BMG 53 Course Outline as of Fall 2008

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

CID:

Certificate/Major Applicable:
Both Certificate and Major Applicable

COURSE CONTENT

Outcomes and Objectives:
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. Prepare and deliver four oral presentations.
2. Critique presentations using established standards.
3. Writing assignments will require students to:
   a. Create audience analyses
   b. Create bibliographies
   c. Create comprehensive outlines
   d. Create key word outlines
4. Problem solving assignments will include:
   a. Audience analysis
   b. Selecting appropriate topics
   c. Researching topics
   d. Selecting appropriate organizational pattern
   e. Selecting and evaluating the credibility statement
   f. Selecting appropriate visual aids
   g. Selecting complementary introduction and conclusion
5. Quizzes (2-4); 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.

See listed writing assignments	Writing 10 - 20%

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

See listed problem solving assignments	Problem solving 10 - 15%

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

Oral presentations	Skill Demonstrations 40 - 65%

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

Multiple choice, True/false, Short answer	Exams 10 - 25%

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, sixth edition. Metcalfe, Sheldon. Thomson: 2007.