



BT 2450

Division: Business and Technology

Department: Business Technology

Course: BT 2450

Title: Presentations for Business

Catalog Description:

BT 2450 is a course designed for students to improve their oral and technical presentation skills, allowing for increased poise and self-confidence in business settings. Students integrate presentation and technical skills to create dynamic and professional business-related presentations. Applying appealing design, students create computer-based slide show presentations utilizing drawing and editing tools, charts and graphs, multimedia, graphics, etc. Using the slide show presentations as visual aids, students apply professional oral presentation skills as they are given multiple opportunities to plan, create, and deliver business-related presentations to the class. This course fulfills the Oral Communication general education requirement.

General Education Requirements: Oral Communications

Semesters Offered: TBA

Credit/Time Requirement: Credit: 3; Lecture: 3; Lab: 0

Clock/Hour Requirements: 0

Offered for Non-Credit: Yes

Justification:

Communication skills are imperative in the business world. Additionally, skilled application of presentation software is necessary for many professionals as they conduct trainings, presentations, demonstrations, etc. Students who master both software and oral communication skills, focusing on business topics, are prepared for success in professional business settings.

This course is designed to meet specific requirements for an Associate of Applied Science or a one-year certificate of completion for Business Technology and Business Management majors.

The addition of this course into the Business Technology curriculum was advised and is supported by the Business Technology Advisory Committee members.

Student Learning Outcomes:

Upon successful completion of this course, students will be able to:

- Utilize industry-standard presentation software to perform the following skills:
 - Demonstrate a basic knowledge of design principles for presentation readability and marketability

- Create, edit, format, and customize text slides, tastefully utilizing transitions and special effects
- Utilize appropriate multimedia elements to enhance a presentation's effectiveness
- Use, edit, create, and/or import graphic images, as well as create and manipulate charts and graphs to illustrate data meaningfully
- Prepare a variety of output for various distribution methods, including web-based presentations and speaker notes
- Effectively research business-related topics and create dynamic, well-planned presentations based on findings
- Develop a clear introduction, body, and conclusion for presentations, along with smooth and appropriate transitions
- Convey a professional message with appropriate voice and body language, including an understanding and demonstrated practice of appropriate personal presentation and business attire
- Effectively present material with a variety of purposes and may include such examples as sales presentations, product demonstrations, employee training, and information distribution
- Objectively evaluate presentations of self and classmates, based on criteria discussed in class

Content:

BT 2450 is a course designed to develop professional presentation skills for use in a business environment. The course integrates use of industry-standard presentation technology with instruction in professional oral presentation skills. Students are required to design and develop at least three integrated presentations.

Software concepts include creating, editing, formatting, and customizing presentations. Students also learn how to apply various software tools to presentations to enhance both visual presentation and audience interest. Advanced software features will be explored. Students will also be expected to research and then present business topics in an efficient, organized, persuasive, and ethical way. Students will perform audience analysis for planning a well-received presentation with a clear purpose in mind. Strategies for overcoming oral presentation anxiety, including having a command of the material and setting, learning relaxation techniques, and visualizing will be explored. Students will also develop an appreciation for professional personal appearance, voice quality, and body language in presentation success.

As students integrate their technological and oral presentation skills, they will gain marketable abilities that are highly sought in the business world.

General Education Outcomes:

3) Speak effectively in a variety of contexts.

Students will be given multiple opportunities to deliver oral presentations, aided by presentation software. Students will receive instructor and peer feedback regarding their presentation skills and how to increase presentation effectiveness. Provided with this feedback, and coupled with the knowledge gained in class, the student will be expected to improve with each presentation that is delivered.

4) Retrieve, evaluate, interpret, and deliver information through a variety of traditional and electronic media.

Students will be required to create presentations based on research they conduct. They will then be expected to effectively deliver their own presentation, educating other students about their findings. Students will be encouraged to use books, magazines, the Internet, Snow College library's databases, etc. Students may also be required to search for and acquire presentation templates, graphics, and/or other media that may enhance their presentations. Instructor and peer feedback will be used to evaluate 1) the quality of research produced, and 2) the quality of digital resources applied to the software element of the presentation.

Applied Education Outcomes:

1) Students will acquire entry-level skills specific to and appropriate for employment in their chosen field of study.

Students will learn to determine the content that is needed to create an effective presentation. They will also learn to conduct their own research and effectively present that information for use in the business environment. Students will also know both common and advanced features of the presentation software, which assists them as they prepare materials for their own use, as well as the use of a supervisor, co-worker, or work team. Skill evaluation will include feedback from the instructor and results of quiz and assignment scores. Both software mastery and oral presentation skills will be evaluated.

Key Performance Indicators:

Presentations (integrated application of software utilization and oral presentation skills): **70%**

- 40% demonstrated oral presentation skills
- 30% demonstrated skill in applying software tools and features

Exercises from textbook (exercises completed from presentation software textbook): **20%**

Written quizzes (evaluating understanding of presentation theory, as well as software concepts and terminology): **10%**

Percentages are approximate.

Representative Text and/or Supplies:

Shelly Cashman Series, *PowerPoint*, current edition or equivalent, Course Technology.
Other suggested readings at the instructor's discretion.

Optimum Class Size: 23

Maximum Class Size: 23

Signatures:

I hereby submit this course syllabus:

Lisa Anderson, MS, Associate Professor

I hereby find this course consistent with the goals and resources of the Business Technology Department:

Lisa Anderson, MS, Associate Professor, Chair

I hereby find this course consistent with the goals and resources of the Business and Technology Division:

Doug Dyreng, MS, Associate Professor, Dean

I have discussed the need for library resources related to this class with the person submitting the syllabus:

Lynn Anderson, MLIS, Technical Services Librarian (Main Campus)

Michelle Olsen, MLS, Campus Librarian (Richfield Campus)