

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:**

<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>	Fall 1981	<b>Inactive:</b>
<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:**

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