

BUS 0266 - INTRODUCTION TO ORAL COMMUNICATION

Catalog Description

Formerly known as BUS 85

Advisory: Completion of ENGL N or equivalent with grade of "C" or better or placement by matriculation assessment process recommended

Hours: 54 lecture

Description: Introduction to oral communication focuses on the basic foundations of interpersonal communication, intercultural communication, small group communication and public speaking. Examine and practice human communication principles and theories to develop critical thinking and communication competencies in the workplace and other contexts. (CSU)

Course Student Learning Outcomes

- CSLO #1: Develop interpersonal communication skills.
- CSLO #2: Research, outline and prepare presentations for business audiences.
- CSLO #3: Demonstrate effective group communication skills.
- CSLO #4: Skillfully deliver oral presentations.

Effective Term

Fall 2023

Course Type

Credit - Degree-applicable

Contact Hours

54

Outside of Class Hours

108

Total Student Learning Hours

162

Course Objectives

1. Demonstrate, at an introductory level, interpersonal concepts of perception, self-concept, non-verbal communication, verbal communication, listening and conflict management.
2. Participate in small group activities and demonstrate effective group communication competencies including: problem solving, role orientation, decision making, and conflict management to help the group function properly.
3. Demonstrate listening and responding techniques.
4. Evaluate cultural differences in the workplace and other contexts.
5. Diagnose communication problems and identify solutions or techniques to resolve.
6. Demonstrate effective interviewing techniques.
7. Research, outline and develop business presentations.
8. Critique speeches in the areas of content, structure and delivery.
9. Deliver an effective public address using visual support and an appropriate delivery style.

10. Use and apply diagnostic tools to improve communication skills.

General Education Information

- Approved College Associate Degree GE Applicability
 - AA/AS - Comm & Analyt Thinking
 - AA/AS - Oral Comm Skills
- CSU GE Applicability (Recommended-requires CSU approval)
 - CSUGE - A1 Oral Communication
- Cal-GETC Applicability (Recommended - Requires External Approval)
- IGETC Applicability (Recommended-requires CSU/UC approval)

Articulation Information

- CSU Transferable

Methods of Evaluation

- Classroom Discussions
 - Example: End of class Quick poll/student quiz using a polling software that allows instructor to deliver a formative assessment and provide student feedback in real time. For example, which approach to conflict is least cooperative and most assertive?
- Essay Examinations
 - Example: Sample essay exam question: Identify techniques to overcome communication apprehension. Questions will be evaluated using a grading scale that demonstrates the degrees of appropriateness and accuracy.
- Skill Demonstrations
 - Example: Prepare a speech on a business-related subject. Students will be assessed using a rubric that focuses on Content, Delivery, Visual Aids and Structure.

Repeatable

No

Methods of Instruction

- Lecture/Discussion
- Distance Learning

Lecture:

1. Instructor facilitates student learning by engaging students in class question-and-answer sessions based on textbook readings where they apply oral communication concepts to business situations. For example- After defining paraphrasing, students apply paraphrasing content, intent and feelings in a role play activity. (Objective 3)
2. Instructor presents video selections of workplace interview behavior for student analysis. Instructor explains tips to improve interviewing techniques for both interviewer and interviewee. Students role play and practice skills. (Objective 6)

Distance Learning

1. Instructor presents lecture on storytelling using PowerPoint Slides and TED Talk speaker examples. Students participate in story telling activity to build speaking skills. (Objective 9)

Typical Out of Class Assignments

Reading Assignments

1. Read the chapter on verbal and non-verbal communication and discuss findings orally. In pairs, practice identifying non-verbal communication under the category of paralanguage. 2. Read a business-communication article about mindfulness and organizational culture. Outline the big ideas and share with the class. Brainstorm ways to implement where you work. 3. Read the textbook section on the Johari Window and associated articles, use the reflection template to complete your response to the reading.

Writing, Problem Solving or Performance

1. Write questions and sample answers for interviewing project with follow-up role-play of interviewing process. 2. Observe a group in the process of making a decision. Using the group-observation survey form, identify group roles and group communication challenges. Make recommendations for improvement. 3. Deliver a LIVE oral presentation using visual aids.

Other (Term projects, research papers, portfolios, etc.)

Required Materials

- Communicate
 - Author: Kathleen Verderber
 - Publisher: Cengage
 - Publication Date: 2019
 - Text Edition: 15th
 - Classic Textbook?: No
 - OER Link:
 - OER:
- Communication in the Real World
 - Author: University of Minnesota
 - Publisher: University of Minnesota
 - Publication Date: 2016
 - Text Edition: OER
 - Classic Textbook?: No
 - OER Link:
 - OER: <https://open.umn.edu/opentextbooks/textbooks/274>

Other materials and-or supplies required of students that contribute to the cost of the course.