

Bhagwan Mahavir University
Bhagwan Mahavir College of Management
MCA SEM 1

3050302106 - Business Communication and Ethics

Unit 3: Presentation & Public Speaking Skills

- Planning and Structuring Business Presentations
- Visual Aids: PPTs, Infographics, Charts, Canva Tools
- Body Language, Eye Contact, Voice Modulation, and Stage Presence
- Public Speaking Techniques: Persuasive and Informative Speech
- Handling Questions and Interruptions Gracefully
- Speaking in Virtual Meetings: Zoom/Google Meet Etiquette
- Elevator Pitch and TED-style Talk Practice
- Mock Presentation Sessions and Peer Feedback

1. Planning and Structuring Business Presentations

- **Steps in Planning:**
 1. **Define Purpose** – Inform, persuade, or motivate.
 2. **Know Your Audience** – Age, background, interests.
 3. **Research Content** – Use credible data and examples.
 4. **Organize Structure** – *Introduction → Main Body → Conclusion.*
- **Structure (3Ps Formula):**
 - **Prepare** → Content, visuals, practice.
 - **Present** → Deliver confidently.
 - **Post-Presentation** → Handle questions, share materials.

☞ *Example:* A sales manager preparing a presentation for new product launch first defines audience (potential clients), gathers data (pricing, features, competitors), and organizes it into 10-slide PPT.

2. Visual Aids: PPTs, Infographics, Charts, Canva Tools

- **PowerPoint (PPT):** For structured slideshows. Use **5x5 rule** (max 5 points per slide, 5 words per point).
- **Infographics:** To simplify complex data with visuals.
- **Charts/Graphs:** For comparisons, trends, statistics.
- **Canva Tools:** Easy-to-use design platform for professional slides, posters, and infographics.

☞ *Example:* While presenting quarterly sales, a manager uses a **bar chart** to compare region-wise sales and a **Canva infographic** to highlight customer feedback.

3. Body Language, Eye Contact, Voice Modulation, and Stage Presence

- **Body Language:** Stand straight, avoid crossing arms, use natural gestures.
- **Eye Contact:** Look at different sections of the audience, not just one person.
- **Voice Modulation:** Change pitch and tone to emphasize key points (avoid monotone).
- **Stage Presence:** Confident posture, movement with purpose, avoid pacing nervously.

☞ *Example:* A CEO giving an annual speech pauses after key points, maintains eye contact, and uses hand gestures to stress important statistics.

4. Public Speaking Techniques: Persuasive and Informative Speech

- **Persuasive Speech:** Aims to influence audience beliefs/decisions.
 - Use logic + emotion.
 - Example: Convincing investors to fund a startup.
 - **Informative Speech:** Aims to educate or share knowledge.
 - Clear, factual, easy to follow.
 - Example: Teacher explaining new curriculum updates.
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5. Handling Questions and Interruptions Gracefully

- **Listen patiently** before responding.
- **Acknowledge** the question (“That’s a good question”).
- **Stay calm** even if challenged.
- **If you don’t know**, admit politely and promise to follow up.

☞ *Example:* In a presentation, if someone interrupts, say “*Let me complete this slide, and I’ll address your point immediately.*”

6. Speaking in Virtual Meetings: Zoom/Google Meet Etiquette

- Ensure **good internet, camera, and audio**.
- Sit in a quiet, well-lit environment.
- Mute mic when not speaking.

- Use professional background and dress neatly.
- Maintain eye contact by looking at the camera.

☞ *Example:* During an online team meeting, a project leader uses screen-sharing for slides and maintains engagement by calling participants by name.

7. Elevator Pitch and TED-style Talk Practice

- **Elevator Pitch:**

- 30–60 second introduction of yourself/idea.
- Includes *Who you are, What you do, What you want.*

☞ *Example:* “I’m Riya Sharma, a marketing graduate specializing in social media campaigns. I’ve helped startups increase online engagement by 20%. I’m looking for opportunities to apply my skills in digital strategy.”

- **TED-style Talk:**

- Storytelling + personal experience.
- Focus on *ideas worth spreading*.
- Relatable, emotional, and inspirational.

☞ *Example:* A student shares how failure in a project led to discovering a better solution, ending with a motivational message.

