



**COLLEGE OF INDUSTRIAL TECHNOLOGY**  
**IT 414 – TECHNOLOGY FOR BUSINESS PRESENTATION**

**UNIVERSITY VISION**

A leading University in advancing scholarly innovation, multi-cultural convergence, and responsive public service in a borderless Region.

**UNIVERSITY MISSION**

The University shall primarily provide advanced instruction and professional training in science and technology, agriculture, fisheries, education and other related fields of study. It shall also undertake research and extension services, and provide progressive leadership in its areas of specialization.

**UNIVERSITY STRATEGIC GOALS**

- a. Deliver quality service to stakeholders to address current and future needs in instruction, research, extension, and production
- b. Observe strict implementation of the laws as well as the policies and regulations of the University
- c. Acquire with urgency state-of-the-art resources for its service areas
- d. Bolster the relationship of the University with its local and international customers and partners
- e. Leverage the qualifications and competences in personnel action and staffing
- f. Evaluate the efficiency and responsiveness of the University systems and processes

**PROGRAM OUTCOMES (PO) COMMON TO ALL PROGRAMS AND ITS RELATIONSHIPS TO INSTITUTIONAL OUTCOMES**

A graduate of Sultan Kudarat State University can:	INSTITUTIONAL OUTCOMES (IO)						
	a	b	c	d	e	f	g
a. Articulate effectively and independently in multi-disciplinary and multi-cultural teams the latest development in the fields practiced such as Automotive, Architectural Drafting, Civil, Electrical, Electronics, Food and its allied discipline,	✓	✓		✓	✓	✓	
b. Lead in the promotion and preservation of Filipino historical and cultural heritage, social empowerment and environmental sustainability in a professional and ethical approach.	✓	✓	✓	✓	✓	✓	✓
c. Generate research-based information and technologies at par from international standards, and	✓	✓	✓	✓	✓	✓	✓
d. Promote and transfer knowledge and technologies for effective and efficient school-industry partnership	✓	✓	✓	✓	✓	✓	✓

1 COURSE CODE IT 414  
 2 COURSE TITLE TECHNOLOGY FOR BUSINESS PRESENTATION  
 3 PREREQUISITE None  
 4 CREDITS 3 units

### 5 COURSE DESCRIPTION

THIS COURSE IS DESIGNED TO EQUIP STUDENTS WITH ESSENTIAL SKILLS IN USING TECHNOLOGY TO DESIGN, DEVELOP, AND DELIVER EFFECTIVE BUSINESS PRESENTATIONS. TOPICS INCLUDE UNDERSTANDING PRESENTATION TECHNOLOGIES, SOFTWARE TOOLS SUCH AS POWERPOINT AND GOOGLE SLIDES, TECHNIQUES FOR CREATING COMPELLING CONTENT, GRAPHIC AND MULTIMEDIA INTEGRATION, AND STRATEGIES FOR ENGAGING DIVERSE AUDIENCES IN A BUSINESS CONTEXT. THE COURSE EMPHASIZES PRACTICAL APPLICATION AND DEVELOPMENT OF COMMUNICATION SKILLS RELEVANT TO PROFESSIONAL BUSINESS SETTINGS.

### 6 COURSE LEARNING OUTCOMES (CLO) AND ITS RELATIONSHIPS TO PROGRAM OUTCOMES

Course Learning Outcomes (CLO)		Program Outcomes			
At the end of the course, a student can:		a	b	c	d
a.	Define fundamental concepts and technologies used in business presentations	✓		✓	✓
b.	Apply effective slide design principles and multimedia integration in presentations	✓		✓	✓
c.	Deliver clear, professionally styled presentations employing appropriate technology	✓	✓	✓	✓
d.	Collaborate using digital tools to prepare and present group presentations	✓		✓	✓
e.	Analyze audience needs to customize presentations for various business contexts	✓	✓	✓	✓
f.	Demonstrate ethical and responsible use of technology in preparing and delivering presentations	✓	✓	✓	✓

### 7 COURSE CONTENTS

WEEK	CONTENT	INTENDED LEARNING OUTCOMES (ILOs)	TEACHING AND LEARNING ACTIVITIES (TLA)	OUTCOMES-BASED ASSESSMENT (OBA)	COURSE LEARNING OUTCOMES (CLOs)
1	Course Orientation SKSU VMGO, Classroom Policies, Course Overview, Course Requirements, Grading System	At the end of the Orientation, the Learners can: Discusses the University's VMGO, classroom policies, course overview, requirements, and grading system	Discuss the VMGO of the University, the classroom policies, scope of the course, course requirements and grading system		

