COURSE HANDOUT

Public Speaking and Presentation Skills (UGAEC-304 (C))

BBA – 3rd SEMESTER

ACADEMIC YEAR (2024-25)

Dr Mansi Gupta

Sr. Asst. Professor

School of Management - UG

School of Management - UG

Model Institute of Engineering & Technology (Autonomous)

Kot Bhalwal, Jammu - 181122

www.mietjmu.in

Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
							Sessional	Final Exam	Total
UGAEC-304 (C)	Public Speaking and Presentation Skills	AEC	3	3	0	0	40	60	100

COURSE OUTCOMES

At the end of the course the student will be able to:	
CO1	Examine the principles and theories of effective public speaking and presentation skills.
CO2	Develop and organize clear, concise, and compelling content for Speech.
CO3	Design and use effective visual aids to enhance presentations.
CO4	Deliver effective presentations
CO5	Apply critical thinking and reasoning skills in practical, real-world situations

Unit-I
Introduction to Public Speaking: Overview and Importance of Public Speaking, Types of Public Speaking, Fundamentals of Effective Speaking-Audience analysis and adaptation, Setting clear objectives, Structuring a speech, Topic Selection and Research.   (06 Hrs)

Unit-II
Writing and Practicing the Speech: Drafting the Speech, Speech Rehearsal Techniques, Delivery Techniques-Vocal Delivery-Voice Modulation, Pace and Pauses, Pronunciation and articulation; Non-Verbal Communication; Audience Engagement.   (08 Hrs)

Unit-III
Presentation Skills: Designing Effective Visual Aids, Technology in Presentations, Technical Trouble shooting, Delivering Virtual Presentations, Types of Presentations-Informative Presentations, Persuasive Presentations, Business and Professional Presentations.

(06 Hrs)

Unit- lV
Ethics and public speaking: Ethical Speaking-ethical responsibilities of a speaker, plagiarism and misrepresentation, Cultural Sensitivity-Cultural Differences, Adapting content and delivery for diverse audiences.   (08 Hrs)

Unit-V
Critical Thinking, Reasoning and Practical Applications: Speech Evaluation and Feedback Strategies, Self - Assessment Techniques, Capstone Presentation, Critical Thinking, Logic and Role of arguments, Fallacies-Formal and Informal.   (08 Hrs)

Textbooks

S.No	Name of the Books	Name of the Author	Publisher Name	Edition (Pub.Yr.)
1.	Essentials of Public Speaking	Cheryl Hamilton	Cengage Learning	6th (2015)
2.	Everything You Need To Know "PUBLIC SPEAKING"	Jacey Lamerton	HarperCollins Publishers	4th (2018)

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Reference Books

S.No	Name of the Books	Name of the Author	Publisher Name	Edition (Pub.Yr.)
1.	Public Speaking "The Evolving Art"	Stephanie J. Coopman, James Lull	Cengage Learning	13th (2020)

COURSE PLAN		
Unit-I Introduction to Public Speaking		
S.No	**Topics**	**Recommended Books**
1	Overview and Importance of Public Speaking	https://www.pancommunications.com/insights/3-reasons-why-public-speaking-is-important/#:~:text=It%20allows%20us%20to%20form,most%20dreaded%20forms%20of%20communication. https://ca.indeed.com/career-advice/career-development/why-is-public-speaking-important
2	Types of Public Speaking	https://www.planetspark.in/elements/types-of-public-speaking https://soulcastmedia.com/the-4-types-of-public-speaking/ https://in.indeed.com/career-advice/career-development/public-speaking-skills
3	Fundamentals of Effective Speaking-Audience analysis and adaptation	https://hmhub.in/2nd-sem-communication-notes/audience-analysis-effective-speaking/#google_vignette https://slcc.pressbooks.pub/comm1020/chapter/chapter-9/ https://virtualspeech.com/blog/audience-analysis-speech
4	Setting clear objectives	https://www.shortform.com/blog/objectives-of-public-speaking/ https://www.trevorambrose.com/4-goals-for-your-next-speech-pitch-or-presentation/

		https://www.theknowledgeacademy.com/blog/3-p-s-of-public-speaking/
5	Structuring a speech, Topic Selection and Research	https://www.some.education/blog/guide-to-choosing-a-successful-speech-topic https://virtualspeech.com/blog/guide-choosing-successful-speech-topic https://ecampusontario.pressbooks.pub/llsadvcomm/chapter/18-1-selecting-and-narrowing-a-topic/ https://publicspeakingforlife.com.au/2017/04/12/7-steps-pick-perfect-speech-topic/
Unit-II Writing and Practicing the Speech		
6	Drafting the Speech	https://ca.indeed.com/career-advice/career-development/speech-writing https://school.careers360.com/how-to-draft-a-speech-spch https://byjus.com/english/how-to-write-a-speech/ https://harappa.education/harappa-diaries/effective-speech-writing/
7	Speech Rehearsal Techniques	https://www.youtube.com/watch?v=ZnD877rXhXs https://www.universalclass.com/articles/business/rehearsing-your-speech-for-an-effective-presentation.htm https://courses.lumenlearning.com/wm-publicspeaking/chapter/rehearsing-your-speech/ https://benjaminball.com/blog/top-speech-rehearsal-techniques/ https://anthonysanni.com/blog/spe

