

Mt. San Antonio College
BUSO 26: Oral Communication for Business
Course Preview

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Office Hrs: Wednesdays, 6:00 – 7:00 p.m.

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Required Text: Pocket Guide to Public Speaking, by William S. Pfeiffer

Grading	Attendance/Reading Response exercises (15 x 20 points possible)	30 %
Procedure:	Exams (3 x 50 points possible)	15 %
	Written Evaluation of a professional speaker (50 points possible)	5 %
	Formal Speeches - 3 or 4 minutes, timed (3 x 100 points possible)	30 %
	Final Exam - will be a speech (200 points possible)	<u>20 %</u>
		<u>100%</u>

NOTE! *** Since attendance and punctuality are crucial in business, they are stressed in this class. Any student who misses three class sessions will be dropped from the class unless special arrangements are made with the professor. Also pay close attention to the following information. It affects your grade.

-- **Attendance/Reading Response:** Each week you may earn up to 20 points by attending class, participating in impromptu exercises, and turning in the assigned Reading Response sheet. The reading assignment must be turned in at the beginning of class. Attendance/Reading points may not be made up in case of absence, and one half credit will be subtracted from any points earned by students who arrive late or leave at the break.

-- **Exams and Speeches:** In emergency situations make-up arrangements may be made for exams and formal speeches (although points will be deducted if a speech is not given on the assigned day). Students are expected to make advance arrangements for make-up exams and speeches; when advance notice is not possible, contact me prior to the next class session. Students are expected to wear business attire when giving a formal speech.

Cheating & Plagiarism:

"The professor who determines that a student has cheated may give the student a failing grade for the assignment, for the course, or may drop the student from the course."

"Plagiarism is a direct violation of intellectual and academic honesty...[It is] representing somebody else's words or ideas as one's own...forms of plagiarism [include] the use of material authored by another person or obtained from a commercial source...without acknowledgment...It may constitute grounds for a failing grade, probation, suspension, or expulsion." (*Mt. San Antonio College Catalog*)

Classroom Etiquette

Students are expected to act in a professional manner while in the class.

-- Do not read, do homework, or participate in side conversations during lecture, discussion, or group work time.

-- Turn off cell phones and store them off the desk. (Cell phones will be taken from students caught texting in class.)

-- Be on time.

-- Be involved. Listen actively. Join in discussions.

In addition, the Mt.SAC Student Orientation Handbook gives the following tips for success.

-- Make it your goal to have perfect attendance. People are usually able to do what's important to them.

-- Learning is work. The responsibility for learning--the work-- lies with the student.

-- Being a student is your job--your most important, best-paying job; give it as much attention and effort as you give your other obligations.

-- Sit close to the front of the room. Stay away from people who look frivolous or dependent. Decide what impression you wish to make. Try to project interest, enthusiasm, and patience.

Course Description:

"Teaches business people to speak more effectively in training sessions, presentations, and professional discussions."

Section: #41406 (credit) #43394 (noncredit), Wednesdays, 7:00-10:10 p.m., Rm. 17-9

Course Objectives:

1. To be able to present an oral presentation effectively
2. To be able to make oral presentations before business groups.
3. To develop the techniques of conference leadership
4. To feel competent during interviews

Student Learning Objectives:

1. I am able to apply communication skills in simulated business situations such as conferences and business groups.
2. I am able to develop topical outlines, note cards, and visual aids.
3. I am able to evaluate presentation preparation and delivery.

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Course Outline and Assignment Sheet (Spring 2016)

Week 1 – February 24

Class Outline: Introduction to Public Speaking

Homework: (due 3/2) • Read “SLMR Speech Model” (pp. 2-7) and “Five Elements ...” (pp. 10-12)
• Do reading response assignment.

