

MCOM 5530 Strategies and Skills for Managerial Presentations | Executive Summary

Course:	MCOM 5530 Strategies and Skills for Managerial Presentations
Credits:	2 credits
Prerequisites:	MBA Student

Description

MCOM 5530 covers guidelines for writing well-organized and professional presentations and delivering confident, credible, and dynamic presentations. Through discussion and practice, students learn to increase their presentation strengths and decrease their verbal and physical habits that hinder effectiveness.

Some class assignments can be individually customized to provide relevant speaking practice for each student's career goals and needs.

MCOM 5530 is offered spring and summer sessions during each year.

Objectives and Learning Outcomes

- Understand impression management. Communicate the desired brand of a confident, polished, professional, and credible presenter.
- Use effective speaking guidelines in both formal and informal presentations.
- Understand the importance of nonverbal while presenting.
- Use body to enhance, not distract from, presentations.
- Understand and utilize appropriate persuasive strategies in presentations.
- Design effective PowerPoint presentations.
- Design professional PowerPoint decks.
- Deliver professional team presentations.
- Handle questions confidently.