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| **Course:** | BF10: Principles of Business and Finance |
| **Objective:** | NC CTE 1.03: Write internal and external business correspondence to convey and obtain information effectively. (CO:016) (CO:088) (CO:089) (CO:090) |

**Unpacked Content**

1. Explain the nature of effective written communications (CO:016) (CS)
   1. Types of written communication used in business.
   2. Characteristics of effective written communication.
2. Select and utilize appropriate formats for professional writing (CO:088) (CS)
   1. Define the term format.
   2. Criteria used to determine the appropriate format for professional writing.
3. Edit and revise written work consistent with professional standards (CO:089) (CS)
   1. Aspects of the revision process
      1. Rereading for meaning
      2. Adding
      3. Rearranging
      4. Removing
      5. Replacing
   2. Criteria used when revising written work
      1. Logical sequencing
      2. Appropriate word choice
      3. Effective transitions
   3. Criteria used when editing written work
      1. Proper sentence structure
      2. Appropriate punctuation
      3. Correct spelling
4. Write professional e-mails (CO:090) (CS)
   1. Characteristics of professional e-mails
      1. Specific
      2. Concise
      3. Clear
   2. Information that should be included in a professional e-mail signature.
   3. Different commands used to send outgoing messages
      1. Reply all
      2. Carbon copy [CC]
      3. Blind carbon copy [BCC]
      4. Subject line