

Course Outline
SPCM 240
Advanced Oral Communication in Business
3 Semester Hours

The Community College of Baltimore County

Description

Students focus on aspects of effective oral business communication. They analyze business situations which require a response; they identify the purpose and audience of each response; and then they design, draft, revise and deliver this response to its audience.

Prerequisite: Successful completion of ENGL 101 and SPCM 101 with a “C” or better and exemption from or completion of RDNG 052.

Overall Course Objectives

Upon completion of this course, the students will be able to:

1. Apply an effective planning process (including invention, planning, drafting, revising, rehearsal and delivery) to the preparation of oral messages in a professional setting.
2. Analyze common business problems and develop creative solutions to these problems.
3. Identify strategic differences between oral communication designed to persuade or to inform.
4. Analyze the purpose of an oral presentation to determine appropriate organizational formats, audiovisual aids, delivery styles, and strategies to promote audience interest .
5. Demonstrate effective use of audience analysis to ascertain issues of perception and to determine appropriate language, organization, level of detail, graphics, and style.
6. Deliver speeches with clear statements of purpose and scope by using coherent organizational sequences to structure information.
7. Demonstrate effective delivery skills and control of communication apprehension, vocal energy, diction, spoken clarity and non-verbal communication.
8. Conduct research using print and electronic resources and integrate this research effectively into oral communication formats.
9. Construct effective messages in standard English considering issues of word choice, grammar, syntax, coherency, and clarity of meaning.
10. Collaborate with peers to brainstorm, plan, edit and deliver oral presentations.
11. Demonstrate skills in collaborative problem solving and conflict resolution.

Major Topics

- Organizational communication
- Major Oral Report
- Conducting and surviving interviews
- Oral Presentations -- including impromptu and extemporaneous speeches
- Guidelines for designing messages in a business environment
- Revising and rehearsing presentations
- Collaboration in small group settings
- Documenting and citing sources
- Mediation, negotiation, and conflict resolution

Course Requirements

At least:

- *Two interview scenarios (conducting and participating)*
- *Two short informal oral reports (selected from informational, instructions, proposals, recommendations) and including audiovisuals*
- *One major oral report in a formal business setting including audiovisuals*
- *One small group problem-solving assignment and presentation including audiovisuals*
- *One persuasive oral presentation*

Other Course Information

1. This course is offered as part of a learning community with ENG 239 -- Business Communication.