

CATALOG INFORMATION

BMG 53

Title: Oral Communication in Organizations

Units 3.00

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.

COURSE CONTENT

Student Learning Outcomes:

Upon completion of this 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 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