

NIRMA UNIVERSITY
Institute of Management
Master of Business Administration (Full Time) Programme

| | | | |
|------------|----------|-----------|------------|
| L | T | PW | C |
| 1.5 | - | - | 1.5 |

| | |
|---------------------|----------------------------|
| Course Code | MFT5GEXX26 |
| Course Title | Presentation Skills |

Course Learning Outcomes (CLO):

At the end of the course, the students will be able to:

1. Identify the strengths and weaknesses of their individual communication styles and refine their performance
2. Create professional business presentations.
3. Design and present with style, flair and confidence.
4. Develop public speaking skills.

Syllabus

Teaching Hours

| | |
|--|----|
| Unit I: Fundamentals of Presentations <ul style="list-style-type: none"> • Fundamentals of Presenting • Effective Presenters | 02 |
| Unit II: Preparing the Presentation <ul style="list-style-type: none"> • Analyzing the Purpose and Audience • Coping with Stage Fright & Engaging the Audience | 04 |
| Unit III: Delivering the Presentation <ul style="list-style-type: none"> • Structuring the Presentation • Delivering the Presentation (Beginning, Body, Conclusion, Body Language) • Handling Q & A • Use of Technology in Presentations | 06 |
| Unit IV: The Art of Public Speaking <ul style="list-style-type: none"> • Speeches & Public Speaking | 03 |

Suggested Readings:

1. Croft, C., Presentation Skills: How to Give Great Talks Without Fear. Chris Croft Training.
2. Palmer, P., Presentation Skills: Portraying Confidence, Answering Tricky Questions & Structuring Content. CreateSpace Independent Publishing Platform.
3. Weiss, M., Presentation Skills: Educate, Inspire and Engage Your Audience. Business Expert Press

w.e.f. Academic Year 2019-20 and onwards