8. Mock Presentation Sessions and Peer Feedback

- **Mock Sessions:** Practice presentations in front of classmates/colleagues.
- **Peer Feedback:** Get constructive comments on:

- Clarity of speech
- Slide design
- Confidence & body language
- Timing

☞ *Example: After presenting a case study, peers give feedback like “Good content, but reduce text on slides and slow down your pace.”*

✓ Summary

Effective presentation and public speaking require:

- **Planning** content and structure
- Using **visual aids** smartly
- Mastering **delivery skills** (voice, body language)
- Practicing **public speaking styles** (persuasive, informative)
- Handling **questions & online meetings** professionally
- Practicing **elevator pitches & TED-style talks**
- Learning from **peer feedback** in mock sessions

Case Study: Improving Presentation Skills of a Management Student

Background

Ravi, a first-year MCA student, had to give a class presentation on *“Future of Artificial Intelligence in Business.”*

- He prepared 20 slides full of text.
- During the presentation, he read directly from slides.

- He avoided eye contact and spoke in a low, monotonous voice.
 - Some classmates lost interest, and the teacher gave feedback that his content was good but delivery was poor.
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Problems Identified

1. **Overloaded Slides** – Too much text, no visuals.
 2. **Poor Delivery** – Reading from slides, weak voice modulation.
 3. **Lack of Confidence** – No eye contact, nervous posture.
 4. **No Audience Engagement** – No questions or examples given.
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Solutions

- **Planning & Structuring:** Reduce slides to 8–10 with key points only.
 - **Visual Aids:** Use charts, infographics, and Canva designs.
 - **Body Language & Voice:** Maintain eye contact, use natural gestures, and practice voice modulation.
 - **Public Speaking Techniques:** Add a story/example, use persuasive tone.
 - **Mock Practice:** Rehearse in front of friends and ask for peer feedback.
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Outcome

In his next presentation on “*Digital Marketing Trends*,” Ravi:

- Used **10 slides** with images and graphs.
- Spoke confidently with pauses and emphasis.

- Maintained **eye contact** and invited questions.
 - Received applause from classmates and appreciation from the teacher.
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✓ Learning from Case

- Good **content alone is not enough**; delivery matters.
- Effective presentations need **visual aids + confident public speaking**.
- **Practice and peer feedback** are essential for improvement.

✦✦ Unit 3: Presentation & Public Speaking Skills

1. Planning and Structuring Business Presentations

- **Meaning:** Before presenting, you must organize your ideas into a logical flow.
 - **Structure:**
 - **Introduction** → Greet, state topic, grab attention.
 - **Body** → Main points (with examples, data, visuals).
 - **Conclusion** → Summarize key takeaways and give a call to action.
 - **Example:** A business pitch on “Launching a Food Delivery App” →
 - Intro: “Imagine ordering food in 10 seconds with zero delivery fees.”
 - Body: Show problem, solution, market opportunity.
 - Conclusion: Request investment or approval.
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2. Visual Aids: PPTs, Infographics, Charts, Canva Tools

- **Meaning:** Visuals make complex ideas easy and engaging.
- **Best Practices:**
 - Use fewer words, more images/diagrams.

- Keep slides clean (not crowded).
 - **Tools:** PowerPoint, Canva, Google Slides.
 - **Example:** Instead of writing “*Our sales increased 60%*”, show a bar chart comparing last year vs. this year.
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3. Body Language, Eye Contact, Voice Modulation, and Stage Presence

- **Meaning:** Non-verbal cues create confidence and trust.
 - **Tips:**
 - Stand tall, use open gestures.
 - Make eye contact with different sections of the audience.
 - Vary your voice (not too flat, not too loud).
 - **Example:** Steve Jobs during Apple launches → Calm posture, steady eye contact, voice rising when announcing new features.
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4. Public Speaking Techniques: Persuasive and Informative Speech

- **Persuasive Speech:** Convince audience to agree or act.
Example: A manager persuading staff to adopt new software by showing benefits.
 - **Informative Speech:** Share knowledge, educate.
Example: A trainer explaining cybersecurity basics without asking for action.
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5. Handling Questions and Interruptions Gracefully

- **Tips:**
 - Listen fully before answering.
 - If you don’t know → politely say, “That’s a great question. I’ll get back to you with the exact details.”
 - Stay calm even if interrupted.
- **Example:** During a meeting, if someone interrupts → Smile and say, “I’ll address that in a minute; let me just finish this point.”

