

Brief Course Description	<i>The course provides hands-on experience on how to create exceptional business presentations using various presentation software and deliver the presentation to the class with confidence. The student will deliver over 10 presentations over the 4 weeks and will get daily constructive feedback from both the instructor and the fellow students.</i>
Course Prerequisites	N/A.
Learning Objectives	<p>Upon completion of this course the successful student will have reliably demonstrated the ability to:</p> <ul style="list-style-type: none">• <i>Recall and describe best practices in business presentation.</i>• <i>Recall and describe the key concepts of A.I.M.</i>• <i>Demonstrate how to prepare a business presentation based on A.I.M.</i>• <i>Recall and describe how to write persuasive message.</i>• <i>Recall and describe the various forms of communication.</i>• <i>Recall and describe how to use digital communication in an effective manner (Social media, mobile technologies, IM and text).</i>• <i>Demonstrate business writing and presentation skills.</i>
Required course materials	<p><i>Textbook: Guide to Presentation, 4/E – Russell, Munter</i> <i>ISBN: 10-0134310802</i> <i>ISBN: 13-9780134310800</i></p> <p><i>Equipment: Laptop or Notebook, Microsoft Office 2016 (minimum), WiFi and Internet ready</i></p>
Course Duration	<ul style="list-style-type: none">• <i>Length of course 80 hours (20 x 4 weeks)</i>
Homework Hours	<ul style="list-style-type: none">• <i>Students can expect 40-50 hours of self study</i>
Delivery Methods	<input checked="" type="checkbox"/> <i>In-class instruction</i>
Teaching Methods	<ul style="list-style-type: none">• <i>Classroom Instructor Lead: 30 hours</i>• <i>Demonstration: 5 hours</i>• <i>Supervised Group Work/Project Work: 15 hours</i>• <i>Student Presentations: 30 hours</i>• <i>Self study (homework): 40-50 hours</i>
Method(s) of Student Evaluation	<ul style="list-style-type: none">• <i>Daily Presentations 15 x 5% = 75%</i>• <i>Final Presentation/Team Presentation 1 x 15% - 15%</i>• <i>Participation 1 x 10%</i>• <i>Total: 100%</i>

Completion Requirements

- *Student must achieve a final mark of 70% for student evaluation*
- *Student must attend 80% of classroom hours.*

Week	Topics Covered
1	Introduction to Business Presentations, Understanding the Audience, A.I.M. – Part 1
2	A.I.M. – Part 2, Part 3, Content
3	Design the Visuals, Delivery of the Presentation – Nonverbal Communication
4	Powerpoint™, Slides™, Keynote™, Prezi – Presentations created with these tools.