

**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI**

BS (BBA) – IV

Course Title : SPEECH COMMUNICATION

Course Number : BA(BS) – 432

Credit Hours : 03

Objective

This course aims at enabling students understand and apply the fundamental elements, and processes of interpersonal communication. Effective communication is a much sought-after skill for students for a head start in their academic and professional careers. Therefore, this oracy-focused course is designed as a lead up not only to the more advanced Business Communication course but also to communication challenges of professional life.

Course Contents

PART A

1. Communication

- 1.1. Significance and Meaning of Communication
- 1.2. The Process of Communication
- 1.3. Basic Principles and Patterns
- 1.4. Communication as a Survival Skill
- 1.5. Model United Nations
- 1.6. Parliamentary Debates

2. Listening

- 2.1. Different Levels of Listening
- 2.2. Positive and Effective Listening
- 2.3. Hindrances
- 2.4. Listener versus Speaker
- 2.5. Famous Speeches

3. Language and Communication

- 3.1. Spoken versus Written Discourse
- 3.2. Clarity & Accuracy
- 3.3. Register and Jargon
- 3.4. Clichés and Vogue Words
- 3.5. Gender Inclusive Language
- 3.6. Phatic Communion

- 4. Nonverbal Communication**
 - 4.1. The Power of Nonverbal Communication
 - 4.2. Reading Nonverbal Signs
 - 4.3. Positive Body Language
 - 4.4. Communicating Through Spatial Arrangements
- 5. Effective Speeches and Presentations: Strategies**
 - 5.1. Topic Selection
 - 5.2. Determining the Purpose
 - 5.3. Tips for Doing Research
 - 5.4. Building Smooth Transitions
 - 5.5. Outlining the Speech
 - 5.6. Harnessing the Power of Humour
 - 5.7. Speeches for Special Occasions
- 6. Audience Analysis**
 - 6.1. Demographic Audience Analysis
 - 6.2. Situational Audience Analysis
 - 6.3. Researching the Audience
 - 6.4. You-Attitude
 - 6.5. Soft Skills
- 7. Effective Openings and Closings**
 - 7.1. Attention Getter
 - 7.2. Sales Pitch (AIDA model)
 - 7.3. Revealing the Topic and Signaling the End
 - 7.4. Tips for Preparing the Introduction and Conclusion
 - 7.5. Recovery
- 8. Presentation Patterns**
 - 8.1. Types and Methods of Delivery
 - 8.2. The Speaker's Voice
 - 8.3. Tone, Pitch, Pace and Pause
 - 8.4. Personal Communication Styles
- 9. Presentation and Practice**
 - 9.1. Overcoming Speech Anxiety
 - 9.2. Rehearsing the Speech
 - 9.3. Structuring a Talk
 - 9.4. Pre-Talk Checks
 - 9.5. Time Management
- 10. Extempore Speeches**
 - 10.1. Useful Brainstorming Tips
 - 10.2. Avoiding Pitfalls

11. Informative and Persuasive Speaking

- 11.1. Types of Informative Speeches
- 11.2. Guidelines for Informative Speaking
- 11.3. Ethics and Persuasion
- 11.4. Methods of Persuasion
- 11.5. Character, Logic and Passion

12. Managing Q&A Sessions

- 12.1. The Art of Asking Questions
- 12.2. Making Sure with Feedback
- 12.3. Handling Difficult and Awkward Questions
- 12.4. Identifying and Managing Misunderstanding

13. Use of Visual Aids

- 13.1. The Importance of Visual Cues
- 13.2. General Rules
- 13.3. Giving Effective PowerPoint Presentations
- 13.4. Pictorial Presentation of Statistical Data

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PART B

14. Model United Nations Simulations**15. Speech / Debate**

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MARKS DISTRIBUTION

PART A

- | | |
|-----------------------------|-----------------|
| 1. Recommended Books Theory | 20 Marks |
| 2. Essay | 10 Marks |

PART B

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|-----------------|------------------------|
| 3. Presentation | <u>30 Marks</u> |
| Total | <u>60 Marks</u> |

Recommended Books

1. Verderber and Verderber, Rudolph F. Verderber & Kathleen S. Verderber, *Communicate!*, 11th Edition (2010), Cengage Learning.
2. Clayton, Peter, *Body Language at Work*, (2011), Bounty Books.