BUS 112: PUBLIC SPEAKING FOR BUSINESS

Proposer:

Name:	Email:
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Effective Term:
Fall 2026

Does this course use a CA Common Course Number
No

Credit Status:
Credit - Degree Applicable

Subject:
BUS - Business
Course Number:
112

Discipline:

And/Or	(	Discipline	)
		Business	
Or		Communication Studies	

Catalog Title
Public Speaking for Business

COS Course Description
This is an introductory course in public speaking and presentation software. This course covers a variety of formal public speaking styles and formats. Students will also learn how to create a computerized slide show, as well as speaker outlines/notes and audience handouts to assist in their presentations.

Advisory on Recommended Preparation:
BUS 270 or equivalent college course with a minimum grade of C

Method of Instruction:
Distance Education
Lecture and/or Discussion

Course Units/Hours:

Course Units Minimum:
4

Lecture Hours Minimum (week)
4

Total Contact Hours Minimum (semester)
70

Total Outside Hours Minimum (semester)
140

Total Student Learning Minimum Hours (semester)
210

Repeatability:
No

Open Entry/Exit:
No

Field Trips:
Not Required

Grade Mode:
Standard Letter

TOP Code:
060100 - Media and Communications, General

SAM Code:
E - Non-Occupational

Course Content

COS Methods of Evaluation:
Mulitple choice tests
Oral presentations
Problem solving assignments or activities
Problem solving quizzes or exams
Short answer quizzes or exams
Skill demonstrations
Written essays or extended papers

COS Course Topics:

	COS Course Topics
1	Impromptu Speech about "Anything"
2	Enhancing a presentation with graphics, media, and objects by inserting and trimming audio, editing and adjusting pictures, adding action buttons and inserting hyperlinks
3	Enhancing charts for presentations by changing chart style and design, customize a chart, format chart elements, animate a chart, embed an Excel chart, link an Excel chart, and update an Excel worksheet
4	Working with advanced PowerPoint tools to draw and format connectors, customize animation effects, create custom slide layouts, format master text, and create templates
5	Add finishing touches to enhance a presentation by customizing background and themes, effectively use slide-show commands, set slide transitions and timings, animate text and objects, use proofing tools, and inspect and evaluate presentation
6	Inserting objects into a presentation by inserting text from MS Word, inserting and styling a picture, inserting text boxes, inserting charts (and editing chart data), inserting slides from other presentations, inserting tables, and inserting and formatting Word Art
7	Modifying a presentation by entering text in the outline view, formatting text, converting text to SmartArt, inserting and modifying shapes, aligning and grouping objects, and adding slide footers
8	Creating an effective presentation by effectively planning, entering text, adding new slides, applying various slide design themes, and using appropriate presentation views
9	Debate Speech
10	Artifact Speech
11	Demonstration Speech
12	Persuasive Speech
13	Expository Speech
14	Group Symposium

| 15 | Biographical Speech |
| 16 | Visual Aid Speech |

COS Course Objectives:

	COS Course Objectives
1	Utilize a specific delivery style that is appropriate for them and the audience they are addressing.
2	Use computer software to create slide show presentations and/or visual aides, such as overheads and handouts, to enhance the effectiveness of presentations.
3	Utilize effective research skills for source use in expository and persuasive speaking.
4	Create and deliver presentations in appropriate format based on audience demographic and feedback to maximize audience understanding.

Course Outcomes:

	Course Outcomes
1	Given the need to communicate information to an audience, students will be able to apply and integrate appropriate delivery techniques (i.e. persuasive, demonstrative, informative, etc.) into a variety of public speaking scenarios to a level of success of a C or better in a least four out of five presentations.
2	Given a communicative setting, students will be able to critically analyze audience need/feedback (both verbal and non-verbal) and modify/adapt their presentation to effectively communicate the message to their target audience to a level of success of a C or better in at least four out of five presentations.
3	Given the electronic presentation software available at the College, students will be able to design, develop, and visually enhance a presentation, clearly communicating information and/or data to an audience to a level of success of a C or better in at least two out of three presentations.

Assignments:

Assignment Type:	Details
Other	Demonstration Speech: Students will demonstrate a product/process.
Homework	PowerPoint: Students will develop a slideshow to be utilized in a presentation. (PowerPoint, Slides, etc.)
Reading	Chapter reading to supplement lecture material.
Writing	Students will write reflective papers, analyzing the basic structure of a presentation. Students may also write self-reflection papers, utilizing Ethos, Pathos, and Logos.

Representative Texts, Manuals, and/or OER that is equivalent, Other Support Materials:

Texts used by individual institutions and even individual sections will vary. The list of representative texts must include at least one text with a publication date within five (5) years of the course outline approval date.

COS Textbooks or other support materials

Resource Type:	Details
Books	Public Speaking for College and Career with SpeechMate Gregory, Hamilton McGraw-Hill 2025 Release ISBN 9781265266875
Zero Textbook Cost	Tucker, B. G. & Barton, K. M. (2023). Exploring Public Speaking, edition 4.2. This is an open educational resources textbook.
Zero Textbook Cost	Bolling, T., Mitchell, A., Scott, T., & Wheeler, N. (2023). Workplace Software and Skills. OpenStax. This is an open educational resources textbook.

Transferable to CSU

Yes - Approved

COS General Education

COS GE Area 1B: Oral Communication & Critical Thinking
COS GE A2: Oral Communication/Analytic Thinking

Other Degree Attributes
Degree Applicable
Not a Basic Skills Course

Distance Learning Addendum
BUS 112 DLA.pdf

Banner Title:
Public Speaking for Business

Course Control Number:
CCC000526173

Equity Review

Select elements of the COR that were reviewed for equity. Must select at least one:

Other
Textbooks / Other Support Materials