

COURSE OUTLINE

Business Administration 152 Management Communications - Oral

I. Catalog Statement

Business Administration 152 covers planning interpersonal communication, speaking techniques, conducting question-and-answer periods, job interviews, conference leading on the job, objectives of good informal and formal presentations, use and misuse of visuals in oral presentations, and bridges and barriers to communications.

Total Lecture Units: 3.0

Total Laboratory Units: 0.0

Total Course Units: 3.0

Total Lecture Hours: 48.0

Total Laboratory Hours: 0.0

Total Laboratory Hours To Be Arranged: 0.0

Total Faculty Contact Hours: 48.0

Prerequisite: None

II. Course Entry Expectations

Prior to enrolling in the course, the student should be able to:

- compare and contrast, and evaluate evidence in order to form and state reasoned opinions.

III. Course Exit Standards

Upon successful completion of the required coursework, the student will be able to:

- demonstrate the appropriate speaking techniques in person to person communication with colleagues and team members;
- describe, prepare, and rate various types and lengths of speeches and other oral presentations;
- conduct various interviews as interviewer and as interviewee.

IV. Course Content

Total Faculty Contact Hours = 48.0

- A. Introduction **(3 hours)**
 - 1. Course objectives
 - 2. Determine areas of need in the classes
 - 3. Demonstrate spontaneous speaking communication
- B. Person to person communication **(3 hours)**
 - 1. Anatomy of an interpersonal communication
 - 2. Two-way aspects
 - 3. Objective disciplines of interpersonal communication
 - 4. Reading aloud and commentary
- C. Planning and interpersonal communication dealing directly with the supervisory process **(3 hours)**
 - 1. Developing an objective
 - 2. Outlining a presentation
 - 3. Reading aloud and commentary speaking projects
- D. Speaking techniques **(3 hours)**
 - 1. Developing a conversational style
 - a. Achieving variety in pitch and pace
 - b. Learning to breath properly
 - c. Learning to project the voice
 - 2. Workshop exercises
- E. Conducting question and answer periods **(3 hours)**
 - 1. Dealing with resistance
 - 2. Interpreting "Left Field Questions"
 - 3. Presentation projects
- F. Conference leading on the job **(2 hours)**
 - 1. The anatomy of the small group communication situation
 - 2. Planning the conferences
 - 3. Practical application to supervisory function
- G. Workshop projects **(2 hours)**
 - 1. Leading the problem-solving conferences
 - 2. The informal staff meeting
 - 3. Role of the participant
- H. Oral communications media of the supervisor **(3 hours)**
 - 1. Listening
 - 2. Visualizing
 - 3. Semantic - verbalizing (in terms of the supervisory processes)
- I. Objectives of good presentations **(2 hours)**
 - 1. Structure and materials to use
 - 2. Objectivity and relationships
 - 3. Visualization from oral delivery - Film: "Do You Know How to Make a Statement of Fact?"

- J. Use and misuse of visuals in oral presentation **(2 hours)**
 - 1. Use of charts to communicate
 - 2. Nonverbal options with presentations
 - 3. Density and directions of presentations Film: "Why Do People Misunderstand Each Other?"
- K. Checking for weaknesses and tone **(3 hours)**
 - 1. Rehearsal
 - 2. Smoke out - word meaning – tone
 - 3. Objectives - did we reach them - a check list Film: "What is a Good Observer?"
- L. Workshop - preparation and presentations – students present their project Film: "Differences Between Words and Things" or other suitable film **(2 hours)**
- M. Audiences - What makes them tick? **(3 hours)**
 - 1. Selling – resistance
 - 2. Climate
 - 3. Humor - good or bad Film: "The Man Who Knows It All" or other suitable film
- N. Delivery - actor or ham **(3 hours)**
 - 1. Gestures
 - 2. Enthusiasm
 - 3. Reading the audience for feedback
 - 4. handle questions and comments - Film: "Communications - Man's Responsibility for Decisions"
- O. The interview **(3 hours)**
 - 1. The rating interview
 - 2. The communication of rating
 - 3. The counseling interview
 - 4. Post-rating interviews
 - 5. Problem interviews
 - 6. Dealing with complaints and grievances
 - 7. Dealing with hostility
 - 8. Finding real causes
 - 9. The four-stem approach
 - 10. Practical problems and applications
- P. Bridges and barriers to communications **(3 hours)**
 - 1. The meaning of meaning - how we share it
 - 2. Roadblocks to understanding
 - 3. The semantics of employee relations
 - 4. The meaning and significance of individual interpretation
- Q. The day-to-day job in communication **(3 hours)**
 - 1. The directing of communication
 - 2. Plan communication
 - 3. Communicate spontaneously
 - 4. Communicating downward
 - 5. Get an idea across
 - 6. Give an order
 - 7. Reprimand
 - 8. Praise

9. Communicating laterally
 10. Communicating upward
 11. What the boss wants to know
- R. Unofficial and unplanned communications (2 hours)
1. Rumors, and what to do about them
 2. The grapevine - good or bad?

V. Methods of Instruction

The following methods of instruction may be used in the course:

- classroom lectures;
- classroom demonstrations.

VI. Out of Class Assignments

The following out of class assignments may be used in the course:

- reading (e.g. chapter readings from course book);
- textbook assignments (e.g. developing the appropriate conversational style);
- web assignments (e.g. analyze online resources regarding the interview process).

VII. Methods of Evaluation

The following methods of evaluation may be used in the course:

- at least four oral presentations;
- discussions and oral presentations;
- oral and written assignments of sufficient length and complexity to require students to demonstrate independent research, organization, critical thinking and communication skills;
- quizzes;
- midterms examination;
- final presentation;
- final examination.

VIII. Textbook(s)

Adler, Ronald, Jeanne Elmhorst and Kristen Lucas. *Communicating at Work: Strategies for Success in Business and the Professions*, 11th ed. Boston: McGraw-Hill, 2012. Print.

10th Grade Reading Textbook Level. ISBN 0078036801.

IX. Student Learning Outcomes

Upon successful completion of the required coursework, the student will be able to:

- demonstrate good speaking techniques;
- plan, present, and evaluate various types and lengths of speeches and other oral presentations conduct;
- describe and demonstrate the role of interviewer and interviewee in various types of interviews.