2-3	<p><b>Chapter 1: Introduction to Business Presentation</b></p> <ul style="list-style-type: none"> <li>• Definition and Components of a Business Presentation</li> <li>• The Significance of Business Presentation Skills in Professional Success</li> <li>• Mastering the Opening and Closing of Your Business Presentation: Techniques for Lasting Impression</li> </ul>	<p>At the end of the Lesson, the Learners can:</p> <ol style="list-style-type: none"> <li>a. Define what constitutes a business presentation and identify its key components.</li> <li>b. Explain the importance of business presentation skills for achieving professional success.</li> <li>c. Demonstrate techniques for effectively opening a business presentation to engage the audience.</li> <li>d. Apply strategies for delivering impactful closing remarks to leave a lasting impression.</li> <li>e. Recognize common challenges in the beginning and ending of presentations and propose solutions to overcome them.</li> </ol>	<p><b>Interactive Lecture</b> Present definitions and components of business presentations using multimedia aids.</p> <p><b>Group Discussion</b> Facilitate discussions on the significance of business presentation skills in different professional contexts.</p> <p><b>Video Analysis</b> Watch and analyze sample business presentation openings and closings, highlighting effective techniques.</p> <p><b>Role-Playing</b> Practice delivering opening and closing statements in pairs or small groups with peer and instructor feedback.</p>	<ul style="list-style-type: none"> <li>• Quiz</li> <li>• Written Assignment</li> <li>• Presentation Exercise</li> <li>• Peer Feedback</li> <li>• Reflection Paper</li> </ul>	a b c d e f
4	<p><b>Chapter 2: Preparing Your Business Presentation</b></p> <ul style="list-style-type: none"> <li>• The Step-by-Step Process of Crafting an Effective Business Presentation</li> <li>• Design Principles for a Visually Compelling Business Presentation</li> </ul>	<p>At the end of the Lesson, the Learners can:</p> <ol style="list-style-type: none"> <li>a. Describe the step-by-step process for preparing an effective business presentation.</li> <li>b. Identify and apply key design principles that enhance the visual appeal of business presentations.</li> <li>c. Create organized and coherent presentation outlines that follow logical flow and structure.</li> <li>d. Evaluate visual elements such as color, typography, and layout for effectiveness and professionalism.</li> <li>e. Demonstrate the ability to incorporate design principles into slide creation for clarity and engagement.</li> </ol>	<p><b>Step-by-Step Lecture</b> Detailed explanation of the presentation preparation process using real-life examples.</p> <p><b>Slide Design Workshop</b> Hands-on activities where students create slides applying discussed design principles.</p> <p><b>Group Brainstorming</b> Collaborative planning sessions to develop presentation outlines and design concepts.</p> <p><b>Critique Sessions</b> Peer review and instructor feedback on sample slides focusing on design effectiveness.</p> <p><b>Case Study Analysis</b> Review and evaluation of exemplary business presentations emphasizing preparation and design.</p>	<ul style="list-style-type: none"> <li>• Outline Submission</li> <li>• Design Project</li> <li>• Quiz</li> <li>• Peer Review Report</li> <li>• Reflection Journal</li> </ul>	a b c d e f

