Technical Education Department

COURSE OUTLINE
Revision: Marla Lockhart Date: April, 2009

DEPARTMENT: Business (BUS)

CURRICULUM: Business Information Technology

COURSE TITLE: Oral Communications In Business

COURSE NUMBER: BUS 235

TYPE OF COURSE: Vocational Preparatory

COURSE LENGTH: 1 quarter

CREDIT HOURS: 5

LECTURE HOURS: 55

LAB HOURS: 0

CLASS SIZE: 30

PREREQUISITES: BUS 131 (Integrated Communications I) or ENG 101
(Composition) with a 2.0 or better.

COURSE DESCRIPTION:

Course studies listening, speaking, nonverbal communication, effective meeting and
parliamentary procedures, telephone and interviewer/interviewee techniques.

STUDENT LEARNING OUTCOMES ADDRESSED:

1. Communication – Speak and write effectively for personal, academic and
   career purposes.
2. Human Relations – Use social interactive skills within a group setting.
3. Information Literacy – Use and evaluate information from a variety of sources
   to achieve career goals.

PROGRAM OUTCOMES

1. Apply standard business rules in clear, concise, and effective business
   communications.

PROGRAM OUTCOMES ADDRESSED (Cont.):

3. Apply computer skills to all forms of business communication including presentation materials and graphics.
4. Use office technology for inter- and intra-office communication.
5. Identify and manage tasks involved in managing meetings.
6. Demonstrate accuracy and skill in handling the telephone.
7. Demonstrate time management and organization skills.
8. Identify and use appropriate resources for problem solving.
9. Receive, interpret, and follow both written and verbal instructions.
12. Demonstrate flexibility, motivation when faced with change.
13. Use the Internet for information searches.
15. Adapt to workplace practices and practice appropriate professional conduct.
16. Interact effectively with individuals and groups.
17. Create and present effective presentations (with and without software).
20. Understand career paths and advancement criteria typical of office occupations.
22. Work with others on larger scale projects.

GENERAL COURSE OBJECTIVES:

At the end of the course the student will:

1. Present one's self as a communicator.
2. Overcome barriers to communication
3. Improve listening and feedback skills
4. Use language skills
5. Demonstrate improved speaking voice
6. Understand non-verbal communication.
7. Demonstrate business presentations.
8. Demonstrate effective business presentations.
9. Demonstrate one-to-one communication skills
10. Explain and demonstrate teamwork communication skills.

TOPICAL OUTLINE: APPROX. HOURS

    I. Presenting yourself as a communicator   5
       a. Define Communication process
       b. Understand the transaction process
   II. Overcoming barriers to communicating   6
       a. Describe the types of barriers
       b. Define perception barriers
       c. Develop skills to overcoming barriers
  III. Improving listening/feed skills   6
       a. Discuss the listening process
       b. Illustrate the feedback circuit
  IV. Using language skills   6
       a. Define the levels/types of language
       b. Express thoughts
    V. Improving speaking skills   6
       a. Develop speaking skills
       b. Practice speaking
  VI. Understanding non-verbal communication   5
       a. Learn and be sensitive to non-verbal codes
       b. Improve non-verbal messages
 VII. Studying business presentations   5
       a. Understanding audience needs
       b. Use different styles of presentations
       c. Design/develop presentations
VIII. Delivering presentations   6
       a. Describe verbal/nonverbal messages
       b. Use visual aids effectively
  IX. Communicating one-to-one
       a. Explain people/job related communications
       b. Understand dyads at work
       c. Role play interviews/telephone communications
   X. Working in teams   5
       a. Develop group dynamics
       b. Maintain group process
       c. Improve team work skills

                                     Total   55

Revised BY: Marla Lockhart
DATE: April, 2009