

**BMG 53 Course Outline as of Fall 2014****CATALOG INFORMATION**

Dept and Nbr: BMG 53 Title: ORAL COMM IN ORGS

Full Title: Oral Communication in Organizations

Last Reviewed: 1/25/2021

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	3.00	17.5	Lecture Scheduled	52.50
Minimum	3.00	Lab Scheduled	0	6	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	52.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 105.00

Total Student Learning Hours: 157.50

Title 5 Category: AA Degree Applicable

Grading: Grade Only

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly:

**Catalog Description:**

Develop speaking skills to effectively and confidently deliver oral presentations in organizational settings. In addition, analyze audiences, research topics, and prepare and deliver presentations.

**Prerequisites/Corequisites:****Recommended Preparation:**

Eligibility for ENGL 100 or ESL 100

**Limits on Enrollment:****Schedule of Classes Information:**

Description: Develop speaking skills to effectively and confidently communicate ideas through oral presentations in organizational settings. (Grade Only)

Prerequisites/Corequisites:

Recommended: Eligibility for ENGL 100 or ESL 100

Limits on Enrollment:

Transfer Credit: CSU;

Repeatability: Two Repeats if Grade was D, F, NC, or NP

## **ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:**

<b>AS Degree:</b>	<b>Area</b>		<b>Effective:</b>	<b>Inactive:</b>
	B	Communication and Analytical Thinking	Fall 1981	
<b>CSU GE:</b>	<b>Transfer Area</b>		<b>Effective:</b>	<b>Inactive:</b>
<b>IGETC:</b>	<b>Transfer Area</b>		<b>Effective:</b>	<b>Inactive:</b>
<b>CSU Transfer:</b>	Transferable		<b>Effective:</b>	<b>Inactive:</b>
		Fall 1981		
<b>UC Transfer:</b>			<b>Effective:</b>	<b>Inactive:</b>

### **CID:**

#### **Certificate/Major Applicable:**

Both Certificate and Major Applicable

## **COURSE CONTENT**

### **Student Learning Outcomes:**

At the conclusion of this course, the student should be able to:

1. Create clear, comprehensive informational and persuasive oral presentations designed for use in a business setting, effectively utilizing appropriate elements and resources.
2. Effectively and confidently deliver oral presentations tailored to the business environment.

### **Objectives:**

Students will be able to:

1. Analyze the basic communication process and describe its elements.
2. Prepare an audience analysis for an oral presentation.
3. Design the purpose statement for a specific topic for an oral presentation.
4. Distinguish between credible and non-credible sources of references.
5. Create a credibility statement and evaluate its effectiveness within a presentation.
6. Select and utilize applicable, appropriate references to research specific presentation topics and create a bibliography of references.
7. Examine types of supplementary material to enhance an oral presentation.
8. Select direct information and supplementary material for a presentation and evaluate effectiveness for inclusion.
9. Analyze the types of organizational sequence used for presentations.
10. Create a clear, comprehensive outline of a presentation.
11. Effectively utilize transition words and phrases between sections of a presentation in order to make ideas more meaningful and connected.
12. Correlate the purpose of the introduction and conclusion of a presentation.
13. Analyze the types of introductions typically used for presentations and select the most effective for a given situation.

14. Analyze the types of conclusions typically used for presentations and select the most effective for a given situation.
15. Examine non-verbal communication and select effective gestures and non-verbal communication techniques to enhance each presentation.
16. Compare types of visual aids, then select the most appropriate and effective visual aid for use in a presentation.
17. Prepare an audience analysis, comprehensive outline, and bibliography for an oral presentation.

## **Topics and Scope:**

- I. The Communication Process in Business
  - A. Communication model
    1. Source or sender
    2. The message, the channel, and the receiver
  - B. The communication model applied to oral presentations
- II. Styles of Delivery
  - A. Manuscript
  - B. Impromptu
  - C. Memorized
  - D. Extemporaneous
- III. General Direction of an Oral Presentation
  - A. Informative
  - B. Persuasive
  - C. Target audience
- IV. Listening Behaviors
  - A. Active listening
  - B. Passive listening
  - C. Empathic listening
  - D. Evaluative listening
- V. Audience Analysis
  - A. Perception of speaker
  - B. Perception of topic
  - C. Needs and motivations
  - D. Demographics
  - E. The occasion
    1. Purpose of the occasion
    2. Physical location of the event
    3. Expectations of the speaker
- VI. Purpose Statement
  - A. Defined
  - B. Developing the purpose statement for a specific topic
- VII. References
  - A. Credible and non-credible sources
  - B. Credibility statements
  - C. Selecting and utilizing applicable, appropriate references
  - D. Creating a bibliography of references
- VIII. Supplementary Material
  - A. Statistics
  - B. Illustrations
  - C. Narratives
  - D. Quotations

- E. Testimonies
- F. Case studies
- G. Utilizing appropriate supplementary materials to support specific ideas and concepts
- IX. Organization
  - A. Chronological sequence
  - B. Cause and effect sequence
  - C. Problem-solution sequence
  - D. Compare and contrast
  - E. Main points
- X. Presentation Outline
  - A. Introduction
  - B. Body
  - C. Comprehensive outline
  - D. Key word outline
  - E. Utilizing transition words and phrases
- XI. Purpose and Types of Introductions
  - A. Rhetorical question
  - B. Yes-no question
  - C. Quotation
  - D. Example
  - E. Story
  - F. Illustration
  - G. Shocking statement
  - H. Startling statistic
  - I. Personal reference
  - J. Compliment
  - K. Reference to the occasion
- XII. Types of Conclusions
  - A. Summary
  - B. Challenge
  - C. Appeal
- XIII. Non-verbal Communication
- XIV. Effective Visual Aids
  - A. Types
  - B. Selection

**Assignment:**

1. Writing assignments:
  - a. Comprehensive outlines
  - b. Key word outlines
  - c. Chapter summaries
2. Critique presentations using established standards.
3. Skills demonstration assignments:

Prepare and deliver four oral presentations

  1. Analyze audience
  2. Select appropriate topic
  3. Research and develop topic
  4. Select appropriate organizational pattern
  5. Develop a credibility statement

6. Create complementary introduction and conclusion

4. 1 to 4 exams including final exam

5. Reading approximately 15-20 pages per week.

### Methods of Evaluation/Basis of Grade:

**Writing:** Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

See listed writing assignments

Writing  
30 - 45%

**Problem Solving:** Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Critique content

Problem solving  
5 - 10%

**Skill Demonstrations:** All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Oral presentations

Skill Demonstrations  
40 - 55%

**Exams:** All forms of formal testing, other than skill performance exams.

1 to 4 exams including final exam

Exams  
5 - 10%

**Other:** Includes any assessment tools that do not logically fit into the above categories.

Critique presentations

Other Category  
5 - 10%

### Representative Textbooks and Materials:

Building a Speech, eighth edition. Metcalfe, Sheldon. Cengage: 2012.