5	<p><b>Chapter 3: Designing Your Business Presentation</b></p> <ul style="list-style-type: none"> <li>Creating a Visually Impactful Business Presentation: Graphics and Design Strategies</li> </ul>	<p>At the end of the Lesson, the Learners can:</p> <ol style="list-style-type: none"> <li>Identify various types of graphics and visual elements used in business presentations.</li> <li>Apply design strategies to enhance the visual impact and clarity of presentation slides.</li> <li>Integrate appropriate graphics (charts, images, icons) effectively to support key messages.</li> <li>Demonstrate the use of color theory, font selection, and layout techniques for professional design.</li> <li>Critically evaluate visual design to ensure consistency, accessibility, and audience engagement.</li> </ol>	<p><b>Interactive Lecture</b> Concepts of graphic types, design strategies, and principles of visual hierarchy.</p> <p><b>Design Labs</b> Hands-on activities creating slides with focus on graphic inclusion and design aesthetics.</p> <p><b>Visual Critique Sessions</b> Group analysis and feedback on sample presentations focusing on graphic use and design quality.</p> <p><b>Demonstrations</b> Software tutorials on inserting and customizing graphics in presentation tools.</p> <p><b>Case Studies</b> Examination of effective and ineffective use of graphics in real business presentations.</p>	<ul style="list-style-type: none"> <li>Slide Design Assignment</li> <li>Design Critique Report</li> <li>Practical Quiz</li> <li>Portfolio Submission</li> </ul>	a b c d e f
5-6	<p><b>Chapter 4: Delivering Your Business Presentation</b></p> <ul style="list-style-type: none"> <li>Strategies for Delivering an Engaging Business Presentation</li> <li>Techniques for a Captivating Business Presentation in the Workplace</li> <li>6 Ways to Crush a business Presentation at Work, From People Who Have Done It</li> </ul>	<p>At the end of the Lesson, the Learners can:</p> <ol style="list-style-type: none"> <li>Apply effective strategies to engage and maintain audience interest throughout a business presentation.</li> <li>Demonstrate verbal and non-verbal communication techniques that enhance audience connection and message delivery.</li> <li>Manage presentation anxiety and technical challenges to ensure a smooth delivery.</li> <li>Utilize storytelling and rhetorical techniques to make presentations more compelling and persuasive.</li> <li>Evaluate and adapt delivery style based on audience feedback and contextual factors.</li> <li>Summarize key points and deliver impactful closing statements to reinforce the presentation message.</li> </ol>	<p><b>Interactive Lectures</b> Explore proven strategies for audience engagement and captivating delivery.</p> <p><b>Video Modeling</b> Analyze exemplary business presentations, focusing on delivery techniques.</p> <p><b>Practice Sessions</b> Students deliver mini-presentations implementing various engagement strategies with peer and instructor feedback.</p> <p><b>Role Plays</b> Simulate workplace presentation scenarios incorporating storytelling and audience adaptation techniques.</p> <p><b>Stress Reduction Workshops</b></p>	<ul style="list-style-type: none"> <li>Live Presentation Evaluation</li> <li>Peer Assessment</li> <li>Self-Reflection Report</li> <li>Written Quiz</li> <li>Recorded Presentation Submission</li> </ul>	a b c d e f

			<p>Teach relaxation and confidence-building exercises for managing presentation anxiety.</p> <p><b>Feedback Forums</b> Group discussions on strengths and areas for improvement after practice presentations.</p>		
7	<b>MIDTERM EXAM</b>				
8-9	<p><b>Chapter 5: Engaging Your Audience in a Business Presentation</b></p> <ul style="list-style-type: none"> <li>• Five Innovative Tips for Engaging Business Presentations</li> <li>• Conveying Clarity and Confidence in Your Business Presentation: Expert Tips</li> <li>• Key Elements for a Memorable Oral Business Presentation</li> </ul>	<p>At the end of the Lesson, the Learners can:</p> <ol style="list-style-type: none"> <li>a. Apply innovative techniques to capture and maintain audience attention during business presentations.</li> <li>b. Demonstrate clarity and confidence in verbal and non-verbal communication to effectively engage listeners.</li> <li>c. Identify and utilize key elements that make oral business presentations memorable and impactful.</li> <li>d. Incorporate interactive strategies such as questions, storytelling, and visual aids to enhance audience involvement.</li> <li>e. Adapt presentation style to diverse audiences to maximize engagement and message retention.</li> </ol>	<p><b>Interactive Lecture</b> Discuss innovative audience engagement tips and strategies for clarity and confidence.</p> <p><b>Video Analysis</b> Review examples of memorable business presentations highlighting audience interaction and engagement tactics.</p> <p><b>Group Discussions</b> Share experiences about effective engagement and confidence-building techniques.</p> <p><b>Role-Playing</b> Practice delivering segments of presentations focusing on clarity, confidence, and audience interaction.</p> <p><b>Hands-on Activities</b> Design and implement audience engagement tools such as polls, storytelling segments, and Q&amp;A sessions.</p> <p><b>Peer Feedback</b> Provide and receive constructive feedback on engagement effectiveness during practice presentations.</p>	<ul style="list-style-type: none"> <li>• Presentation Exercise</li> <li>• Peer Assessment</li> <li>• Written Reflection</li> <li>• Quiz</li> <li>• Interactive Activity Submission</li> </ul>	a b c d e f

