

BMG 53 Course Outline as of Fall 2021

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 or P/NP

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 or appropriate placement based on AB705 mandates

Limits on Enrollment:

Schedule of Classes Information:
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. (Grade or P/NP)
Prerequisites/Corequisites:
Recommended: Eligibility for ENGL 100 or ESL 100 or appropriate placement based on AB705 mandates

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:	Fall 1981	Inactive:
UC Transfer:		Effective:		Inactive:

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:

At the conclusion of this course, the student should 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. Type of Oral Presentations

A. Informative

B. Persuasive

C. Special Occasion

D. Business presentation versus formal speech

IV. Types of Business Presentations

A. Informational

B. Selling a Product

C. Elevator Pitch

D. Special Occasion

E. Teaching/training a skill

F. Problem/Solution

IV. Listening Behaviors

A. Active listening

B. Passive 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. Citing 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 presentation outlines
 - c. Chapter summaries or exercises
2. Presentation critiques
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. Exams (0 - 4)
- 5. Final exam
- 6. 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.

Writing assignments

Writing
30 - 45%

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

Presentation critiques

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.

Exam(s); including final exam

Exams
5 - 10%

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

Participation, critique presentations

Other Category
5 - 10%

Representative Textbooks and Materials:

The Art of Public Speaking. 13ed. Lucas, Steven. McGraw-Hill. 2020
Instructor prepared materials