

DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Business Presentation
Name of the subject in English:	Business Presentation
Credit value of the subject:	4
The code of the subject in the electronic study system:	BN-BUSPRE-04-GY
Classification of the subject:	Obligatory
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	Institute of Foreign Languages
Course type and number of contact hours:	Practical, class per week: 2, class per semester: 0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	-

THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

This course is tailored for the purpose of learning, practicing and mastering effective presentation and letter writing skills, a job that can be turned into a good investment. The subject is an integral part of the Communication and International Management and Business programmes. It is interactive and helps students learn the vocabulary and techniques necessary for professional business presentations and correspondence and apply that knowledge and the critical understanding of issues in the international business arena. They will be able to design and deliver an effective presentation and they will be prepared for attracting the attention of the audience. They will be able to use clever and well-coordinated body language, use good eye contact and they will be confident and well-prepared when using the language of presentations in English.

SUMMARY OF THE CONTENT OF THE SUBJECT

The course starts with introduction and setting course objectives. The topics discussed during the term cover basic issues of presentation techniques and letter writing. We are going to focus on different important topics: the structure and purpose of a talk, how to make an impressive beginning, how to maintain the level of interest of the audience, how to conclude and what techniques to use to deliver a professional presentation, e.g. dramatic language structures, etc.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

During the term, students perform different communication tasks alone, in pairs or in groups. Tasks involve preparing a final presentation to showcase all the skills students will master after the training session. Furthermore, students will have to stand up in front of the class and perform different tasks as the course goes on (eye contact, posture, movement, voice, rhetorical questions and other dramatic structures). Students will also watch and understand training videos, based on which they will develop their presentation skills.

EVALUATION OF THE SUBJECT:

During the term, it is important to follow-up the regular development of students' knowledge and performance. The evaluation is a continuous process, comparing students' attitudes, approach, working discipline and necessary skills (e.g. presentation, letter writing) based on previous assessment.

Students can also evaluate their own performance based on feedback given by the instructor in the course of the lessons during the term.

Regular feedback is a crucial part of evaluating the work done by the students as it helps them prepare for the final presentations.

Students communicate with the instructor during the term and through clever self-assessment they will experience their step-by-step improvement and developing skills needed to fulfil course requirements.

The students will get a final grade 1-5.

OBLIGATORY READING LIST:

- Vujicsity Viktória: *Szimbólumok a marketingkommunikációban : az egészség és szépség szimbólumainak megjelenése a wellnes.* (
<https://www.coursera.org/learn/presentations-speaking-so-that-people-listen>
)
- Nancy Duarte : *DataStory: Explain Data and Inspire Action Through Story* Paperback, 2019

RECOMMENDED READING LIST:

- Anderson, Chris: *TED talks : the official TED guide to public speaking.* Headline, 2016
- [Dananjaya Hettiarachchi World Champion of Public Speaking 2014 - Full Speech. Available from https://www.youtube.com/watch?v=bbz2bonsel0](https://www.youtube.com/watch?v=bbz2bonsel0)