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Goodheart-Willcox Publisher Correlation of <i>Professional Communication</i> ©2017 to the Precision Exams Business Communication II (222) Career Skills Exam™ and Certification		
STANDARD		CORRELATING PAGES
Standard 1: Students will develop and practice effective oral communication skills.		
Objective 1	If continuing from Business Communication I, build on Standard 3, Objectives 1 through 3.	<i>See correlation for Business Communication I (220).</i>
Objective 2	Evaluate oral presentations analytically and critically. (Videotape presentation for evaluation suggested)	Narrative: Pg. 343–350 Activity: Pg. 352 Apply Your Knowledge #1–8; Pg. 353 Teamwork
Objective 3	Deliver impromptu and planned speeches with confidence.	Narrative: Pg. 317–318; Pg. 343–350 Activity: Pg. 322 Section 13.1 Review #3; Pg. 352 Apply Your Knowledge #1–8; Pg. 241 CTSOs Event Prep: Extemporaneous Speaking
Objective 4	Present a formal oral presentation that includes suitable supporting materials.	Narrative: Pg. 338–342 Activity: Pg. 352 Apply Your Knowledge #1–8
Standard 2: Students will improve and demonstrate effective informational reading strategies.		
Objective 1	If continuing from Business Communication I, build on Standard 4, Objectives 1–4.	<i>See correlation for Business Communication I (220).</i>
Objective 2	Use basic research techniques to find and use different types of information and using primary and secondary sources.	Narrative: Pg. 268–272 Activity: Pg. 274 Section 11.1 Review #4 Pg. 290 Apply Your Knowledge #1–6 Pg. 290 Internet Research: Finding Credible Sources
Objective 3	Read and report on several current business articles.	Narrative: Pg. 271 Activity: Pg. 290 Apply Your Knowledge #1–6; Pg. 290 Internet Research: Finding Credible Sources Global Note: Internet Research activities are provided at the end of each chapter to encourage research and reading of business materials.
Standard 3: Students will compose an effective business report using research and the writing process.		
Objective 1	Identify the parts of a business report: title page, table of contents, abstract/executive summary, body (including introduction and conclusion), references, and appendix.	Narrative: Pg. 275–282 Activity: Pg. 288 Section 11.2 Review #1; Pg. 290 Apply Your Knowledge #1–6
	<ul style="list-style-type: none"> Use in-text citations applying MLA or APA format. 	Narrative: Pg. 272, 282 Activity: Pg. 290 Apply Your Knowledge #5
	<ul style="list-style-type: none"> Create a Reference/Works Cited page. 	Narrative: Pg. 272, 282 Activity: Pg. 290 Apply Your Knowledge #5
	<ul style="list-style-type: none"> Enhance report by selecting, using, and labeling appropriate visuals (charts, graphs, tables, etc.). 	Narrative: Pg. 294–301 Activity: Pg. 301 Section 12.1 Review #4; Pg. 309 Review Your Knowledge #4; Pg. 310 Apply Your Knowledge #1
	<ul style="list-style-type: none"> Distinguish between paraphrasing, plagiarism, and documentation. 	Narrative: Pg. 272, 282 Activity: Pg. 290 Apply Your Knowledge #5
Objective 2	Recognize the difference between an analytical and an informational report.	Narrative: Pg. 272 Activity: Pg. 274 Section 11.1 Review #3
Standard 4: Students will use technology to enhance the effectiveness of communication.		



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Objective 1	Practice and apply basic software applications.	Narrative: Pg. 128–129; Pg. 283–284; Pg. 295–308; Pg. 357–358 Activity: Pg. 288 Section 11.2 Review #3; Pg. 309–311 all activities; Pg. 359 Section 15.1 Review #2
	<ul style="list-style-type: none"> Refine and enhance documents as needed, using electronic spell check, thesaurus, grammar check, layout, design, and graphics. 	Narrative: Pg. 128–129, 283–284, 295–308 Activity: Pg. 288 Section 11.2 Review #3; Pg. 309–311 all activities
Objective 2	Use modern technology to enhance business communication (copy machine, CDDVD ROM, video, document camera, cell phone, PDA, scanner, iPod, voice recognition software).	Narrative: Pg. 254–259; Pg. 356–368 Activity: Pg. 369–371, all activities
Objective 3	Understand basic business terminology including WATS lines, LAN systems, cellular technology, voice recognition, dictation, and Internet applications.	Narrative: Pg. 59–63 Activity: Pg. 63 Build Your Vocabulary
Objective 4	Consider electronic ethics, ownership, and confidentiality.	Narrative: Pg. 48–63; Pg. 358–359 Activity: Pg. 55 Section 3.1 Review #3–5; Pg. 63 Section 3.2 Review #1–2; Pg. 75 Review Your Knowledge #2–6, Apply Your Knowledge #3–4; Pg. 359 Section 15.1 Review #4–5
Standard 5: Students will create an employment portfolio integrating all forms of communication in pursuit and retention of employment.		