6. Speaking in Virtual Meetings: Zoom/Google Meet Etiquette

- **Tips:**
 - Keep camera ON, sit in good light.
 - Mute when not speaking.
 - Look at the camera, not just the screen.
 - **Example:** In an online class, if asked to present → Start with “Good morning, everyone,” check audio, and use slides in *share screen*.
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7. Elevator Pitch and TED-style Talk Practice

- **Elevator Pitch:** A 30–60 second self-introduction or idea pitch, as if you met someone in an elevator.
Example: “Hi, I’m Riya, a software developer passionate about AI. I’ve built a chatbot that helps students practice English speaking in real time.”
 - **TED-style Talk:** A short, inspiring speech around one clear idea.
Example: A 5-minute talk on “How small habits change your life” with a story, lesson, and call to action.
 - Elevator Pitch = Short, practical, persuasive (sell yourself/idea).
 - TED Talk = Longer, story-driven, inspiring (spread an idea)
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8. Mock Presentation Sessions and Peer Feedback

- **Meaning:** Practice in front of classmates/colleagues and get constructive criticism.
- **Benefit:** Improves confidence and highlights mistakes before the real presentation.
- **Example:** Students present a 5-minute PPT → classmates note strengths (clear voice, good visuals) and weaknesses (too fast, less eye contact).

Learning Points for Students

- A strong presentation = Clear structure + Engaging visuals + Confident delivery.
- Non-verbal cues (eye contact, posture) matter as much as content.
- Handling interruptions with respect builds credibility.
- Practicing in both in-person and online settings is essential today.
- TED-style storytelling and short elevator pitches add professional polish.

Case Study: *TechNova Student Presentation Challenge*

Background

TechNova Institute organized a **5-minute business presentation competition** for final-year students. Each participant had to present an IT-related idea to a panel of teachers and industry guests. The aim was to test not just knowledge, but **presentation and public speaking skills**.

Case: Riya's Presentation on *"AI in Healthcare"*

1. Planning and Structuring Business Presentations

- Riya planned her talk in three parts:
 - **Intro:** "Imagine a doctor who never sleeps and can scan thousands of reports in seconds."
 - **Body:** Explained how AI helps in diagnosis, gave 2 real-life examples.
 - **Conclusion:** Emphasized future potential and urged investment in AI solutions.

2. Visual Aids (PPTs, Infographics, Charts, Canva Tools)

- She used **10 slides** with:
 - An infographic showing global healthcare costs.
 - A pie chart comparing human vs. AI diagnosis accuracy.

- Canva templates for clean, professional design.

3. Body Language, Eye Contact, Voice Modulation, and Stage Presence

- She stood confidently, used hand gestures, and looked around the room.
- Her voice was clear, and she emphasized key words by slowing down slightly.

4. Public Speaking Techniques: Persuasive and Informative Speech

- Informative: Shared statistics about AI in healthcare.
- Persuasive: Argued why hospitals should adopt AI tools for efficiency and cost reduction.

5. Handling Questions and Interruptions Gracefully

- A judge interrupted: “But what about patient data privacy?”
- Riya smiled and replied: “That’s a very important concern. AI can only succeed if privacy is ensured. I propose encryption-based systems to protect patient data.”

6. Speaking in Virtual Meetings: Zoom/Google Meet Etiquette

- Due to hybrid mode, some judges joined on Zoom.
- She checked her mic, shared slides smoothly, and looked at the webcam when addressing online judges.

7. Elevator Pitch and TED-style Talk Practice

- Elevator Pitch (30 sec): “I’m Riya, and I believe AI can reduce misdiagnosis in hospitals by 30%. My project shows how machine learning models can assist doctors, saving both lives and costs.”
- TED-style Talk (5 min): Shared a story about her grandmother’s delayed diagnosis → linked to why AI could prevent such cases → ended with: “AI in healthcare is not about replacing doctors; it’s about saving more lives together.”

8. Mock Presentation Sessions and Peer Feedback

- Before the final day, Riya practiced with classmates.
 - Peer feedback: “Slides are good, but speak slower.”
 - She adjusted her pace accordingly and improved delivery.
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Outcome

- Riya’s presentation was rated **best in class**.
- Judges praised her for **strong structure, effective visuals, confident body language, and calm handling of questions**.
- She realized that practice, preparation, and peer feedback were the keys to success.