtain resource materials; and	Business Communication 1b: Listen, Speak, and Write in the Workplace	Unit 8: Sell Yourself: Applications, Interviews, and Presentations	Lessons 5-7

(F) create a business project incorporating data imported from various sources.	Business Communication 1a: Introduction	Unit 7: Creating Awesome Slide Decks	Activity
<b>(4) The student exchanges information via telecommunications such as email, images, social media, and other online information services with appropriate supervision.</b>			
(A) evaluate which telecommunications methods are most appropriate to a given situation; and	Business Communication 1b: Listen, Speak, and Write in the Workplace	Unit 1: Writing in the Business World	Activity
(B) apply appropriate business ethics and correct etiquette when using telecommunications.	Business Communication 1a: Introduction	Unit 5: Digital Exchanges	Lessons 1-3
<b>(5) The student illustrates proficiency in interpersonal communication.</b>			
(A) develop professional vocabulary skills;	Business Communication 1a: Introduction	Unit 6: Planning Business Presentations	Lessons 1-4
(B) execute effective oral presentations;	Business Communication 1a: Introduction	Unit 7: Creating Awesome Slide decks	Lessons 1-4
(C) deliver an effective business presentation such as sales, reports, and proposals;	Business Communication 1b: Listen, Speak, and Write in the Workplace	Unit 1: writing in the Business World	Activity
(D) apply effective communication techniques when using the telephone and different forms of technology;	Business Communication 1a: Introduction	Unit 2: Use Your Eyes and Ears to Tune in	Lessons 1, 2
(E) demonstrate the ability to listen by writing summaries of presentations and oral conversations;	Business Communication 1a: Introduction	Unit 2: Use Your Eyes and Ears to Tune in	Lessons 1, 2
(F) display active listening through oral feedback;	Business Communication 1a: Introduction	Unit 2: Use Your Eyes and Ears to Tune in	Lessons 1, 2
(G) follow oral and written directions;	Business Communication 1a: Introduction	Unit 2: Use Your Eyes and Ears to Tune in	Activity

(H) demonstrate the ability to give oral instructions for completing a simple task; and	Business Communication 1a: Introduction	Unit 2: Use Your Eyes and Ears to Tune in	Activity
(I) apply proper business interviewing techniques in various situations such as one-on-one, group, and committee interviews.	Business Communication 1b: Listen, Speak, and Write in the Workplace	Unit 8: Sell Yourself: Applications, Interviews, and Presentations	Lessons 5-7
<b>(6) The student develops communication skills necessary to address a changing business environment.</b>			
(A) describe the communication process;	Business Communication 1a: Introduction	Unit 1: Communicating Professionally in Today's Workplace	Lesson 1
(B) identify barriers to effective communication;	Business Communication 1a: Introduction	Unit 2: Use Your Eyes and Ears to Tune in	Lessons 1,2
(C) assess the ethical and legal implications of messages;	Business Communication 1a: Introduction	Unit 1: Communicating Professionally in Today's Workplace	Lessons 2, 3
(D) discern appropriate channels for transmitting messages;	Business Communication 1b: Listen, Speak, and Write in the Workplace	Unit 1: Writing in the Business World	Lessons 2-5
(E) interpret nonverbal communication in various activities;	Business Communication 1a: Introduction	Unit 2: Use Your Eyes and Ears to Tune in	Lesson 3
(F) illustrate the impact of nonverbal communication on the total communication process;	Business Communication 1a: Introduction	Unit 2: Use Your Eyes and Ears to Tune in	Activity
(G) identify ways to improve communication in organizations; and	Business Communication 1a: Introduction	Unit 3: Speaking Like a Professional	Lessons 1,2
(H) discuss potential communication problems in multicultural business environments.	Business Communication 1a: Introduction	Unit 4: Communicating in Groups and teams	Lessons 1-4
<b>(7) The student produces business documents using current and emerging technology.</b>			

