



235 High St. Suite 508 Morgantown, WV 26505 1-844-409-0521 www.whitmoreschool.org

BUSINESS ENGLISH

Grade Level: 12 (General Studies)

Credit: 0.5 or 1.0

Prerequisite: English courses 9-11 or 1-3 completed

Business English is an upper level English course choice designed to prepare students to properly communicate in the business world. Students will learn to organize and write concise, correct, and complete business correspondence. They will learn to recognize and adapt messages for the intended audience while eliminating bias from the correspondence. Other topics covered include letter and memo formatting, report writing, documentation/plagiarism/paraphrasing, job/career research, resume writing, and more.

Business English Lessons

Teacher Message

Lesson 1: Submitting RTF Files

Lesson 2: Determining the Purpose of Correspondence and Adapting to the Intended Audience

Lesson 3: Negative/Positive Tone

Lesson 4: Categorize the Message: Favorable/Unfavorable, Routine/Persuasive

Lesson 5: Organize the Approach: Direct/Deductive, Indirect/Inductive

Lesson 6: Active/Passive Voice

Lesson 6.5: Total Reader: Reading Comprehension 1

Lesson 7: The "You" Focus and the Empathetic Writing Style

Lesson 8: Bias Free Communication



Lesson 9: Clear/Concise/Simple Communication

Lesson 10: Complete/Considerate/Correct Communication

Lesson 11: Business Correspondence: Block Letter Format

Lesson 12: Business Correspondence: Modified Block Letter Format

Lesson 13: Business Correspondence: Simplified Letter Format

Lesson 14: Business Correspondence: Memorandum Format

Lesson 15: Documentation - Plagiarizing/Paraphrasing/Citing

Lesson 16: APA (American Psychological Association) Style Citation

Lesson 17: MLA (Modern Language Association) Style Citation

Lesson 17.5: Total Reader: Reading Comprehension 2

Lesson 18: Report Writing: Developing an Outline

Lesson 19: Report Writing: Report Information and Formatting

Lesson 20: Report Writing: Informal Reports

Lesson 21: Report Writing: Formal Reports - Preliminary Parts

Lesson 22: Report Writing: Formal Reports – Body

Lesson 23: Report Writing: Formal Reports - Final Parts

Lesson 24: Job/Career – Research

Lesson 25: Job/Career – Application

Lesson 26: Job/Career – Interview

Lesson 27: Journalism – Introduction



Lesson 28: Journalism - Writing the News Story

Lesson 29: Journalism – Interviews

Lesson 30: Journalism - Interview to Article

Lesson 31: Total Reader: Reading Comprehension 3

