

Business Presentation Skills 5 ECTS

04ENG201 Business Presentation Skills 5 ECTS

Learning objectives

Student

- learns how to prepare and deliver effective presentations in English
- becomes aware of different techniques used in presentations
- understands the role cultural aspects play in presentations.

Content

Audience analysis, cultural considerations, verbal and non-verbal communication, special terminology and phrases for presentations, planning and structuring the contents of presentations, presentation techniques, use of graphics and visual materials in presentations, impromptu and goodwill speeches, group presentations, individual presentations.

Prerequisites

01ENG Englannin kieli ja viestintä (Business English Basics), 3 ECTS

Assessment and Evaluation

1. Contact lessons: Active participation in all contact lessons. Individual/group presentations. Reflective essay.
Evaluation: pass/fail (all presentations).

Materials

Reppu, materials provided by the lecturer.