Objective 1	Explore job search strategies and sources for job placement.	Narrative: Pg. 421–425 Activity: Pg. 437 Review Your Knowledge #6–7; Pg. 437 Apply Your Knowledge #4–6; Pg. 438 Internet Research; Pg. 441 Case Study Global Note: Portfolio Development activities are presented at the end of every chapter.
Objective 2	Create an employment portfolio.	Narrative: Pg. 442–451; Pg. 458–459 Activity: Pg. 448 Section 19.1 Review #2–5; Pg. 453 Section 19.2 Review #1–4; Pg. 461 Section 19.3 Review #4; Pg. 463 Review Your Knowledge #1–5, Apply Your Knowledge #1–5; Pg. 464 Internet Research: Infographic Résumés; Pg. 464 Portfolio Development: Presenting Your Portfolio Global Note: Portfolio Development activities are presented at the end of every chapter.
	<ul style="list-style-type: none"> Write an application/cover letter, résumé, and follow-up letter for a simulated job opportunity. 	Narrative: Pg. 442–453; Pg. 458–459 Activity: Pg. 448 Section 19.1 Review #2–5; Pg. 453 Section 19.2 Review #1–3; Pg. 462 Online Activities: Activity 19-3 Completing a Job Application; Pg. 463 Review Your Knowledge #1–5; Apply Your Knowledge #1–5, 8; Pg. 464 Internet Research: Infographic Résumés
	<ul style="list-style-type: none"> Identify the difference between chronological and functional résumés. 	Narrative: Pg. 445 Activity: Pg. 448 Section 19.1 Review #1
Objective 3	Understand the application and interview process for employment.	Narrative: Pg. 451–453; Pg. 454–459 Activity: Pg. 453 Section 19.2 Review #5; Pg. 461 Section 19.3 Review #1–4; Pg. 462 Online Activities: Activity File 19-3 Completing a Job Application; Pg. 464 Teamwork



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	<ul style="list-style-type: none"> Complete a written or electronic job application form properly. Role-play interviews and demonstrate appropriate verbal and nonverbal communication. 	Narrative: Pg. 451–453; Pg. 454–459 Activity: Pg. 462 Online Activities: Activity File 19-3 Completing a Job Application; Pg. 464 Teamwork
	<ul style="list-style-type: none"> Differentiate among business attire (e.g. casual, business-casual, professional business, and formal attire) and select correct attire for specific situations. 	Narrative: Pg. 457 Activity: Pg. 461 Section 19.3 Review #3
	<ul style="list-style-type: none"> Prepare a list of questions to ask an interviewer and make a list of common mistakes made by interviewers and applicants. 	Narrative: Pg. 454–459 Activity: Pg. 463 Apply Your Knowledge #5–6
	<ul style="list-style-type: none"> Use correct strategies for accepting or rejecting an offer. 	Narrative: Pg. 459 Activity: Pg. 463 Review Your Knowledge #9; Pg. 463 Apply Your Knowledge #8
Objective 4	Understand the skills needed to maintain employment.	Narrative: Pg. 414–415 Activity: Pg. 436 Review Your Knowledge #1; Pg. 437 Apply Your Knowledge #1
	<ul style="list-style-type: none"> Understand qualities that employers expect in employees. 	Narrative: Pg. 414–418 Activity: Pg. 436–437 Review Your Knowledge #1, 4; Pg. 438 Internet Research (all)
	<ul style="list-style-type: none"> Examine legal and illegal employment practices. 	Narrative: Pg. 456–457 Activity: Pg. 464 Internet Research: Lawful Interview Questions
	<ul style="list-style-type: none"> Practice basic etiquette in a given situation. 	Narrative: Pg. 50; Pg. 235; Pg. 317–322 Activity: Pg. 75 Apply Your Knowledge #1; Pg. 240 Apply Your Knowledge #4; Pg. 333 Apply Your Knowledge #1–4
Standard 6: Students will develop communication skills specific to an organization through professional leadership, personal ethics, and customer/business relationships.		