Week 2 – March 2

Class Outline: Coping with Nervousness

Homework: (due 3/9) • Read “Dealing with Nervousness” (pp. 118-124)
• Do reading response assignment
• Prepare Personal Introduction Speech
- Tell the class about yourself or an experience you have had
- Three minutes; Dress in business attire
- Include a visual aid; Turn in typed outline
- No more than one 3x5 card for notes; Do not read or memorize

Week 3 – March 9

Class Outline: **Formal Speeches** - Personal Introduction Speeches
Planning a Speech

Homework: (due 3/16) • Read “Finding Information...Topic” and “Finding Information...Audience” (pp.16-29)
• Do reading response assignment

Week 4 – March 16

Class Outline: **Formal Speeches** - Personal Introduction Speeches
Writing the Speech Introduction and Conclusion
Writing the Speech Body

Homework: (due 3/23) • Read “Guidelines for the ABC Format” (pp.41-48) and “Outlines” (pp. 48-53)
• Do reading response assignment
• Study for exam on material from weeks 1-4

Week 5 – March 23

Class Outline: Choosing Visual Aids
• EXAM #1 (Weeks 1-4)

Homework: (due 3/30) • Read the first half of the “Graphics” chapter (pp.76-93)
• Do reading response assignment

Week 6 – March 30

Class Outline: Considering the Audience
Choosing Words

- Homework: (due 4/6)
- Read the last half of the “Graphics” chapter (pp. 94-104)
 - Read “Description,” “Classification/Division,” and “Comparison/Contrast” (pp.61-68)
 - Do reading response assignment
 - Prepare Training (How to) Speech
 - Explain how something is done
 - Four minutes; Dress in business attire
 - Include a visual aid; Turn in typed outline
 - No more than one 3x5 card for notes; Do not read or memorize

Week 7 – April 6

Class Outline: **Formal Speeches** – Training Speeches
Meetings and Group Dynamics

- Homework: (due 4/13)
- Find an article on meetings or on group dynamics
 - Do reading response assignment

Week 8 – April 13

Class Outline: **Formal Speeches** - Training Speeches
Researching a Speech

- Homework: (due 4/20)
- Read “Using Borrowed Information” (pp.29-34)
 - Do reading response assignment
 - Study for exam on material from weeks 5-8

Week 9 – April 20

Class Outline: Listening to and Presenting Information
EXAM #2 (Weeks 5-8)

- Homework: (due 4/27)
- Read “Definition” (pp. 56-61)
 - Do reading response assignment

Week 10 – April 27

Class Outline: Speaking and Voice Production

- Homework: (due 5/4)
- Read “Giving the Speech” (pp.113-118)
 - Do reading response assignment
 - Prepare Informative Speech
 - Present information on some topic of interest to you
 - Three minutes; Dress in business attire
 - Include a visual aid; Turn in typed outline
 - No more than one 3x5 card for notes; Do not read or memorize

Week 11 – May 4

Class Outline: **Formal Speeches** - Informative Speeches
Preparing Special Occasion Speeches

Homework: • Read “Speech Types Based on Purpose” (pp.7-10)
(due 5/18) • Do reading response assignment

Week 12 – May 11

Class Outline: **Formal Speeches** - Informative Speeches
Leadership and Communication Styles

Homework: • Writing Assignment: Evaluate a speech given by a professional (see handout)
(due 5/18) • Study for exam on material from weeks 9-13

Week 13 – May 18

Class Outline: Persuasive Speaking
EXAM #3 (Weeks 9-12)

Homework: • Read “Argument” (pp.69-72)
(due 5/25) • Do reading response assignment

Week 14 – May 25

Class Outline: Presenting and Refuting Arguments

Homework: None
(due 6/2)

Week 15 – June 2

Class Outline: Telephone Technique and Office Etiquette

Homework: • Prepare Persuasive or Motivational Speech (Final Speech)
(due 6/8)
- Present information to persuade or motivate the class
- Three minutes; Dress in business attire
- Include a visual aid; Turn in typed outline
- No more than one 3x5 card for notes; Do not read or memorize

Week 16 – June 8

Class Outline: **FINAL EXAM** - Persuasive or Motivational Speeches
Final speeches will be given in our usual classroom at 7:00 p.m.