



Public Speaking in Business Courses

Case Study Presentations:

Students provide a detailed illustration of a real or hypothetical business situation; often accompanied by an array of visual aids.

Format

1. Background of the case
2. Problems and issues involved
3. Extenuating circumstances
4. Potential solutions
5. Final recommendations for a solution

Visual Aids:

Presentation aids are increasingly being used in class presentations to prepare for the workplace by practicing using handouts, posters, computerized presentation programs, et cetera in class presentations.

Features of Effective Business Presentations

- Clear understanding of expectations, purpose, and time limits
- Equal attention to oral and written components
- Preparation for follow-up questions
- Whole group practice