

Business Presentations (POFT 1328)



Credit: 3 semester credit hours (3 hours lecture)

Prerequisite/Co-requisite: None

Course Description

Skill development in planning and conducting business presentations including communication and media skills.

Required Textbook and Materials

1. *Presentations in Everyday Life* by Isa Engleberg & John Daly, 3rd edition, Pearson/Allyn & Bacon Publishers
 - a. ISBN number is 978-0-205-62525-3.
2. Package of #882 scantrons and #2 pencils
3. Package of note cards (4"x6" or 6"x 8")

Course Objectives

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

1. Present ceremonial, persuasive, informative, and demonstration presentations. (C1, C5, C7, C12, F1, F2, F6, F13, F16)
2. Develop visual aids. (C8, C15, C18, C19, F7, F10, F12)
3. Analyze audiences. (C7, C15, F5, F15)
4. Communicate in one-on-one and group business meetings. (C9, C12, C13, C14, C15, F1, F2, F5, F6, F7, F8, F9, F10, F11, F12, F13, F15, F16)
5. Use active learning and feedback skills. (C1, C5, C6, C7, C9, C10, C12, C14, F1, F2, F5, F5, F7, F8, F9, F10, F11, F12, F13, F14, F15, F16, F17)
6. Write a business letter and e-mail message, and complete a résumé, according to a given format and for an assigned situation. (F1, F2, F8, F9, F10, F11, F12, F13, F14, F16, F17)
7. Develop an agenda for, compose minutes from, participate in, and conduct a business meeting. (C1, C5, C6, C7, C8, C9, C12, C13, C14, C18, F2, F5, F6, F8, F9, F13, F15, F16)
8. Perform successfully in a job interview. (C1, C5, C6, C7, C8, C15, F5, F6, F13, F14, F15, F16, F17)
9. Prepare and present an oral report related to the student's field of study. (C1, C5, C6, C7, C8, C18, F1, F2, F6, F10, F11, F13, F15, F16, F17)

SCANS Skills and Competencies

Beginning in the late 1980's, the U.S. Department of Labor Secretary's Commission on Achieving Necessary Skills (SCANS) conducted extensive research and interviews with business owners, union leaders, supervisors, and laborers in a wide variety of work settings to determine what knowledge workers needed in order to perform well on a job. In 1991 the Commission announced its findings in *What Work Requires in Schools*. In its research, the Commission determined that "workplace know-how" consists of two elements: foundation skills and workplace competencies.

Course Outline

- A. Introduction to the communication process
- B. Presentation speaking
 - 1. Building confidence
 - 2. Listening & critical thinking
 - 3. Preparation
 - a. Content & Organization
 - b. Audience
 - c. Logistics
 - 4. Delivery
 - a. Language
 - b. Media use
- C. Meeting communication
 - 1. E-mail
 - 2. Agenda
 - 3. Minutes
 - 4. Participation as groups
- D. Employment communication
 - 1. Résumé
 - 2. Letter of application
 - 3. Follow-up letter
 - 4. Job interview
- E. Formal oral presentation with visual aid
 - 1. ELMO
 - 2. Power Point

Grade Scale

90 – 100	A
80 – 89	B
70 – 79	C
60 – 69	D
0 – 59	F

Course Evaluation

Final grades will be calculated according to the following criteria:

1. Daily assignments	20%
2. Unit tests.	20%
3. Special projects	20%
4. Formal oral presentation	20%
5. Final exam	20%

Course Requirements

1. Daily grades: 4-5 informal oral presentations, some as individuals and some in groups, plus 1-3 written assignments.
2. 3 unit tests
3. 3 special projects: group meeting, résumé, Project Interview
4. 1 formal oral presentation
5. Comprehensive final exam

Course Policies

1. No late work and no make-ups are accepted.
2. Attendance: 4 absences for MW/TR and 6 absences for MWF classes are allowed as long as assignments are turned in or presented as scheduled. If this limit is exceeded, no favorable rounding off of the semester grade will occur; that is, if the semester grade is 89 and the student has excessive absences, the student will earn the 89. However, if the student has few absences, the student will earn a 90.

Three (3) tardies and/or early departures from class = 1 absence.
3. A tardy student should avoid entering the classroom when another student is giving a presentation or a guest is speaking; instead, he/she should wait until the person has finished speaking.
4. Students who are interested in dropping a class are responsible for initiating and completing the drop process. If a student stops coming to class and fails to drop the course, he/she will earn an 'F' in the course.
5. No food, drinks, or use of tobacco products in class.
6. Cell phones, headphones, and any other electronic devices must be turned off while in class.
7. Additional class policies as defined by the individual course instructor

Disabilities Statement

The Americans with Disabilities Act of 1992 and Section 504 of the Rehabilitation Act of 1973 are federal anti-discrimination statutes that provide comprehensive civil rights for persons with disabilities. Among other things, these statutes require that all students with documented disabilities be guaranteed a learning environment that provides for reasonable accommodations for their disabilities. If you believe you have a disability requiring an accommodation, please contact the Special Populations Coordinator at (409) 880-1737 or visit the office in Student Services, Cecil Beeson Building.

Course Schedule

Week of	Topic	Reference
Week 1	Introduction to course and policies Chapter 1: Presentation Speaking	pp. 1-20

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Course Syllabi

Week of	Topic	Reference
Week 2	Chapter 2: Presentation Confidence Chapter 3: Listening & Critical Thinking Begin résumé	pp. 23-44 pp. 47-73 Supplement
Week 3	Chapter 4: Presentation Purpose & Topic Chapter 5: Audience Analysis & Adaptation	pp. 91-104 pp. 107-130
Week 4	Review chapters 1-5 for Unit I Test Unit I Test	
Week 5	Appendix: Speaking in Groups Chapter 7: Presentation Logistics & Occasion Written meeting documents	pp. 479-495 pp. 151-168 Supplement
Week 6	Hand in résumé Chapter 8: Research & Supporting Material Chapter 10: Introductions & Conclusions Preparation for group meetings	pp. 175-194 pp. 227-249 Supplement
Week 7	Chapter 14: Presentation Aids & Speaking Technology Group meetings Review chapters 7, 8, 10, 14, appendix, and supplementary material for Unit II Test	pp. 343-371
Week 8	Unit II Test Employment Communication: business letter, cover letter, follow-up letter	Supplement
Week 9	Letter analysis presentation with ELMO Interviewing Chapter 11: Engaging Language	Supplement pp. 261-282
Week 10	In-class practice interviews Chapter 12: Generating Interest	pp. 287-308
Week 11	Project Interview Chapter 13: Presentation Delivery	pp. 313-338
Week 12	Chapter 15: Informative Presentations Review chapters 11, 12, 13, 15, and supplementary material for Unit III Test	pp. 385-403
Week 13	Unit III Test Formal oral presentations	
Week 14	Formal oral presentations	
Week 15	Formal oral presentations	
Week 16	Formal oral presentations Final exam	