PRESENTATION SKILLS

Instructor Profile

Fatima is a lecturer and corporate trainer. She has a master degree in Mass Communication and is currently pursuing her research work for MPhil.

She teaches various core courses at IBA, such as Speech Communication, and English Grammar and Composition. In her vast experience of teaching of over 8 years, and training corporate managers of HBL & State Bank, she is aware of the need to be a good orator. She clearly understands the hindrances and barriers, an individual face in public speaking.

Her training is rigorous and tantamount to effective presentations.

Course Description:

This course is designed to prepare students to develop adequate oral presentation skills that will enable them to communicate not only in business situations but also in personal areas. The goal is to help students communicate through oral messages and hence groom them for effective presentations, interviews, meetings in particular and interpersonal communication in general.

Learning Outcomes:

The competent speaker should use delivery skills to craft an effective presentation:

- Formulating a thesis statement
- Incorporating relevant and sufficient verbal and visuals
- Selecting a suitable organization pattern
- Employing careful and vivid word choice. Incorporating language that enhances the speaker's ethos, promotes, the speech purpose, and increases the audience’s understanding
- Articulate language and providing effective transitions
• Employ a variety of suitable vocal elements (rate, pitch, and intensity) to heighten and maintain audience interest
• Use appropriate non-verbal behavior (physical, spatial, and personal elements) to support and clarify the message

**Teaching Methodology:**

Oral presentation experiences are heavily integrated throughout the course with a focus on public speaking design and delivery. Audio-visual aids are also used to assist students in retaining the main points and tips. Short clips of model speeches and presentations are also shown to make the learning process interesting as well as useful. Peer learning is encouraged through group discussions. Students also get the opportunity to learn their strengths and weaknesses by watching their own recorded presentations.

**Course Duration:**

1st Session

18th May to 13th June, Mondays and Fridays, 10:30 to 1:30 pm, Main Campus (8 classes)

2nd Session

23rd July to 20th August, Monday & Friday, 10:30 to 1:30 pm, Main Campus (8 classes)