

Programme: Integrated MBA Hospitality, Travel and Tourism

Course Code: BBCS003

Number of Credits: 4

Title of the Course: Presentation Skills

Objective

At the end of the course, the student will be able to design and deliver effective presentations.

Contents

Importance of presentation skills, presentations and its purpose. (2 Hrs.)

Audience profiling (2 Hrs.)

Deriving/describing the key message(3 Hrs.)

Developing content of presentation, designing visuals

• Application techniques of structure, opening, body and closing for an effective presentation(4 Hrs.)

Pedagogy

lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.

Suggested Readings.

Jennifer Rotando, Mike Rotando, Presentation Skills for Managers, Mc.Graw Hill, Latest edition.