

1.0 BUSINESS CORE

1.1 Business Communications (C): Students will understand communications as applied to personal and professional situations. They will demonstrate competency by selecting and using appropriate forms of communications in a variety of situations.

Link to Content Standards for California Public Schools

Benchmarks	English Standards	Math Standards	Science Standards	Social Science/ History Standards
1.1.1 Diversity—demonstrate the ability to work and communicate effectively with persons of different ethnicities and culturally diverse backgrounds	(9-10)W2.3e; (9-10)W2.4b; (11-12)R3.5b; (11-12)W1.1-1.3; (11-12)LS1.1; (11-12)LS1.2; (11-12)LS1.9			(10)WH10.4; (10)WH10.5; (10)WH10.7; (10)WH10.8; (10)WH10.9; (11)USH11.2 (11)USH11.5.2; (12)AD12.2; (12)AD12.3; (12)AD12.9.7
1.1.2 Effectiveness—compose oral and written business communications that demonstrate the use of critical thinking, decision making and problem solving skills	(8)R2.1; (9-10)R2.1; (9-10)R2.3-2.8; (9-10)W1.3-1.8; (9-10)W2.3-2.6; (9-10)LS1.1-1.9; (9-10)LS2.3-2.6; (11-12)R2.3; (11-12)W1.1-1.9; (11-12)W2.5-2.6	(6)SDP1.1; (6)SDP2.5; (6)SDP3.1; (7)NS 1.3; (7)NS 1.6, 1.7; (7)AF1.5; (7)AF3.3; (7)AF3.4; (7)MG1.3; (7)SDP1.1-1.3; (7)MR1.1; (7)MR2.1, 2.3, 2.4; (7)MR3.1, 3.3; AI-5.0; AI-10.0; AI-13.0; AI-15.0; AI-24.0; AI-25.0	(9-12)I&E 1 a, d	(12)AD12.2; (12)AD12.3; (12)AD12.7; (12)ECON12.2; (12)ECON12.3; (12)ECON12.4; (12)ECON12.5; (12)ECON12.6
1.1.3 Ethics—discuss ethics and the need for confidentiality, loyalty, integrity and honesty in communicating with business associates	(9-10)R2.3-2.8; (9-10)W1.5,1.9; (9-10)W2.3-2.4; (9-10)LS1.1; (11-12)R2.6; (11-12)W1.3,1.6-1.8; (11-12)LS1.1, 1.6		(9-12)I&E 1m	(10)WH10.1; (10)WH10.3.4, 5; (10)WH10.4; (10)WH10.8; WH11.3; WH11.7.3, 5, 7; WH11.11.4; (12)AD12.1; (12)AD12.2; (12)AD12.9 ;

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1.1.4 Methods of Communication—demonstrate the use of various methods of communications; research, compose and orally present information using appropriate technology	(8)R2.1; (9-10)R2.1; (9-10)R2.3-2.8; (9-10)W1.3-1.9; (9-10)W2.3-2.6; (9-10)LS1.1-1.9; (9-10)LS2.3-2.6; (11-12)R2.3; (11-12)W1.1-1.9; (11-12)W2.5-2.6; (11-12)LS2.4			(10)WH10.3.2; (10)WH10.11; (10)WH10.8.5; (11)USH11.8.7; (11)USH11.9.3; (12)AD12.2; (12)AD12.3; (12)AD12.5; (12)AD12.6; (12)AD12.10; (12)ECON12.5; (12)ECON12.6
1.1.5 Nonverbal Communications—identify and use nonverbal communications in a group activity	(9-10)LS1.7, 1.9			(10)WH10.11
1.1.6 Oral Communications—orally present information using appropriate language, style and format; utilize different communication techniques to address the intended audience appropriately	(9-10)LS1.1-1.9; (9-10)LS1.11-1.13; (11-12)LS1.1-1.14; (11-12)LS2.1-2.4		(9-12)I&E1a	(12)AD12.1-12.10; (12)ECON12.2-12.6;

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1.1.7 Systems—use systems thinking to discuss the impact of cultural, organizational, technological and behavioral characteristics on the selection of communication strategies and methods	(9-10) R2.3-2.8 ; (9-10)W1.1-1.9 ; (9-10)LS1.3-1.9; (11-12)W1.3, 1.6-1.8	(6)SDP2.5 ; (6)SDP3.1, 3.5 (7)NS 1.3 ; (7)NS 1.6, 1.7 ; (7)NS2.2 ; (7)SDP1.1-1.3 ; (7)MR1.1 ; (7)MR2.1, 2.3, 2.4 ; (7)MR3.1, 3.3	(9-12)I&E1m	(10)WH10.5; (10)WH10.7; (10)WH10.8; (10)WH10.9; (11)USH11.6; (11)USH11.8; (11)USH11.11; (12)AD12.8; (12)ECON12.5

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