



El Camino College
COURSE OUTLINE OF RECORD – Official

Course Acronym:	BUS
Course Number:	109
Descriptive Title:	Oral Business Communications
Division:	Business
Department:	Office Administration
Course Disciplines:	Business Management, Management, Office Technologies
Catalog Description:	<p>In this course, students will compose and deliver original business presentations with focus on effective speaking in business situations. The course will focus on techniques of research, preparation, presentation, and evaluation. Various business formats including interviewing, delivering formal business presentations, speaking within a small group and interpersonal conversations, impromptu speaking and briefings will be covered.</p> <p>Note: BUS 109 is the same course as <u>SUPV 109</u>. (formerly BUS 29)</p>
Prerequisite:	
Co-requisite:	
Recommended Preparation:	Eligibility for English 1A
Enrollment Limitation:	
Hours Lecture (per week):	3
Hours Laboratory (per week):	0
Outside Study Hours:	6
Total Course Hours:	54
Course Units:	3
Grading Method:	Letter Grade only
Credit Status:	Credit, degree applicable
Transfer CSU:	Yes
Effective Date:	Prior to July 1992
Transfer UC:	No
Effective Date:	
General Education: ECC	Area 4B - Language and Rationality: Communication and Analytical Thinking
Term:	
Other:	

CSU GE:	Area A1 - English Language Communication and Critical Thinking: Oral Communication
Term:	
Other:	
IGETC:	
Term:	
Other:	
Student Learning Outcomes:	<p>SLO #1 Proper Speaking Techniques</p> <p>Identify and employ the proper speaking style to be used in various business situations.</p> <p>SLO #2 Effective Messages</p> <p>Develop logical presentation skills as a means of delivering an effective message.</p> <p>SLO #3 Speaking Situations</p> <p>Demonstrate effective planning, delivery, and time management skills for any given speaking situation.</p>
Course Objectives:	<ol style="list-style-type: none"> 1. Critically analyze a business communication scenario including the audience and goal of an interpersonal exchange. 2. Research, write, and deliver an effective speech including supporting visual aids. Demonstrate clear understanding of the needs of an audience and the communication model. 3. Provide effective feedback and evaluation of business presentations. 4. Demonstrate ethical use of information and decision making in business communications. 5. Synthesize information and apply listening, nonverbal, and interpersonal communications techniques in a business setting.
Major Topics:	<p>I. Background of Communication Theory and the Communication Model (6 hours, lecture)</p> <ol style="list-style-type: none"> A. History B. Effective communication in the workplace today C. Channels of communication and barriers D. Language codes E. Principles of ethical communication including listening and speaking <p>II. Organization of Business Presentation (3 hours, lecture)</p> <ol style="list-style-type: none"> A. Topic selection B. Method of delivery C. Structure of your message (Introduction, key ideas, and conclusion) D. Data that supports your message <p>III. Critical Thinking: Rhetoric in Presentation (3 hours, lecture)</p>

- A. EHTOS - the credibility of the speaker
- B. Pathos - the drawing upon emotions
- C. Logos - the clarity of the message
- D. Common rhetorical fallacies

IV. Presentation Delivery (4 hours, lecture)

- A. Preparation
- B. Voice control, diction and control of nervousness
- C. Physical presence, body language, eye contact and movement
- D. Personal appearance

V. Active Listening Techniques (3 hours, lecture)

- A. Audience attention
- B. Speaker maintains focus on topic
- C. Memory techniques

VI. Visual Devices (2 hours, lecture)

- A. Key words and images to reinforce the message
- B. Props
- C. Presentation software options

VII. Physiological Reaction of Speaking (3 hours, lecture)

- A. Significance of stage fright
- B. Freeze, flight, and fight reactions
- C. Non-verbal communications and gestures

VIII. Informative Speech Preparation and Delivery (such as a business overview) (6 hours, lecture)

- A. Elements of an informative speech
- B. Organization of an informative speech
- C. Visual elements incorporated into the speech
- D. Effective delivery
- E. Questions and answers preparation

