



**BUSINESS PRESENTATIONS**  
**COURSE NAME**

**BUS221-3**  
**CODE NO.**

**I. COURSE DESCRIPTION:** This course will focus on the elements of business presentation. Students will also learn to use presentation software.

**II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:**

**A. Learning Outcomes:**

1. Prepare a business presentation.
2. Develop and run an electronic slide show.
3. Deliver a business presentation

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

1. Prepare a business presentation

**Elements of the performance:**

- develop the objectives
- describe the audience
- identify the main ideas
- recognize the information that will support the main idea.
- create an opener
- develop transitions
- structure the main body
- prepare the close

*This learning outcome will constitute 40% of the course's grade.*

2. Prepare an electronic slide show

**Elements of the performance:**

- starting Power Point and using the screen, toolbars and buttons, menus, view buttons help and exiting Power Point.
- using auto/content wizard.
- picking the presentation type.
- determining the major points.
- adding visual enhancements such as organization charts, graphs, clip art and tables.
- using the slide view.
- saving the presentation
- deleting or adding slides
- choosing the layout

*This learning outcome constitutes 40% of the course's grade.*

3. Deliver a business presentation.

**Elements of the performance:**

- improving your vocal image.
- improving your verbal image.
- choosing your presentation style.
- improving your visual image.
- handling audience questions.
- managing mishaps.
- dealing with disasters
- controlling problem personalities

*This learning outcome constitutes 20% of the course's grade.*

**III. REQUIRED RESOURCES/TEXTS/MATERIALS:**

1. Secrets of Power Presentations by Peter Urs Bender
2. PowerPoint For Windows by Daniel Speers
3. 2 disks

**V. EVALUATION PROCESS/GRADING SYSTEM**

**MAJOR ASSIGNMENTS AND TESTING**

**METHOD OF ASSESSMENT (GRADING METHOD)**

Students will be assessed on the basis of their assignments and tests

The following letter grades will be assigned in accordance with The School of Business and Hospitality Guidelines.

|    |   |                 |
|----|---|-----------------|
| A+ | Consistently outstanding  | (90% - 100%)    |
| A  | Outstanding achievement   | (80% - 89%)     |
| B  | Consistently above average achievement  | (70% - 79%)     |
| C  | Satisfactory or acceptable achievement  | (60% - 69%)     |
| R  | Repeat - The student has not achieved the objectives of the course and the course must be repeated.                                       | (Less than 60%) |
| CR | Credit exemption  |                 |
| X  | A temporary grade, limited to situations with extenuating circumstances, giving a student additional time to complete course requirements |                 |

## **GRADING**

### **VI. SPECIAL NOTES:**

#### Special Needs

If you are a student with special needs (eg. physical limitations, visual impairments, hearing impairments, learning disabilities), you are encouraged to discuss required accommodations with the instructor and/or contact the Special Needs Office, Room E1204, Ext. 493, 717, 491 so that support services can be arranged for you.