(A) format business documents;	Business Communication 1b: Listen, Speak, and Write in the Workplace	Unit 1: Writing in the Business World	Lesson 4
(B) demonstrate basic writing skills through assigned tasks;	Business Communication 1b: Listen, Speak, and Write in the Workplace	Unit 3: Building Blocks of Effective Documents	Lessons 1-4
(C) compose positive, negative, and persuasive messages;	Business Communication 1b: Listen, Speak, and Write in the Workplace	Unit 1: Writing in the Business World	Activity
(D) compose business letters and memos using the appropriate organizational strategies;	Business Communication 1b: Listen, Speak, and Write in the Workplace	Unit 8: Sell Yourself: Applications, Interviews, and Presentations	Lesson 2
(E) produce a business report containing text and graphics; and	Business Communication 1a: Introduction	Unit 7: Creating Awesome Slide decks	Lessons 1-4
(F) develop a business newsletter.	Business Communication 1b: Listen, Speak, and Write in the Workplace	Unit 1: Writing in the Business World	Lesson 1
<b>(8) The student documents technical knowledge and skills.</b>			
(A) prepare a professional electronic portfolio that includes information such as:	Business Communication 1a: Introduction	Unit 1: Communicating Professionally in Today's Workplace	Lesson 4
(i) attainment of technical skill competencies;	Business Communication 1b: Listen, Speak, and Write in the Workplace	Unit 8: Selling Yourself Through Resumes and Cover Letters	Lessons 2, 3
(ii) recognitions, awards, and scholarships;	Business Communication 1a: Introduction	Unit 1: Communicating Professionally in Today's Workplace	Lesson 4, Activity
(iii) extended learning experiences such as community service and active participation in career and technical student organizations;	Business Communication 1a: Introduction	Unit 1: Communicating Professionally in Today's Workplace	Lesson 4
(iv) sample letter of application;	Business Communication 1b: Listen, Speak, and Write in the Workplace	Unit 8: Selling Yourself Through Resumes and Cover Letters	Lessons 2, 3

(v) resume;	Business Communication 1b: Listen, Speak, and Write in the Workplace	Unit 8: Selling Yourself Through Resumes and Cover Letters	Lessons 2, 3
(vi) samples of work; and	Business Communication 1a: Introduction	Unit 1: Communicating Professionally in Today's Workplace	Lesson 4, Activity
(vii) teacher recommendations; and	Business Communication 1a: Introduction	Unit 1: Communicating Professionally in Today's Workplace	Lesson 4, Activity
(B) present the portfolio to interested stakeholders.	Business Communication 1b: Listen, Speak, and Write in the Workplace	Unit 8: Selling Yourself Through Resumes and Cover Letters	Lessons 2, 3
<b>(9) The student understands how to collect and use information in procedural texts and documents.</b>			
(A) draw conclusions about how the patterns of organization and hierarchic structures support the understandability of text;	Business Communication 1b: Listen, Speak, and Write in the Workplace	Unit 6: Avoiding Grammar Glitches	Lesson 1
(B) evaluate the structures of text such as format or headers for their clarity and organizational coherence; and	Business Communication 1b: Listen, Speak, and Write in the Workplace	Unit 2: Research Strategies	Activity
(C) evaluate the structures of text for the effectiveness of their graphic representations.	Business Communication 1b: Listen, Speak, and Write in the Workplace	Unit 1: Writing in the Business World	Lesson 4
<b>(10) The student uses comprehension skills to analyze how words, images, graphics, and sounds work together in various forms to impact meaning. The student applies the knowledge and skills in paragraphs (2)-(9) of this subsection with greater depth in increasingly more complex texts.</b>			
(A) evaluate how messages presented in media reflect social and cultural views in ways different from traditional texts;	Business Communication 1a: Introduction	Unit 5: Digital Exchanges	Lesson 4
(B) evaluate the interactions of different techniques used in multi-layered media such as layout, pictures, typeface in print media, images, text, or sound in electronic journalism;	Business Communication 1a: Introduction	Unit 7: Creating Awesome Slide Decks	Activity
(C) evaluate how one issue or event is represented across various media to understand the notions of bias, audience, and purpose; and	Business Communication 1a: Introduction	Unit 1: Communicating Professionally in Today's Workplace	Lessons 2, 3