Objective 1.	Understand the importance of taking responsibility for oral and written communication.	Narrative: Pg. 48–63 Activity: Pg. 55 Section 3.1 Review #2–3; Pg. 63 Section 3.2 Review #1–2; Pg. 75 Review Your Knowledge #2–4, 6; Pg. 75 Apply Your Knowledge #3
Objective 2.	Understand appropriate professional behavior: office relationships, sexual harassment, politics, business ethics, and customer and employee rights.	Narrative: Pg. 26–29; Pg. 30–39; Pg. 49–63; Pg. 456–457 Activity: Pg. 29 Section 2.1 Review #1–5; Pg. 41 Section 2.2 Review #1–4; Pg. 43 Review Your Knowledge #1–10; Apply Your Knowledge #1–8; Pg. 63 Section 3.2 Review #1 Global Note: Business Protocol features are presented in all even-numbered chapters. Ethics features are presented in all odd-numbered chapters.
Objective 3.	Write short-term and long-term personal and professional goals.	Narrative: Pg. 421–422 Activity: Pg. 426 Check Your Understanding #3; Pg. 437 Apply Your Knowledge #4
Objective 4.	Develop supervision techniques and customer service strategies.	Narrative: Pg. 31–32; Pg. 34–39 Activity: Pg. 41 Section 2.2 Review #2, 4; Pg. 43 Review Your Knowledge #6, 8, 9; Apply Your Knowledge #2–8
	<ul style="list-style-type: none"> Practice relevant strategies for dealing with 	Narrative: Pg. 27–29; Pg. 37–39; Pg. 318–322



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	dissatisfied customers on the telephone, through face-to-face communication, and in writing.	Activity: Pg. 29, Section 2.1 Review, #2, 3, 5 Pg. 43 Review Your Knowledge, #3; Apply Your Knowledge #2–4; Pg. 322 Section 13.1 Review #3–5; Pg. 333 Apply Your Knowledge #4
	<ul style="list-style-type: none">Identify situations in which technology can impact customer service.	Narrative: Pg. 30; Pg. 320–322 Activity: Pg. 322 Section 13.1 Review #5; Pg. 333 Apply Your Knowledge #4
Standard 7: Students will present a professional oral report using technology to enhance the effectiveness of the presentation.		
Objective 1	Create and organize a professional oral report.	Narrative: Pg. 323–331 Activity: Pg. 331 Section 13.1 Review #1–5; Pg. 332–333 Review Your Knowledge #5–10; Pg. 333 Apply Your Knowledge #5–8
	<ul style="list-style-type: none">Use correct grammar, spelling, and parallelism in both the presentation and oral report.	Narrative: Pg. 136–137; Pg. 266–274 (Writing Reports); Pg. 327–378 (Develop an Outline) Activity: Pg. 140 Section 5.3 Review #1, 2; Pg. 290 Apply Your Knowledge #6; Pg. 331 Section 13.1 Review #2
	<ul style="list-style-type: none">Create a Reference/Works Cited page with proper citations for sources.	Narrative: Pg. 325 Activity: Pg. 333 Apply Your Knowledge #7
Objective 2	Use appropriate nonverbal communication while presenting, including voice quality, eye contact, and hand gestures.	Narrative: Pg. 343–347 Activity: Pg. 350 Section 14.2 Review #1–4; Pg. 352–353 Review Your Knowledge #7–9; Pg. 353 Apply Your Knowledge #5, 6
Objective 3	Create an effective electronic slide show to supplement the oral presentation.	Narrative: Pg. 338–342 Activity: Pg. 353 Apply Your Knowledge #1, 2
	<ul style="list-style-type: none">Create effective slide transitions, bullets, graphics, charts, backgrounds, custom animation, audio, and video in electronic slide show.	Narrative: Pg. 338–342; Pg. 361–368 Activity: Pg. 342 Section 14.1 Review #3; Pg. 353 Apply Your Knowledge #1, 2; Pg. 370 Apply Your Knowledge #1–6