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<tr><td colspan="2" align="center">B.E. Publishing

Correlations to *Business & Professional Communications* to
Certiport Communication Skills for Business (CSB) Certification</td></tr>
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STANDARD	CORRELATING PAGES
1 Describe Basic Communication Principles	
1.1 **Identify professional communication skills** May include differentiating between professional and unprofessional behaviors; recognizing a professional email address; cultivating an appropriate social media presence including profile information, posts, photos, and videos; describing professional time-management skills including punctuality, attendance, and notification.	Ch. 2 p. 25 Types of Language, Ch. 6 p. 158 Contact Information, Ch. 6 p. 78 Writing and Formatting Social Media Posts, Ch. 11 p. 147 Personal Qualities
1.2 **Identify effective verbal, nonverbal, and listening skills** May include basic delivery standards such as facing the audience or speaker and making eye contact; communicating a message or feedback through nonverbal methods; moderating intonation, rate, tone, volume, and enunciation; keeping your attention on the message; deferring judgment.	Ch. 1 p. 24 Nonverbal Communication, Ch. 8 p. 111-113 Conducting Informal Professional Presentations, Ch. 9 p. 122 Conducting Formal Professional Presentations, Ch. 10 p. 134 Critically Listening to Formal Presentations
2 Plan for Effective Communication	
2.1 **Analyze the effect of the audience on a message** May include identifying the audience data required to craft an effective message; analyzing audience demographics such as age, education, gender, marital status, race, religion, and other statistical factors by which population is measured.	Ch. 4 p. 40 Audience and Purpose, Ch. 5 p. 53-56 Defining Purpose and Audience & Adapting Language, Ch. 6 p 72 Audience and Purpose, Ch. 9 p 116-117 Preparing for Formal Speaking
2.2 **Analyze the effect of the environment on a message** May include in-person vs. remote, audience size, room size, available equipment.	Ch. 8 p. 111-113 Conducting Informal Presentations, Ch. 9 p 116-117 Preparing for Formal Speaking
2.3 **Given a communication scenario, identify the specific purpose** May include identifying the primary message you need to deliver; distinguishing between informative, persuasive, and motivational messages, differentiating between ethical, emotional, and logical persuasion.	Ch. 4 p. 40 Audience and Purpose, Ch. 5 p. 53-56 Defining Purpose and Audience & Adapting Language, Ch. 6 p 72 Audience and Purpose, Ch. 9 p 116-117 Preparing for Formal Speaking

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2.4	**Given a communication scenario, address ethical and legal issues**	May include defining and identifying issues related to accessibility, attribution, biasfree communication, confidentiality, copyright, trademark, and plagiarism; responding to requests for data, identifying biased communication terminology, ensuring that presentations and documents comply with accessibility standards, removing personal information from presentations and documents.	Ch. 1 p. 11-15 Ethics in Communication, Copyright and Fair Use & Cultural Diversity in the Workplace, Ch. 4 p. 43-44 Points of View, Ch. 9 p. 118-119 Collecting Information Sources
2.5	**Given a business scenario, select the most appropriate communication medium**	May include verbal messages such as face-to-face discussions, phone calls, and voice messages; written messages such as emails, text messages, business letters, job applications, resumes, and meeting agendas and minutes; visual messages such as PowerPoint presentations and videos; business-related social media messages using services such as Facebook, Instagram, LinkedIn, and Twitter.	Ch. 2 p 26 Channels of Communication, Ch. 5 p. 66-68 Publishing, Ch. 6 p. 75-79 Composing, Editing, and Formatting a Variety of Written Documents
2.6	**Effectively outline and summarize your message**	May include creating a complete and concise outline; outlining messages; summarizing your planned message.	Ch. 5 p. 60-62 Writing Process, Ch. 6 p. 78-79 Writing and Formatting Informal Reports, Ch. 9 p. 119-121 Organizing Information

3 Apply Best Practices for Creating Business Deliverables

3.1	**Assemble accurate business communication deliverables**	May include creating business communications such as business letters, meeting agendas, meeting minutes, and resumes from components; analyzing the effectiveness of different forms of business communications; using spelling and grammar tools.	Ch. 7 p. 91-94 Writing and Formatting Letters, Ch. 12 p. 157-161 Create a Resume & Create a Cover Letter
3.2	**Apply visual design standards to business communications**	May include identifying design principles of business communications such as balance, proximity, alignment, repetition, contrast, space, rule of thirds, font choice, color choice, and white space; distinguishing among effective and ineffective visual designs for common forms of business communications such as presentation slides, email messages, and documents.	Ch. 5 p. 66-68 Publishing, Ch. 6 p. 80 Typography in Informal Documents, Ch. 7 p. 86 Formatting Formal Documents

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3.3	**Identify effective uses of data visualization to present complex information**	May include types of data visualization such as graphs, charts, plots, and infographics; accurate visual representation of data; interpreting the message of a data visualization graphic.	Ch. 4 p. 45 Interpreting Information, Ch. 5 p. 63-64 Composing, Ch. 8 p. 110 Visual and Auditory Aids

4 Deliver Your Message

4.1	**Describe the variables involved in delivering an effective message**	May include personal presentation such as attire and hygiene; environmental variables such as location, physical space, technology, and formality; and issues such as regional language variations, imprecise language, jargon, context, and perceptions.	Ch. 8 p. 111-113 Conducting Informal Presentations, Ch. 9 p 116-117 Preparing for Formal Speaking, Ch. 13 p. 170-171 Diversity in the Workplace
4.2	**Identify methods of adapting a message based on audience feedback**	May include direct feedback; indirect feedback such as body language.	Ch. 8 p. 111-113 Conducting Informal Presentations, Ch. 9 p. 126 Evaluating Presentations

5 Receive Communications

5.1	**Given a business communication, restate the key points of the message**	May include identifying the primary goal of a specific communication; summarizing verbal or written messages.	Ch. 4 p. 46-47 Reading Methods
5.2	**Given a message, identify appropriate responses or clarifying questions**	May include responding to and clarifying messages.	Ch. 4 p. 42 Reader's Purpose, Ch. 10 p. 130-131 The Listening Process

6 Analyze Communication Scenarios

6.1	**Analyze important factors of obtaining employment**	May include identifying common mistakes made by interviewers and applicants, distinguishing between appropriate and inappropriate job application documents.	Ch. 12 p. 156-162 Getting Started, p. 163 Create an Employment Portfolio, p. 164 Application Process & References, p. 165-166 Interview Process, p. 167 Following Up

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6.2	**Analyze expressions of and responses to feedback**	May include giving constructive criticism, receiving constructive and destructive criticism, seeking feedback, setting and clarifying expectations, and modeling correct behavior as a feedback method.	Ch. 4 p. 42 Reader's Purpose, Ch. 5 p. 64-65 Editing, Ch. 9 p. 126 Evaluating Presentations, Ch. 14 p. 192 Building Confidence
6.3	**Analyze communication etiquette within a business hierarchy**	May include communications with supervisors, peers, and subordinates; collaborating with a group.	Ch. 2 p. 26 Channels of Communication, Ch. 5 p. 210-211 Professional Etiquette, Ch. 13 p. 171-172 Working in Professional Groups
6.4	**Given a customer service request, identify the problem, solution, and appropriate action**	May include identifying and restating the problem, identifying the customer's desired solution and the available solutions, and interfacing with team members and customers.	Ch. 13 p. 171-172 Working in Professional Groups, Ch. 14 p. 190-191 Social and Ethical Responsibilities of Leaders, Ch. 15 p. 200-201 Supervision Techniques