BMG 53 Course Outline as of Fall 2024

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 2025	
	L1B	Oral Communication and Critical Thinking		
	B	Communication and Analytical Thinking	Fall 1981	Fall 2025
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