

BBA Program
Business Administration Department
Faculty of Management Sciences
Prince of Songkla University
Semester 2/2020

472-106 Growth Mindset for Professional Presenter

Timetable: Tuesday and Thursday 10.30-12.00

Classroom: Online Platform (Zoom)

Lecturer: Dr. Natika Chaiyanupong

 Aj. Suphitcha Ek-uru

 Aj. Kanchanat Chongphakdi

 Aj. Thitiporn Na Nakorn

 Aj. Arno Immelman

 Aj. Thamonwan Dankittikul

Office: BBA office

Mid-Term Exam: -

Final Exam: -

1. Course Description

Development of English communication skill in presentation; outlining presentation; develop ability to produce effective and appropriate academic writing; concepts of plagiarism; reference styles; presentation pattern; performance practices in preparing the document and equipment used in the presentation

2. Main Reference

Lewis, L. (2008). *10 steps to successful presentations*. Alexandria, Virginia: ASTD

3. Course Objectives

Students will be able:

1. To identify and understand a broad range of effective presentation theories
2. To analyze a variety of successful presentations and identify key components of success
3. To plan an effective presentation from purpose to delivery
4. To analyze audiences, predict responses, select presentation formats and include appropriate visuals.

4. Course Requirements

Students will be required to attend classes and to complete all course assignments.

5. Class Plan: 15 weeks

	Week	Section	Methods/Assignments
1 11 Aug 2020	(1%)	Course introduction, growth mindset concept and know your audience (5 Ws) Aj. Thamonwan Dankittikul	Lecture Discussion Activity
2 13 Aug 2020	(1%)	Verbal/non-verbal languages Aj.Arno Immelman	Lecture Discussion Activity
3-4 18, 20 Aug 2020	(3%)	Speaking skills, tone of voice Aj. Thamonwan Dankittikul	Lecture Discussion Activity
5 25 Aug 2020	(2%)	Dealing with unexpected problems during presentations and confidence in yourself Aj.Thitiporn Na Nakorn	Lecture Discussion Activity
6-7 27 Aug 1 Sep 2020	(10%)	Visual aids: tools for effective presentation Guest lecturer from PSUIC Assignment required	Lecture Discussion Activity
8 3 Sep 2020	(1%)	Environment and facilitation techniques Aj.Arno Immelman	Lecture Discussion Activity
9 8 Sep 2020	(2%)	Audience analysis Aj. Thitiporn Na Nakorn	Lecture Discussion Activity
10-11 10,15 Sep 2020	(2%)	Presentation structures, how to plan Aj. Suphitcha Ek-uru	Lecture Discussion Activity
12 17 Sep 2020	(3%)	Make it memorable Dr.Natika Chaiyanupong	Lecture Discussion Activity
13-14 29 Sep 1 Oct 2020	(5%)	Activities outline (Video from lecturers) Mock Presentation Team lecturers	Discussion Activity
15-16	TBA	Activity 1 What will you be doing after you graduate?	Individual Activity
17-18	TBA	Activity 2 Impromptu Speech	Individual Activity
19-20	TBA	Activity 3 Message & Audience	Team Activity

6. Assignments

There will be 3 activities: 2 individuals & 1 group presentation project. The details of each activity will be described below:

1. Message & audience (30%)

Students will be assigned to present a topic to different groups of audience, choose the right message or statement, and the communication method to communicate with audience effectively.

2. Impromptu speech (20%)

Students will select a topic and prepare to give a short speech in front of the class. This assignment is an individual assignment. The students will have 2 minutes to prepare for the speech after they know what topic they get and 2 minutes to give a speech.

3. What will you be doing after you graduate? (20%)

Students are required to deliver a 2-minute individual presentation on where they see themselves after they graduate. In the presentation, they are expected to describe their life/career plans and how they will achieve them.

4. Mock Presentation (5%)

Students will be divided into three groups to deliver mock presentations under the topics similar to the three activities they will be tested in the following weeks.

5. Visual aids assignment (10%)

To be announced by guest lecturer.

****No reading while presenting. The student who reads while presenting will get ZERO mark for that activity.****

7. Class Assessment

In-Class activity	15
Mock presentation	5
Visual aids assignment	10
Message & Audience	30
Impromptu speech	20
What will you be doing after you graduate?	20
Total	<u>100</u>

8. Grade

Grade	A	B+	B	C+	C	D+	D	E
Score	≥80	75-79	70-74	65-69	60-64	55-59	50-54	≤ 49