		ech-rehearsal-tips-to-help-you-nail-your-next-presentation
8	Delivery Techniques-Vocal Delivery-Voice Modulation, Pace and Pauses, Pronunciation and articulation	https://open.maricopa.edu/com225/chapter/nonverbal-vocal-aspects-of-delivery/ https://businessandpublicspeaking.in/2020/10/26/voice-modulation-importance-and-tips/ https://www.linkedin.com/advice/0/how-do-you-use-voice-modulation-pauses-enhance
9	Non-Verbal Communication	https://www.zoho.com/show/chronicles/Mastering-nonverbal-communication-in-public-speaking.html#:~:text=Why%20is%20nonverbal%20communication%20important,we%20present%20is%20more%20important. https://uwaterloo.ca/writing-and-communication-centre/blog/delivering-your-speech-power-nonverbal-communication https://opentext.ku.edu/speakupcallin/chapter/nonverbal-delivery-2/ https://www.aralia.com/helpful-information/nonverbal-tips-public-speaking/
10	Audience Engagement	https://www.youtube.com/watch?v=4IG-8P7refs https://www.questionpro.com/blog/audience-engagement/#:~:text=Audience%20engagement%20is%20a%20group,the%20presentation%2C%20audience%20engagement%20personifies. https://www.hamilton.edu/academics/centers/oralcommunication/guides/how-to-engage-your-audience-and-keep-them-with-you

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		https://yoodli.ai/blog/audience-engagement-in-public-speaking-12-tips-for-connection
**Unit-III Presentation Skills**	
11	Designing Effective Visual Aids	https://www.youtube.com/watch?v=d7o7vkWPVVM https://uwaterloo.ca/centre-for-teaching-excellence/catalogs/tip-sheets/designing-visual-aids https://www.bakercommunications.com/archive/jun12/presentation060112.html https://www.universalclass.com/articles/business/using-visual-aids-in-effective-presentations.htm https://www.bu.edu/ctl/resources/developing-effective-visuals/
12	Technology in Presentations, Technical Trouble shooting,	https://www.linkedin.com/advice/0/how-do-you-troubleshoot-technical-issues-when#:~:text=Before%20you%20start%20your%20presentation,later%20to%20spot%20any%20issues. https://www.microsoft.com/en-us/microsoft-365-life-hacks/presentations/how-to-handle-presentation-interruptions-or-technical-difficulties https://www.linkedin.com/advice/0/what-most-common-technical-issues-during-presentation-ezzbc https://theprezenter.com/news/how-to-handle-technology-failure-when-presenting/ https://www.presentation-guru.com/the-5-most-common-technical-problems-for-presenters-and-how-to-avoid-them/

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13	Delivering Virtual Presentations	https://www.youtube.com/watch?v=5RqIvdZO5mA https://www.youtube.com/watch?v=zrLTfSooKZw https://www.timedoctor.com/blog/virtual-presentation/ https://www.forbes.com/sites/maryabbajay/2020/04/20/best-practices-for-virtual-presentations-15-expert-tips-that-work-for-everyone/ https://presentationgeeks.com/blog/virtual-presentation-best-practices/
14	Types of Presentations-Informative Presentations, Persuasive Presentations, Business and Professional Presentations	https://venngage.com/blog/types-of-presentation/ https://www.beautiful.ai/blog/6-different-types-of-presentations https://www.prezent.ai/zenpedia/types-of-presentations https://slidepeak.com/blog/types-of-presentations
Unit-IV Ethics and public speaking		
15	Ethical Speaking-ethical responsibilities of a speaker	https://study.com/academy/lesson/being-an-ethical-speaker.html https://communication.ecu.edu/cce/2022/08/30/ethical-obligations/ https://fsw.pressbooks.pub/spc2608/chapter/chapter-2-ethics/ https://slcc.pressbooks.pub/comm1020/chapter/chapter-2/
16	Plagiarism and misrepresentation	https://www.bmartin.cc/pubs/16hai/Martin.html https://knowyourbest.com/what-is-plagiarism-and-how-can-public-speakers-avoid-it/

		https://instr.iastate.libguides.com/c.php?g=215723&p=6147222 https://mlpp.pressbooks.pub/publicspeakingresouceproject/chapter/avoiding-plagiarism/ https://wiregrass.libguides.com/c.php?g=1147418&p=8375518#:~:text=All%20of%20the%20following%20are,the%20source%20of%20a%20quotation
17	Cultural Sensitivity-Cultural Differences	https://icebreakerspeech.com/cultural-differences-in-public-speaking/#:~:text=By%20being%20culturally%20sensitive%20and,people%20from%20different%20backgrounds%20successfully! https://courses.lumenlearning.com/wm-publicspeaking/chapter/cultural-difference-and-multicultural-audiences/ https://www.linkedin.com/pulse/tips-communicating-cultural-sensitivity-hotwireprc https://study.com/academy/lesson/cultures-impact-on-interpersonal-communication.html https://www.linkedin.com/advice/0/how-can-you-show-respect-different-cultures-public https://cod.pressbooks.pub/communication/back-matter/appendix-a-cultural-diversity-in-public-speaking/
18	Adapting content and delivery for diverse audiences	https://www.linkedin.com/pulse/adapting-your-speaking-different-audiences-frank#:~:text=You%20have%20to%20be%20able,tone%20to%20fit%20your%20audience.&text=Speakers%20should%20adjust%20their%20language,and%20a%20more%20formal%20tone.

