

COURSE DESCRIPTION

This course provides students with the skills needed to be successful in a business organization. Students will study common business correspondence, including the correct form and use of business applications, information management, information technology, and telecommunications. Reading and writing of business documents, such as routine letters and emails, specialized letters, memoranda, brochures, articles, workplace and management books, and reports, should be emphasized. Students will develop skills in the practical principles of grammar, punctuation, and vocabulary needed in business transactions. They will also gain skill in and practice speaking, listening, and communicating nonverbally in a business environment. Suggested teaching approaches include the use of group discussion, role play, case studies, guest speakers from various business fields, and business-oriented application exercises. This course can be taught at the local high school or through dual enrollment at selected Louisiana community and technical college campuses.

For more information on dual enrollment opportunities, visit the [Louisiana community and technical college](#) in your area.

BUSINESS ENGLISH STATE COURSES:		
TITLE	CREDITS	COURSE CODE
Business English (Vocational)	1	040302
Business English (Regular)	1	120336

The [Louisiana Student Standards for English Language Arts](#) Grade 11-12 are the foundation for this course as they apply to business organizations, particularly the standards for speaking and listening (pages 56-57), language (pages 57-58), and reading and writing standards which apply to work in a business organization (i.e., RI.11-12.1, 3, 5, 6, 7, 8, and 10 (pages 53-54), RST.11-12.2 and 4 (page 134), W.11-12.1a-e, 2a-f, 4-8, and 10 (pages 54-56)). Course activities, written products, presentations, and assessments should be aligned to these standards.

SUGGESTED BUSINESS ENGLISH TOPICS

- Assessing career interests and skills
- Developing career goals
- Understanding e-business principles and practices
- Understanding other cultures and global business practices
- Demonstrating professionalism and workplace ethics
- Developing interpersonal skills
- Increasing productivity using technology and business applications
- Understanding principles of effective communication (e.g., branding, scaling ideas) and management (e.g., leadership, change management)

RESOURCES

- [Louisiana Student Standards](#)
- [Louisiana's Community and Technical Colleges](#)
- [Instructional strategies](#)
- [All Things Jump Start-Graduation Requirements](#)
- [WorkKeys](#)

ASSESSMENT

Students enrolled in this course will receive a grade based on teacher-created assignments and assessments and can earn Carnegie credit based on local policies. Additionally, it is suggested that the course include preparation for a successful performance on the WorkKeys Reading for Information assessment. WorkKeys is a career-readiness assessment measuring reading, math, and locating information as a way to build an understanding of how to improve skills and increase prospects for securing high-demand, high-wage jobs in today's 21st century workplace. The state funds the WorkKeys exam for all students on a Jump Start pathway pursuing a Career Diploma.

Visit the ACT website for more information on [WorkKeys](#) preparation, sample items, and assessment.