10-11	<p><b>Chapter 6: Visual Aids in Your Business Presentation</b></p> <ul style="list-style-type: none"> <li>• Enhancing Your Business Presentation with Effective visual aids</li> <li>• Data Visualization in Business Presentations: Graphs and Charts Best Practices</li> <li>• Business Presentation Review: Utilizing Ready-to-Use Templates for Quarterly Insights</li> </ul>	<p>At the end of the Lesson, the Learners can:</p> <ol style="list-style-type: none"> <li>a. Identify different types of visual aids and their appropriate uses in business presentations.</li> <li>b. Apply best practices in data visualization to create clear and effective graphs and charts.</li> <li>c. Utilize templates and design tools to efficiently create professional visual aids for presentations.</li> <li>d. Demonstrate how to enhance audience understanding and retention through effective visual support.</li> <li>e. Critically evaluate visual aids for clarity, relevance, and visual appeal.</li> <li>f. Integrate visual aids smoothly into presentations to complement and reinforce verbal messages.</li> </ol>	<p><b>Lecture and Demonstrations</b> Presentation on types and functions of visual aids, focusing on data visualization techniques.</p> <p><b>Hands-On Workshop</b> Create graphs, charts, and slides using ready-made templates and design software.</p> <p><b>Group Critique Sessions</b> Review and discuss the effectiveness of peer-created visual aids.</p> <p><b>Case Study Analysis</b> Examine examples of successful business presentations with impactful visual aids.</p> <p><b>Guided Practice</b> Exercises in integrating visual aids effectively during presentation delivery.</p> <p><b>Software Tutorials</b> Training on tools such as PowerPoint, Excel, and other visualization software.</p>	<ul style="list-style-type: none"> <li>• Visual Aid Project</li> <li>• Data Visualization Assignment</li> <li>• Peer Review</li> <li>• Quiz</li> <li>• Presentation Integration</li> </ul>	a b c d e f
12	<p><b>Chapter 7: Business Presentation Topics and Types</b></p> <ul style="list-style-type: none"> <li>• Selecting Engaging Topics for Your Business Presentation</li> <li>• TOP 8 Different Types of Presentations for Business</li> </ul>	<p>At the end of the Lesson, the Learners can:</p> <ol style="list-style-type: none"> <li>a. Identify criteria for selecting engaging and relevant topics for business presentations.</li> <li>b. Differentiate among common types of business presentations and their appropriate uses.</li> <li>c. Analyze audience and context to choose suitable presentation topics and types.</li> <li>d. Develop clear and focused presentation objectives aligned with the chosen topic and type.</li> <li>e. Evaluate the effectiveness of various presentation types in conveying business information and persuading audiences.</li> </ol>	<p><b>Lecture and Discussion</b> Introduction to principles for selecting topics and overview of presentation types.</p> <p><b>Case Studies</b> Analyze examples of different business presentation topics and types.</p> <p><b>Group Brainstorming</b> Collaborative activity to generate and evaluate potential presentation topics.</p> <p><b>Role-Playing</b> Simulate delivery of various presentation types tailored to different business scenarios.</p>	<ul style="list-style-type: none"> <li>• Topic Selection Report</li> <li>• Presentation Proposal</li> <li>• Quiz</li> <li>• Peer Review</li> <li>• Oral Presentation</li> </ul>	a b c d e f

			<p><b>Project Assignment</b> Develop topic selection and presentation type justification for a proposed business presentation.</p> <p><b>Peer Feedback</b> Share and critique topic choices and presentation approaches within groups.</p>		
13-14	<p><b>Chapter 8: Improving Business Presentation Skills through Technology</b></p> <ul style="list-style-type: none"> <li>• Elevating Your Business Presentation: A Guide to Advancing Your Skills</li> <li>• The Top 10 Business Presentation Apps for Smartphone-Enhanced Presentations</li> <li>• Final Thoughts: Mastering the Business Presentation for Lasting Impact</li> </ul>	<p>At the end of the Lesson, the Learners can:</p> <ol style="list-style-type: none"> <li>a. Demonstrate an understanding of how technology can enhance business presentation skills.</li> <li>b. Identify and use key digital tools and smartphone apps to improve presentation design and delivery.</li> <li>c. Apply technological solutions to address common challenges in business presentations such as audience engagement and content clarity.</li> <li>d. Evaluate the effectiveness of various presentation technologies for different business contexts.</li> <li>e. Develop a personal plan for continuous improvement of presentation skills leveraging available technology.</li> <li>f. Reflect on strategies for achieving lasting impact through well-crafted and technology-enhanced business presentations.</li> </ol>	<p><b>Interactive Lecture</b> Overview of technology tools and apps for business presentations, their features, and benefits.</p> <p><b>Demonstration</b> Live demonstration of top presentation apps and software functionalities.</p> <p><b>Hands-On Workshops</b> Practice sessions using digital tools and applications on smartphones and computers to create and enhance presentations.</p> <p><b>Group Discussions</b> Explore case studies and share experiences on technology-assisted presentations.</p> <p><b>Self-Assessment Exercises</b> Evaluating one's tech skills and identifying areas for improvement.</p> <p><b>Personal Planning</b> Guided development of individualized skill enhancement and technology adoption plans.</p>	<ul style="list-style-type: none"> <li>• Technology Application Project</li> <li>• Practical Quiz</li> <li>• Presentation Delivery</li> <li>• Reflection Paper</li> <li>• Peer Feedback</li> </ul>	a b c d e f
15	<b>FINAL EXAM</b>				

