

STAGE-3

S-304 - PRESENTATION AND COMMUNICATION SKILLS

i. Introduction:

This course is designed to give more emphasis on improving and developing the presentation and communication skills of the students. They are expected to develop and improve their verbal and non-verbal communication capabilities.

ii. Objectives:

To provide the students with theoretical and practical knowledge of verbal and non-verbal presentation and communication skills, enabling them to:

- learn and understand theoretical and practical approaches of managerial communication,
- learn and understand the concepts methodologies, and techniques for an effective presentation, while developing and refining their own abilities.

iii. Outcomes:

On completion of this course, students should be able to:

- apply the concepts to real business scenario and sharpen their business communication and problem-solving skills,
- describe the role of effective communication in business,

- describe the characteristics, process and importance of communication in business;
- identify the steps in the communication process,
- describe communication barriers and how to overcome them,
- identify some of the common sources of misunderstanding that occur in written and oral intercultural communication,
- explain the importance of speaking and listening effectively, when communicating face-to-face with people from other cultures,
- describe the communication role of electronic mail and Internet technologies in designing business messages,
- identify and demonstrate the methods and procedures for writing letters, memos and other brief messages,
- describe the various steps involved in the process of report writing,
- describe the steps involved in presentation skills.
- Compose their CV's
- Perform well in the interviews
- Play significant role in meetings

INDICATIVE GRID

SYLLABUS CONTENT AREA	WEIGHTAGE
SECTION – A 1. Business Communication	20%
SECTION – B 2. Business Letters 3. Business Reports	50%
SECTION – C 4. Presentation Skills	30%
TOTAL	100%

Note: The weightage shown against each section indicates, study time required for the topics in that section. This weightage does not necessarily specify the number of marks to be allocated to that section in the examination.

CONTENTS

SECTION – A

1. Business Communication

Effective communication in business; its definition, characteristics, process, forms, channels and importance, different kinds of communication; its features, elements, concepts; verbal and non-verbal communication; process of preparing effective business messages; planning steps; basic organisational plans; beginnings and endings;

composition of the message; effective communication principles; styles of communication; 7C's of communication, gestures; manners; presentations and follow-up or feedback. Interviewing skills, listening skills, organising and conducting meetings, business group discussions, communication within and outside the organization, structure of the organization, open communication climate, communication barriers, interpersonal communication, intercultural communication, ethical communication, legal aspects of

communication, the role of technology in communication.

SECTION – B

2. Business Letters

Types of business letters; writing styles; informal (friendly) letters; business or formal letters; writing a note/ memo/circulars, direct request inquiries claims and requests for adjustments; requests regarding routine business or public causes; invitations; preparing proposals/feasibilities, documentation, orders; reservations; favourable replies; unsolicited favourable messages; request; sales letters; evaluating, achievements; market research; making preliminary career decisions; resume and job application letter.

3. Business Report

Meaning and classification of business reports, preparation before writing reports, main parts of the report, organisation and outline of report body, visual aids, short reports, suggestions for short reports, informational memorandum reports, analytical memorandum reports with graphs, informational and analytical letter reports, formal reports, working plans, prefatory parts, documentation and other notes, supplementary parts, presentation of the formal reports.

SECTION – C

4. Presentation Skills

Common myths about presentational ability; difference between speech and presentation; categories presentations according to their purpose; analysis of the audience before making a presentation; evaluating the appropriateness of the setting and venue of presentation; the steps in planning a presentation; some common symptoms of stage fright and measures to overcome it; developing an introduction, a body and a close for a formal presentation; some do's and don'ts of verbal and non-verbal communication; selecting, designing and using appropriate visual aids; handling audience questions effectively; delivering a short formal presentation on an assigned topic, interviews, meetings.

Note: The class room activities should be designed to give students the maximum chance to get proficiency in communication and presentation skills. They should be encouraged to take part in group discussions, mock interviews, holding meetings and other class room presentations. They should be taught to make effective and accurate use of audio and visual aids. They should learn the use of non verbal cues in an effective way.

Recommended books

CORE READINGS		
TITLE	AUTHOR	PUBLISHER
Excellence in Business Communication	Join V Thill Courtland L Bove's	Prentice-Hall International Inc. Upper Saddle River, New Jersey
Model Business Letters	L. Gartside	Financial Times Prentice Hall Pearson Professional Education
ADDITIONAL READINGS		
Communication for Business (A Practical Approach)	Shirley Taylor	Pitman Publishing 128 Long Acre, London WC2E 9AN
Effective Business Communication	Herta A. Murphy / Herbert W. Hildebrandt & Jane P. Thomas	McGraw-Hill Company Inc. Princeton Road, S-I Hightstown, NJ08520, New York.
i-Business Communication and Report Writing, ii-Presentation Skills, iii-Functional English	Mr. K. M. Siddiqi	Al-Hamd Academy, Karachi