

**Archdiocese of Philadelphia  
Secondary School System  
Business/Technology Education Standards  
Technological Communications**

**1. Effective Technology Skills**

*Content Standard*

1.1 Technology Communication

*Competency Standard*

- 1.1.1 Use the telephone or cellular phone to receive and place calls
- 1.1.2 Demonstrate basic keyboarding and computer functions
- 1.1.3 Use e-mail to receive and send basic messages
- 1.1.4 Use basic software applications (e.g., word processing, spreadsheets, databases, and graphics)
- 1.1.5 Use CD-ROMs, videos, and the Internet for knowledge acquisition

**2. Understanding the Foundations of Business Communication**

*Content Standard*

2.1 Achieving Success through effective Business Communication

*Competency Standard*

- 2.1.1 Project a positive first impression over the telephone
- 2.1.2 Use the telephone to gather personal and consumer information
- 2.1.3 Demonstrate appropriate cellular phone etiquette
- 2.1.4 Demonstrate appropriate e-mail etiquette
- 2.1.5 Use basic functions of databases, spreadsheets, and programming languages to format documents
- 2.1.6 Refine documents using electronic spell check, thesaurus, and grammar check tools
- 2.1.7 Discuss rules of safe and appropriate conduct when using the Internet and e-mail
- 2.1.8 Use online databases and search engines to find basic business information

### **3. Electronic Messaging**

#### ***Content Standard***

##### **3.1 Planning and transmitting business messages**

#### ***Competency Standard***

- 3.1.1 Discuss and identify ways to keep business data secure from theft and destruction
- 3.1.2 Use electronic messaging technologies (e.g., fax, voice mail, conference calls, pagers, chat rooms, bulletin boards, and e-mail) to communicate
- 3.1.3 Apply the rules of electronic messaging etiquette
- 3.1.4 Evaluate messages and select the appropriate technology for transmitting them
- 3.1.5 Demonstrate ability to use voice input and voice recognition tools
- 3.1.6 Discuss appropriate and safe chat room behavior
- 3.1.7 Enhance documents through the use of advanced layout, design, and graphics production software and scanning hardware
- 3.1.8 Address the ethical issues regarding ownership and use of electronically generated information

### **4. Internet**

#### ***Content Standard***

##### **4.1 Incorporate, identify, and demonstrate effective communication via the Internet**

#### ***Competency Standard***

- 4.1.1 Incorporate the use of the Internet to complete complex projects requiring the use of competitive intelligence techniques (i.e., research on competition, markets, and customer attitudes)
- 4.1.2 Collaborate with students and business professionals via the Internet to acquire needed expertise to solve specific business problems
- 4.1.3 Use asynchronous (different time, different place) and synchronous (same time, different place) collaboration tools, such as discussion boards and intranets to facilitate group work
- 4.1.4 Identify techniques to protect confidential message that are transmitted electronically
- 4.1.5 Demonstrate effective techniques for videoconferencing and Web casting

## **5. Planning and Writing Business Communications**

### ***Content Standard***

5.1 Planning and writing effective business communication

### ***Competency Standard***

- 5.1.1 Defining purpose of communication
- 5.1.2 Defining what receiver needs to know
- 5.1.3 Gather accurate information
- 5.1.4 Gather pertinent information
- 5.1.5 Controlling style and tone
- 5.1.6 Selecting appropriate type of message

## **6. Personal Ethics**

### ***Content Standard***

6.1 Ethical and Unethical behavior in the workplace

### ***Competency Standard***

- 6.1.1 Define ethics and identify the process by which individuals develop the foundations for making ethical decisions
- 6.1.2 Discuss the importance of taking responsibility for all oral and written communication and action taken
- 6.1.3 Solve problems using techniques that takes into consideration personal and ethical values
- 6.1.4 Discuss common types of unethical behavior in the workplace