

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: 3/31/2014

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:

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

CID:

Certificate/Major Applicable:

Both Certificate and Major Applicable

COURSE CONTENT

Student Learning Outcomes:

Upon completion of the course, students will 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.