

BUSAD152 : Management Communications-Oral

General Information

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Attachments:	DE Addendum_BUSAD_152 COR_05_15_2023 CoDE_09_26_2023.pdf
Course Code (CB01) :	BUSAD152
Course Title (CB02) :	Management Communications-Oral
Department:	BUSAD
Proposal Start:	Fall 2024
TOP Code (CB03) :	(0506.30) Management Development and Supervision
CIP Code:	(52.0204) Office Management and Supervision.
SAM Code (CB09) :	Clearly Occupational
Distance Education Approved:	No
Will this course be taught asynchronously?:	No
Course Control Number (CB00) :	CCC000590057
Curriculum Committee Approval Date:	02/28/2024
Board of Trustees Approval Date:	04/16/2024
Last Cyclical Review Date:	02/28/2024
Course Description and Course Note:	BUSAD 152 covers planning interpersonal communication, speaking techniques, conducting question-and-answer periods, job interviews, effective meetings, objectives of good informal and formal presentations, use and misuse of visuals in oral presentations, active listening and nonverbal communication.
Justification:	Mandatory Revision
Academic Career:	<ul style="list-style-type: none">Credit

Academic Senate Discipline

Primary Discipline:	<ul style="list-style-type: none">Business
Alternate Discipline:	<ul style="list-style-type: none">Management
Alternate Discipline:	No value

Course Development

Basic Skill Status (CB08)

Course is not a basic skills course.

Allow Students to Gain Credit by Exam/Challenge

Course Special Class Status (CB13)

Course is not a special class.

Pre-Collegiate Level (CB21)

Not applicable.

Grading Basis

- Grade with Pass / No-Pass Option

Course Support Course Status (CB26)

Course is not a support course

Transferability & Gen. Ed. Options

General Education Status (CB25)

Not Applicable

Transferability

Transferable to CSU only

Transferability Status

Approved

CSU GE-Breadth Area

A1-Oral Communication

Area

Oral Communication

Status

Approved

Approval Date

08/31/2015

Comparable Course

No Comparable Course defined.

Units and Hours

Summary

Minimum Credit Units (CB07)

3

Maximum Credit Units (CB06)

3

Total Course In-Class (Contact) Hours

54

Total Course Out-of-Class Hours

108

Total Student Learning Hours

162

Credit / Non-Credit Options

Course Type (CB04)

Credit - Degree Applicable

Noncredit Course Category (CB22)

Credit Course.

Noncredit Special Characteristics

No Value

Course Classification Code (CB11)

Credit Course.

Variable Credit Course

Funding Agency Category (CB23)

Not Applicable.

Cooperative Work Experience

Education Status (CB10)

Weekly Student Hours

In Class

Lecture Hours

3

Out of Class

6

Course Student Hours

Course Duration (Weeks)

18

Hours per unit divisor

0

Laboratory Hours	0	0
Studio Hours	0	0

Course In-Class (Contact) Hours	
Lecture	54
Laboratory	0
Studio	0
Total	54

Course Out-of-Class Hours	
Lecture	108
Laboratory	0
Studio	0
Total	108

Time Commitment Notes for Students

No value

Units and Hours - Weekly Specialty Hours

Activity Name	Type	In Class	Out of Class
No Value	No Value	No Value	No Value

Pre-requisites, Co-requisites, Anti-requisites and Advisories

No Value

Entry Standards

Entry Standards

Course Limitations

Cross Listed or Equivalent Course

Specifications

Methods of Instruction

Methods of Instruction Lecture

Methods of Instruction Demonstrations

Out of Class Assignments

- 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)

Methods of Evaluation

Rationale

Presentation (group or individual) At least four presentations

Activity (answering journal prompt, group activity) Discussions

Writing Assignment Written assignments

Exam/Quiz/Test Quizzes

Exam/Quiz/Test Midterms

Presentation (group or individual) Final presentation

Exam/Quiz/Test Final examination

Textbook Rationale

No Value

Textbooks

Author	Title	Publisher	Date	ISBN
By Ronald Adler and Jeanne Marquardt Elmhurst	Communicating at Work, 13th Edition	McGraw Hill	2023	ISBN(s): 9781264506347 or 9781265050399

Other Instructional Materials (i.e. OER, handouts)

No Value

Materials Fee

No value

Learning Outcomes and Objectives**Course Objectives**

Demonstrate ability to interact in business environments, interviews, and meetings.

Effectively speak in front of people using business terminology.

SLOs**Employ proficient speaking techniques in managerial communication, such as articulation, tone modulation, and audience engagement.**

