

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

SAULT STE. MARIE, ONTARIO, CANADA

COURSE OUTLINE

COURSE TITLE: BUSINESS PRESENTATIONS


CODE NO.: BUS221-3 SEMESTER: IV

PROGRAM: BUSINESS

DATE: 1998 01 01

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NEW: REVISED: X

APPROVED:  Nov 28/97
DEAN, SCHOOL OF BUSINESS & HOSPITALITY DATE

TOTAL CREDITS: 3

PREREQUISITES: NONE

LENGTH OF COURSE: 3 HRS/WK - 17 WEEKS

TOTAL CREDIT HOURS: 51

I. COURSE DESCRIPTION:

This course has been developed in order to give the students hands-on practice with their presentation skills that will be required in the business environment. Students will learn to be dynamic, powerful presenters using an holistic, entertaining, value-added, and fully documented approach. Incorporated in this course, students will learn to develop electric slide show and deliver through a presentation.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

1. Prepare a business presentation.
2. Develop and run electronic slide shows.
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 30% of the course's grade.

2. Develop and present electronic slide shows.

Elements of the performance:

- starting Power Point and using screen, toolbars and buttons, menus, view buttons, help, and exiting powerpoint
- using auto/content wizard.
- picking the presentation type.
- determining the major points.

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- 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 will constitute 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 will constitute 30% of the course's grade.

III. TOPICS TO BE COVERED

1. Steps to Better Communication
2. Speech
3. Body Language
4. Equipment
5. Environment
6. Preparation
7. Getting Started
8. Creating a Presentation
9. Adding Impact to a Presentation
10. Making Effective Presentations
11. Planning and Building a Presentation
12. Converting Existing Information into a Presentation
13. Embellishing a Presentation with Text Effects
14. Illustrating a Presentation
15. Communicating with Graphs
16. Creating a Professional Presentation

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IV. REQUIRED STUDENT RESOURCES

Daniel Speers, PowerPoint 4 for Windows Que College, 1995.

Peter Urs Bender, Secrets of Power Presentation, Sixth Edition, The Achievement Group, 1991.

VI. METHOD OF EVALUATION

MID-TERM REPORTING

- S - Satisfactory Progress
- U - Unsatisfactory Progress
- R - Repeat (objectives have not been met)
- NR - Grade not reported to Registrar's Office. This grade is issued to facilitate the production of a student transcript when faculty, because of extenuating circumstances, find it impossible to report grades by due dates.

FINAL GRADE REPORTING

- A+ 90% - 100% - Consistently Outstanding
- A 80% - 89% - Outstanding Achievement
- B 70% - 79% - Consistently Above Average
- C 60% - 69% - Satisfactory
- R Below 60% - Repeat - objectives of this course have not been achieved and the course must be repeated.

EVALUATION

PowerPoint Assignments/Tutorials	= 40 %
Business Presentation Tests/Assignments	= 30 %
Business Presentation/s	= 30 %

GUIDELINES RE GRADING:

ASSIGNMENTS: 100% completion of all assignments is expected. No extension will be given unless a valid reason is provided in advance.

WARNING: Academic dishonesty will result in a grade of zero (0) on the assignment

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or test for all parties.

TESTS: If a student is not able to write a test because of illness or a legitimate emergency, that student must contact the teacher prior to the test or as soon as possible and provide an explanation which is acceptable to the teacher. In cases where the student has contacted the teacher and where the reason is not classified as an emergency, i.e. slept in, forgot, etc., the highest achievable grade is a "C". In cases where the students has not contacted the teacher, the student will receive a mark of "0" on that test.

ASSIGNMENTS: Late assignments will not be accepted except in the case of legitimate emergency or illness when the student has notified the professor in advance. Assignments must be submitted immediately upon returning to classes.

VII. SPECIAL NOTES:

1. All students should be aware of the Special Needs Office in the College. If you have any special needs such as being visually impaired, hearing disabled, physically disabled, learning disabilities, you are encouraged to discuss required accommodations confidentially with the professor and/or contact the Special Needs Office, Room E1204, Ext. 493, 717, or 491, so that support services can be arranged for you.
2. Your professor reserves the right to modify the course as he/she deems necessary to meet the needs of the students.
3. It is the responsibility of the student to retain all course outlines for possible future use in gaining advanced standing at other post-secondary institutions.
4. Students should refer to the definition of "academic dishonesty" in the "Statement of Student Rights and Responsibilities." Students who engage in "academic dishonesty" will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course, as may be decided by the professor.