Total No. of Hours: 120

## **8 COURSE REQUIREMENTS AND COURSE POLICIES**

### **COURSE REQUIREMENTS**

Each student is required to:

1. Regularly attend and participate in class discussions and activities.
2. Comply with workshop safety rules and policies.
3. Pass the major exams (midterm and final).
4. Adhere to drafting standards and conventions.

### **COURSE POLICIES**

**Attendance:** A student will be marked late if he/she enters the class 5 minutes after start of class period. Any student who comes to class 15 minutes after the scheduled time or always lat for three consecutive meetings shall be marked absent.

**Missed work or exam:** Any student who missed to submit a work assignment or to take a test should consult the concerned instructor for immediate compliance

**Cheating and Plagiarism:** Any student who committed any form of academic dishonesty (e.g., copy-paste plagiarism) shall be given disciplinary action provided in the SKSU Student Handbook

**Use of Technology:** Cell phones should be turned off while the session is in progress. Using laptops, notebook PCs, smart phones, and tablets shall be allowed only when needed.

## **9 GRADING SYSTEM AND RUBRICS FOR GRADING**

### **GRADING SYSTEM**

<b>Midterm Grade</b>	
Projects/Presentations	30%
Examination	35%
Attendance/ Class Participation	15%
Quizzes/ Reflection Papers	20%
<b>TOTAL</b>	<b>100%</b>

<b>Final Grade</b>	
Projects/Presentations	30%
Examination	35%
Attendance/ Class Participation	15%
Quizzes/ Reflection Papers	20%
<b>TOTAL</b>	<b>100%</b>

### **RUBRICS FOR PRESENTATION**

<b>Criteria</b>	<b>Excellent (4)</b>	<b>Very Good (3)</b>	<b>Good (2)</b>	<b>Needs Improvement (1)</b>	<b>Score</b>
<b>Content Accuracy &amp; Depth</b>	All information is accurate, comprehensive, and well-explained; demonstrates in-depth understanding of the topic.	Information is accurate and well-explained; minor omissions or errors.	Most information is accurate; lacks depth or has some inaccuracies.	Information is mostly incorrect or incomplete; poor explanation.	
<b>Organization &amp; Clarity</b>	Ideas are logically organized; transitions are smooth; presentation is clear and easy to follow.	Good organization; clear presentation with minor lapses.	Organization is apparent but somewhat confusing; unclear transitions.	Disorganized; difficult to follow or understand.	
<b>Visual Aids &amp; Materials</b>	Uses highly effective, relevant and visually appealing aids/materials that enhance understanding.	Visual aids are appropriate and helpful support presentation.	Some visual aids; limited effectiveness or relevance.	No or poor-quality visual aids; ineffective use of materials.	
<b>Delivery &amp; Communication Skills</b>	Confident, engaging; clear voice; excellent eye contact; uses appropriate body language.	Clear voice; generally confident; some eye contact; acceptable body language.	Audibility or confidence lacking; minimal eye contact; limited body language.	Mumbles; hard to hear; reads entirely from notes; no engagement.	

10 REFERENCES

- Banerjee, A. (2024). *Introduction to technology for business*. University of California, Riverside.
- Demata, G. (2020). *Understanding the Self*. Rex Book Store, Inc.
- Salovey, P., & Mayer, J. D. (1990). Emotional intelligence. *Imagination, Cognition and Personality*, 9(3), 185–211. <https://doi.org/10.2190/DUGG-P24E-52WK-6CDG>
- Petrausch, R. (2020). *How to Leverage Your High-Stakes Presentation in the Age of Speed*. [Publisher].
- Markus, H., & Kitayama, S. (1991). Culture and the self: Implications for cognition, emotion, and motivation. *Psychological Review*, 98(2), 224–253. <https://doi.org/10.1037/0033-295X.98.2.224>
- Salim, K., & James, T. (2021). Effective teaching strategies using technology in business communication. *Journal of Business Education*, 12(4), 56-72.

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