(D) evaluate changes in formality and tone across various media for different audiences and purposes.	Business Communication 1a: Introduction	Unit 3: Speaking Like a Professional	Lessons 1,2
<b>(11) The student uses elements of the writing process (planning, drafting, revising, editing, and publishing) to compose text.</b>			
(A) plan a first draft by selecting the correct genre for conveying the intended meaning to multiple audiences; determining appropriate topics through a range of strategies such as discussion, background reading, personal interests, or interviews; and developing a thesis or controlling idea;	Business Communication 1a: Introduction	Unit 6: Planning Business Presentations	Lessons 1-4
(B) structure ideas in persuasive ways such as using outlines, note taking, graphic organizers, or lists to develop drafts in timed and open-ended situations;	Business Communication 1a: Introduction	Unit 3: Speaking Like a Professional	Lessons 2-4
(C) revise drafts to clarify meaning, consistency of tone, and logical organization;	Business Communication 1b: Listen, Speak, and Write in the Workplace	Unit 4: Mastering the Writing Process	Lesson 4
(D) edit drafts for grammar, mechanics, and spelling; and	Business Communication 1b: Listen, Speak, and Write in the Workplace	Unit 1: Writing in the Business World	Activity
(E) revise a final draft in response to feedback from peers and teacher and publish written work for appropriate audiences.	Business Communication 1b: Listen, Speak, and Write in the Workplace	Unit 1: Writing in the Business World	Activity
<b>(12) The student writes expository and procedural or work-related texts to communicate ideas and information to specific audiences for specific purposes.</b>			
(A) write an analytical essay of sufficient length that includes effective introductory, concluding, and supporting paragraphs that incorporate relevant perspectives and evidence;	Business Communication 1b: Listen, Speak, and Write in the Workplace	Unit 3: Building Blocks of Effective Documents	Lessons 1-4
(B) write procedural and work-related documents such as resumes, proposals, college applications, or operation manuals that include a clearly stated purpose combined with a well-supported viewpoint on the topic; appropriate formatting structures such as headings, graphics, or white space; and accurate technical information; and	Business Communication 1b: Listen, Speak, and Write in the Workplace	Unit 3: Building Blocks of Effective Documents	Lessons 1-4
(C) produce a multimedia presentation such as a documentary, class newspaper, docudrama, infomercial, or visual or textual parody that includes graphics, images, and sound and appeals to a specific audience.	Business Communications 1a	Unit 7: Creating Awesome Slide Decks	Activity
<b>(13) The student understands the function of and uses the conventions of academic language when speaking and writing. The student continues to apply the knowledge and skills in paragraphs (2)-(12) with greater complexity.</b>			

(A) understand and use adjectival, noun, or adverbial clauses and phrases; and	Business Communication 1b: Listen, Speak, and Write in the Workplace	Unit 6: Avoiding Grammar Glitches	Lesson 1
(B) use a variety of correctly structured sentences such as compound, complex, or compound-complex.	Business Communication 1b: Listen, Speak, and Write in the Workplace	Unit 1: Writing in the Business World	Lesson 4
(14) The student writes legibly and uses appropriate capitalization and punctuation conventions in compositions. The student is expected to correctly and consistently use conventions of punctuation and capitalization.	Business Communication 1b: Listen, Speak, and Write in the Workplace	Unit 1: Writing in the Business World	Lesson 4
(15) The student spells correctly. The student is expected to spell correctly, including using various resources to determine and check correct spellings.	Business Communication 1b: Listen, Speak, and Write in the Workplace	Unit 1: Writing in the Business World	Lesson 4
<b>(16) The student organizes and presents ideas and information according to the purpose of the research and the audience.</b>			
(A) synthesize research into an extended written or oral presentation;	Business Communication 1a: Introduction	Unit 6: Planning Business Presentations	Lessons 1-4
(B) provide an analysis that supports and develops personal opinions, as opposed to simply restating existing information;	Business Communication 1b: Listen, Speak, and Write in the Workplace	Unit 2: Research strategies	Activities
(C) use a variety of formats and rhetorical strategies to argue for the thesis;	Business Communication 1b: Listen, Speak, and Write in the Workplace	Unit 3: Building Blocks of Effective Documents	Lessons 1-4
(D) develop an argument that incorporates the complexities of and discrepancies in information from multiple sources and perspectives while anticipating and refuting counter-arguments;	Business Communication 1b: Listen, Speak, and Write in the Workplace	Unit 3: Building Blocks of Effective Documents	Lessons 1-4
(E) document sources and format written materials using a style manual such as Modern Language Association; and	Business Communication 1a: Introduction	Unit 1: Communicating Professionally in Today's Workplace	Lesson 3
(F) produce a document of sufficient length and complexity to address the topic.	Business Communication 1a: Introduction	Unit 3: Building Blocks of Effective Documents	Lessons 1-4



(17) The student makes oral presentations. The student is expected to use proper conventions of language and presentation.	Business Communication 1a: Introduction	Unit 7: Creating Awesome Slide Decks	Activity
(18) The student works productively with others in teams. The student is expected to offer ideas or judgments that are purposeful in moving the team toward goals, ask relevant and insightful questions, tolerate a range of positions and ambiguity in decision making, and evaluate the work of the group based on agreed-upon criteria.	Business Communication 1a: Introduction	Unit 4: Communicating in Groups and Teams	Activity