IX. Persuasive Speech Preparation and Delivery (such as a sales pitch) (6 hours, lecture)

- A. Elements of a persuasive speech
- B. Evidence to persuade the audience
- C. Organization of a persuasive speech
- D. Visual elements incorporated into the speech
- E. Effective delivery

X. Ceremonial Communications in the Workplace (6 hours, lecture)

- A. Purpose and business applications
- B. Appropriate message development and delivery

	<p>XI. Interview Communications (6 hours, lecture)</p> <ul style="list-style-type: none"> A. Resumes and cover letters B. Oral speech communications in an interview as the interviewer and interviewee C. Common questions to prepare D. Key points to persuade the audience E. Organization and delivery F. Types of interview situations including face-to-face and panel presentations, screening telephone conversations, and virtual interviews <p>XII. Instructional Speech (such as training an employee) (6 hours, lecture)</p> <ul style="list-style-type: none"> A. Elements of providing instruction B. Organization of giving instructions C. Visual elements incorporated into the speech (handouts, notes) D. Effective delivery
Total Lecture Hours:	54
Total Laboratory Hours:	0
Total Hours:	54
Primary Method of Evaluation:	3) Skills demonstration
Typical Assignment Using Primary Method of Evaluation:	<p>Deliver at least six graded oral student speeches or presentations in front of an audience and instructor with original written scripts that include independent research, organization, critical thinking and communications skills.</p> <p>Your task is to prepare and deliver an extemporaneous instructional speech to train new employees. Your one- to two-page speech must be delivered in under six minutes. You must also turn in your outline that shows how you structured the main ideas.</p>
Critical Thinking Assignment 1:	You are the Brand Manager for a new product. In this role you must introduce and highlight the features and benefits of the product to an audience. Your speech should include relevant data that ethically persuades the audience and must include PowerPoint-type visual aids developed specifically to support your message. Submit a full script of your speech, PowerPoint slides (or other visual device) for the presentation, and present your speech.
Critical Thinking Assignment 2:	Present a two-minute response to the typical interview prompt of "Tell us about yourself." This speech is intended to be your opening statement of an interview. You should address your educational and professional accomplishments in a friendly, conversational way. Your presentation should be designed to create a favorable impression, establish rapport, and set conversation points for the remainder of the interview process. Your evaluation is based on submission of a full script of less than two pages and your presentation of that script to the audience.
Other Evaluation Methods:	
Instructional Methods:	Discussion, Group Activities, Lecture, Multimedia presentations, Role play/simulation
If other:	Student presentations, written exercises, evaluations by students
Work Outside of Class:	Answer questions, Problem solving activity, Skill practice, Study

If Other:	Script preparation, presentation practice
Up-To-Date Representative Texts:	Stephen E. Lucas. <u>The Art of Public Speaking</u> . 13th ed. McGraw Hill eBook, 2020. ISBN13: 9781259924606. (Discipline Standard)
Alternative Texts:	
Required Supplementary Readings:	
Other Required Materials:	
Requisite:	
Category:	
Requisite course(s): List both prerequisites and corequisites in this box.	
Requisite and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s).	
Requisite Skill:	
Requisite Skill and Matching Skill(s): Bold the requisite skill(s). If applicable	
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Requisite Skill:	Eligibility for English 1A
Requisite Skill and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s). If applicable	<p>This course involves reading college level textbooks, developing written projects, and answering essay questions. A student's success in this class will be enhanced if they have these skills. Students need well-developed reading skills in order to understand and interpret information in their textbooks and writing skills to develop essays and projects.</p> <p>Summarize, analyze, evaluate, and synthesize college-level texts.</p> <p>Write a well-reasoned, well-supported expository essay that demonstrates application of the academic writing process.</p>
Enrollment Limitations and Category:	
Enrollment Limitations Impact:	

Course Created by:	Fern McCoard
Date:	01/01/1973
Original Board Approval Date:	
Last Reviewed and/or Revised by:	David Pahl
Date:	09/14/2023
Last Board Approval Date:	11/20/2023
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