

**GUJARAT UNIVERSITY  
SYLLABUS FOR --- B.COM.**

**SEMESTER IV**

**Course Code: SS 202 B**

**NAME OF THE COURSE: PRESENTATION SKILL**

**Unit-I**

Preparation of presentation – 1st part – what, how, for whom, structure, principles and presentation technique, business presentation specifications, Report Writing, Developing Effective Presentation Skills.

Oral Presentation: Principles of oral presentation, factors affecting presentation, sales presentation, training presentation, conducting surveys, speeches to motivate, effective presentation skills.

Slide Presentation: Craft your message, Make a visuals, Include proper Content of your presentation

**Unit-II**

Verbal communication – jawbreakers, argumentation, usable and unsuitable phrases  
Communication skills – listening, empathic reaction, how to question, stealing the show, opening door question  
Conflict situation solving, attack from the audience – communication skills as a work experience, vicious circle of attack and defense

Nonverbal communication during presentation – how to manage stress, what to do with hands, legs, activating the audience with nonverbal communication, body language

**Unit-III**

Work with audience – ice-breaking, get them in the mood, work with emotions, visualization tools, nonstandard situations  
Improvisation and unprepared presentations  
Personal typology, professional typology, social aspect, man-woman view

**Unit-IV**

Feedback – appreciation and critique, Paradigm of human cooperation – why there could be problems to start the communication and what to do with it – Defense against manipulation, how to say NO, stress management, Image and etiquette

**Reference:**

1. Effective Presentation Skills – Robert Dilts, Meta Publication
2. Business Communication Today - Bovee and Thill: Tata McGraw Hill,
3. Presentation Skills 2011