			https://www.toastmasters.org/resources/public-speaking-tips/speaking-to-diverse-audiences https://www.comm.pitt.edu/audience-adaptation https://courses.lumenlearning.com/wm-publicspeaking/chapter/during-the-speech-adapting-to-the-audience/ https://www.slideshare.net/slideshow/chapter-5-adapting-to-your-audience-49319945/49319945 https://www.speaking.coach/connecting-with-different-audiences-tailoring-your-speech-for-various-demographics/
Unit-V Critical Thinking, Reasoning and Practical Applications			
19	Speech Evaluation and Feedback Strategies		https://www.linkedin.com/pulse/art-speaking-evaluations-feedback-xenia-le-dinh-pmp-pmi-acp#:~:text=Active%20listening%3A%20The%20first%20and,%2C%20the%20non%2Dverbal%20language. https://openpress.usask.ca/rcm200/chapter/chapter-35-feedback-evaluation/ https://www.linkedin.com/advice/0/how-do-you-incorporate-feedback-evaluation-your-2e
22	Self - Assessment Techniques		https://theeducationhub.org.nz/8-tools-for-peer-and-self-assessment/ https://www.indeed.com/career-advice/career-development/self-assessments https://ascd.org/blogs/3-strategies-for-student-self-assessment

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23	Capstone Presentation	https://www.youtube.com/watch?v=VhtjDS7tw7k https://www.nu.edu/blog/what-is-a-capstone-project/#:~:text=Capstones%20require%20students%20to%20demonstrate,student's%20research%20and%20analytical%20skills.
24	Critical Thinking	https://www.linkedin.com/advice/0/how-can-critical-thinking-improve-your-public-6g8bc#:~:text=Critical%20thinking%20improves%20public%20speaking,clear%2C%20engaging%2C%20and%20impactful. https://open.maricopa.edu/com225/chapter/critical-thinking-skills/ https://btc.ctc.libguides.com/Public_Speaking
25	Logic and Role of arguments	https://courses.lumenlearning.com/publicspeakingprinciples/chapter/chapter-6-logic-and-the-role-of-arguments/#:~:text=In%20public%20speaking%2C%20the%20value,strong%20arguments%20for%20our%20speeches. https://socialsci.libretexts.org/Bookshelves/Communication/Public_Speaking/Public_Speaking_(The_Public_Speaking_Project)/06%3A_Critical_Thinking_and_Reasoning/6.03%3A_Logic_and_the_Role_of_Arguments https://pressbooks.bccampus.ca/speaking/chapter/chapter-14/ https://www.linkedin.com/advice/3/how-can-you-create-logical-argument-public-speaking
26	Fallacies-Formal and Informal.	https://study.com/learn/lesson/fallacy-overview-types-relation-reasoning.html#:~:text=A%20formal%20fallacy%20is%20one,concepts%20in%20the%20argument

		%20structure. https://courses.lumenlearning.com/publicspeakingprinciples/chapter/chapter-6-informal-fallacies/ https://pressbooks.pub/lcubbison/chapter/core-201-formal-and-informal-fallacies/ https://human.libretexts.org/Bookshelves/Philosophy/Introduction_to_Logic_and_Critical_Thinking_2e_(van_Cleave)/04%3A_Informal_Fallacies/4.01%3A_Formal_vs._Informal_Fallacies https://courses.lumenlearning.com/publicspeakingprinciples/chapter/chapter-6-understanding-fallacies/

ADDITIONAL WEB RESOURCES

1.	**Coursera: Verbal Communications and Presentation Skills** **https://www.coursera.org/learn/presentations-speaking-so-that-people-listen**
2.	**Coursera: Introduction to Public Speaking** https://www.coursera.org/learn/public-speaking

GRADING AND ASSESSMENT

- **Sessional Test**: 20 marks
- **Assignment**: 10 marks
- **Attendance**: 10 marks
- **Final Examination**: 60 marks

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COURSE POLICIES

- **Attendance**: Minimum 75% attendance is mandatory to appear in the final examination of the course.

- **Academic Integrity**: MIET's academic integrity policies apply. Plagiarism will not be tolerated.

- **Late Submissions**: Assignments and projects must be submitted by the specified timelines.

FACULTY INFORMATION

- **Office Hours**

  Tuesday 03:15 – 04:15 PM
  Friday   03:15 – 04:15 PM

- **Contact Inform4ation**
  mansi.mba@mietjammu.in

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