

**Antalya Bilim University**  
**Department of Business Administration,**  
**BUSI 301 Public Speaking & Business**  
**Presentations**

Class time & Place:

Office hours:

**Objective of the Course**

This main objective of this course is to provide both a practical introduction to the fundamental principles of public speaking and a forum for practicing public speaking skills. Through a variety of instructional strategies— in class speaking sessions, discussions, presentations, and lectures— students will learn the processes by which effective speeches are conceived, prepared, and delivered. Some of the topics of the course includes the art of public speaking, developing your first speech, audience-centered speech building, informative-persuasive speech and so on. At the end of the course, it is aimed that students will increase their public speaking ability, learn principles of effective public speaking, demonstrate effective aspects of speech preparation and delivery. In addition, students will improve their speaking skills by delivering one individual presentation and one group business presentation.

**Course Book**

Beebe, S. A. and Beebe, S J. (2015). Public Speaking: An Audience-Centered Approach, Global Edition, 9<sup>th</sup> Edition, Pearson.

## **Academic Honesty and Plagiarism**

Plagiarism is using the words or ideas of others and presenting them as your own. Plagiarism is a type of intellectual theft. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement. You are expected to be sensitive in this issue.

## **Assessment Criteria\***

The final grade of the course will be based on the following weights:

Midterm exam	30
Final exam	40
Other activities (presentations, in class speaking, attendance, participation etc.)	30
Total	100

(Passing grade=50/100)

\* The weights and content of the assessment may be updated due to the COVID-19 pandemic.

## **Activities**

There will be class meetings every week including lectures and in class speaking sessions. Additionally, it is highly recommended that students participate in discussions. In the first seven weeks of the course, main topics will be covered in the lectures followed by the midterm exam. After the midterm exam, the remaining important issues will be delivered to the students. There will be individual presentations starting around 4<sup>th</sup> week. Last weeks of the semester will be devoted to course lectures and group presentations in accordance with the latest situation of COVID-19 pandemic. The details for student presentations will be shared in upcoming weeks.

## **Course Schedule\***

The planned schedule of the course is as follows:

<b>Week 1</b>	Introduction
<b>Week 2</b>	The Art of Public Speaking-Developing Your First Speech
<b>Week 3</b>	The Boundaries of Freedom of Speech-Listening and Critical Thinking Skills

<b>Week 4</b>	Audience Analysis / Individual Presentations
<b>Week 5</b>	Audience-Centered Speech Building / Individual Presentations
<b>Week 6</b>	The Informative Speech / Individual Presentations
<b>Week 7</b>	The Framework of Speech: The Supporting Materials / Individual Presentations
<b>Week 8</b>	Midterm Exam
<b>Week 9</b>	Speech Outlines and Integration of Supporting Materials / Individual Presentations
<b>Week 10</b>	Beginning and Concluding Your Speech-Effective Language for Diverse Listeners / Individual Presentations
<b>Week 11</b>	Strategies for the Final Delivery / Individual Presentations
<b>Week 12</b>	Guidelines on Presentations Aids-The Persuasive Speech / Group Presentations
<b>Week 13</b>	Steps in Persuasive Communication / Group Presentations
<b>Week 14</b>	Speaking with a Purpose: Occasions and Ceremonies / Group Presentations
<b>Week 15</b>	Final Exam

\* The content and topics of the schedule may be updated due to the COVID-19 pandemic.