Expected Outcome Performance: 70.0

<i>BUSAD</i> General Business - Certificate	Analyze, evaluate, and explain business problems using basic concepts and terminology of accounting and finance.
<i>BUSAD</i> General Business - A.S. Degree Major	Analyze, evaluate, and explain business problems using basic concepts and terminology of accounting and finance.
<i>ILOs</i> Core ILOs	Communicate clearly, ethically, and creatively; listen actively and engage respectfully with others; consider situational, cultural, and personal contexts within or across multiple modes of communication.
<i>CABOT</i> Administrative Assistant - Certificate	The student will be able to use a variety of office procedures to perform such tasks as sorting mail, filing and processing documents; develop interpersonal skills to conduct and participate in job interviews, practice effective human relation skills in business, handle telephone conversations with ease, and develop skills to communicate more effectively with customers and other employees verbally.
<i>CABOT</i> Administrative Assistant - A.S. Degree Major	Use a variety of office procedures to perform such tasks as sorting mail, filing and processing documents; develop interpersonal skills to conduct and participate in job interviews, practice effective human relation skills in business, handle telephone conversations with ease, and develop skills to communicate more effectively with customers and other employees verbally.
Plan, present, and evaluate various types and lengths of speeches and other oral presentations.	
Expected Outcome Performance: 70.0	
<i>ILOs</i> Core ILOs	Analyze and solve problems using critical, logical, and creative thinking; ask questions, pursue a line of inquiry, and derive conclusions; cultivate creativity that leads to innovative ideas.
	Communicate clearly, ethically, and creatively; listen actively and engage respectfully with others; consider situational, cultural, and personal contexts within or across multiple modes of communication.
<i>CABOT</i> Administrative Assistant - Certificate	The student will be able to use a variety of office procedures to perform such tasks as sorting mail, filing and processing documents; develop interpersonal skills to conduct and participate in job interviews, practice effective human relation skills in business, handle telephone conversations with ease, and develop skills to communicate more effectively with customers and other employees verbally.
<i>CABOT</i> Administrative Assistant - A.S. Degree Major	Use a variety of office procedures to perform such tasks as sorting mail, filing and processing documents; develop interpersonal skills to conduct and participate in job interviews, practice effective human relation skills in business, handle telephone conversations with ease, and develop skills to communicate more effectively with customers and other employees verbally.
Describe and demonstrate the role of interviewer and interviewee in various types of interviews.	
Expected Outcome Performance: 70.0	

ILOs Analyze and solve problems using critical, logical, and creative thinking; ask questions, pursue a line of inquiry, and derive conclusions;
Core cultivate creativity that leads to innovative ideas.

ILOs

Communicate clearly, ethically, and creatively; listen actively and engage respectfully with others; consider situational, cultural, and personal contexts within or across multiple modes of communication.

Course Content

Lecture Content

Introduction (3 hours)

- Course objectives
- Determine areas of need in the classes
- Demonstrate spontaneous speaking communication

Person to person communication (3 hours)

- Anatomy of interpersonal communication
- Two-way aspects
- Objective disciplines of interpersonal communication
- Reading aloud and commentary

Planning and interpersonal communication dealing directly with the Supervisory process (3 hours)

- Developing an objective
- Outlining a presentation
- Reading aloud and commentary speaking projects

Speaking techniques (3 hours)

- Developing a conversational style
- Achieving variety in pitch and pace
- Learning to breath properly
- Learning to project the voice
- Workshop exercises

Conducting question and answer periods (3 hours)

- Dealing with resistance
- Interpreting unexpected questions
- Presentation projects

Conference leading on the job (3 hours)

- The anatomy of the small group communication situation
- Planning the conferences
- Practical application to supervisory function

Workshop projects (3 hours)

- Leading the problem-solving conferences
- The informal staff meeting
- Role of the participant

Oral communications media of the supervisor (3 hours)

- Active Listening
- Visualizing
- Semantic - verbalizing (in terms of the supervisory processes)

Objectives of good presentations (3 hours)

- Structure and materials to use
- Objectivity and relationships
- Visualization from oral delivery

Use and misuse of visuals in oral presentation (3 hours)

- Use of charts to communicate
- Nonverbal options with presentations
- Density and directions of presentations

Checking for weaknesses and tone (3 hours)

- Rehearsal
- Word meanings and tone
- Objectives to understanding

Audience Motivation (3 hours)

- Selling – resistance

- Climate
- Humor

Delivery Techniques: Balancing Authority and Engagement (3 hours)

- Nonverbal Communication
- Cultivating Enthusiasm
- Audience Analysis: Utilizing Feedback for Strategic Communication
- Handling Questions and Comments in Presentation Contexts

The interview (3 hours)

- The rating interview
- The communication of rating
- The counseling interview
- Post-rating interviews
- Problem interviews
- Dealing with complaints and grievances
- Dealing with hostility
- Finding real causes
- The four-stem approach
- Practical problems and applications

Bridges and barriers to communications (3 hours)

- The meaning of meaning - how we share it
- Roadblocks to understanding
- The semantics of employee relations
- The meaning and significance of individual interpretation

The everyday tasks involved with communication (3 hours)

- The directing of communication
- Plan communication
- Communicate spontaneously
- Communicating downward
- Get an idea across
- Give an order
- Reprimand
- Praise
- Communicating laterally
- Communicating upward
- What the boss wants to know

Unofficial and Spontaneous Communication Channels (3 hours)

- Navigating Workplace Rumors: Strategies for Addressing and Managing
- Dynamics of Indirect and Informal Communication in Organizational Contexts
- Evaluating Effectiveness and Impact

Presentations (3 hours)

- Slide Presentations
- Oral Presentations

Total Hours: 54

Additional Information

Is this course proposed for GCC Major or General Education Graduation requirement? If yes, indicate which requirement in the two areas provided below.

No

GCC Major Requirements

No Value

GCC General Education Graduation Requirements

No Value

Repeatability

Not Repeatable

Justification (if repeatable was chosen above)

No Value

Resources

Did you contact your departmental library liaison?

Yes

If yes, who is your departmental library liaison?

Aisha Conner-Gaten (Business, ESL-Credit)

Did you contact the DEIA liaison?

No

Were there any DEIA changes made to this outline?

Yes

If yes, in what areas were these changes made:

- Course Content

Will any additional resources be needed for this course? (Click all that apply)

No Value

If additional resources are needed, add a brief description and cost in the box provided.

No Value