



## 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