

## COURSE DESCRIPTION

<b>University:</b> <i>University of Prešov</i>	
<b>Faculty/university workplace:</b> <i>Faculty of Management and Business</i>	
<b>Code:</b> <i>7KIK/PKZ-ER/26</i>	<b>Course title:</b> <i>Presentation and communication skills of a business manager</i>
<b>Type, scope and method of educational activity:</b> <i>Type of educational activities: lectures, seminars</i> <i>Scope of training activities: 1 h lecture, 1 h seminar per week</i> <i>Method of learning activities: combined; max. 30% distance learning via MS Teams, Moodle, or other applications and platforms.</i>	
<b>Number of credits:</b> <i>4</i>	
<b>Recommended semester:</b> <i>winter, summer</i>	
<b>Study grade:</b> <i>Bachelor, Master</i>	
<b>Prerequisites:</b> <i>-</i>	
<b>Conditions for passing the course:</b> <b>Method of evaluation and completion of the course:</b> <i>Continuous evaluation</i> <b>The condition for successful completion of the course:</b> <i>During the semester, students are required to fulfil the participation requirements according to the Study Rules of the University of Prešov and actively work in seminars (5 points). Students are also required to develop a semester project: prepare a presentation on a given topic and present it in class (20 points). Completing all of the above requirements is mandatory.</i>  <i>The success criteria for the grading levels are as follows:</i> <i>A: 100.00-90.00%; B: 89.99-80.00%; C: 79.99-70.00%; D: 69.99-60.00%; E: 59.99-50.00%; FX: 49.99 and below. A student scoring less than 50% will be graded FX. Passing the course is contingent upon successful completion of the specified prerequisites and fulfilment of the conditions of participation according to the Study Rules of the University of Prešov.</i>	
<b>Course outputs:</b> <i>The graduate of the course will acquire knowledge, skills and competences.</i>  <b>Knowledge:</b> <i>- Can prepare and design a presentation on a given topic in the field of business management and marketing</i> <i>- Can determine the attributes and key elements of a successful presentation in the field of business management and marketing</i> <i>- Has theoretical knowledge when designing presentation content</i>	

- Can determine the goal and purpose of a presentation with regard to the field of business management and marketing
- Knows how to adapt the content and formal aspects of the presentation according to given criteria
- Can search, analyze, process and edit information from professional literature for presentation purposes
- Knows the structure of a presentation and can adapt it according to the type of presentation and the given topic in the field of business management and marketing
- Has the knowledge to organize individual parts of a presentation into a logical and meaningful whole
- Can assess and choose the right means of expression and communication style when presenting with regard to a given topic and audience

**Skills:**

- Can present information using technical and visual aids
- Uses adequate verbal and non-verbal communication tools when presenting
- Uses information and communication tools in preparation and presentation
- Can evaluate and correct presentation errors
- Can communicate, respond and collaborate interactively with the audience
- Has the ability to apply acquired knowledge and experience when applying for a job
- Is able to apply the knowledge gained in the position of a sales manager in practice in meetings, in various work situations and in communication with employees
- Can use the acquired knowledge in practice when communicating with customers and business partners

**Competences:**

- Uses presentation and communication skills and abilities in work situations and interpersonal communication to interact and function in various social contexts
- Uses competencies in creating working and business relationships and cooperation
- Has presentation and communication skills when presenting the results of their work and evaluating the set goals
- Demonstrates communication competences and skills in planning their work and in the decision-making process when performing managerial work
- Uses communication and presentation skills in self-management, expression, structuring and use of time within interpersonal communication
- Uses acquired presentation and communication skills for their professional qualification and professional growth

**Course content:**

1. Presentation – definition, characteristics of the concept, presentation functions, types of presentation, sales presentation, presentation for company management, motivational presentation, information event, panel presentation, types of presentation for business management and marketing
2. 4Ps of presentations – planning a presentation, preparing a presentation, practising a presentation, delivering a presentation, prerequisites for a good presentation for a sales manager

3. *Presentation preparation – content and formal aspects of the presentation in accordance with the needs of the field of business management and marketing, deciding on the purpose and topic of the presentation, the goal of the presentation, the audience, the knowledge level and expertise of the audience, the age range of the audience, the room, the technical equipment in the room, the size of the room*
4. *Collection of documents and information, primary and secondary sources, working with information and sources, searching, selecting and using professional sources in the field of business management and marketing*
5. *Structure of a presentation and its parts, elements of a good presentation, order of individual parts, organization of information, introduction, core and conclusion of a presentation – their role and significance, stages of presentation construction*
6. *Communication - verbal, non-verbal communication, verbal and non-verbal means of expression, choosing appropriate clothing for the presenter, adjusting the appearance of the sales manager, and first impression of the presenter*
7. *Body language, voice work, intonation, tempo, breathing and language exercises, articulation, individual style of the presenter, strengths and weaknesses of the presenter*
8. *Neurolinguistic Programming (NLP) and communication – new approaches in developing communication skills, theoretical foundations of NLP, selected attributes of NLP for the field of business management and marketing, NLP training for managers, the effect of NLP for improving a manager's communication skills*
9. *Use of visual and technical aids in presentations – graphs, tables, diagrams, images, photos, videos, graphic design, color, font type and size, use of PowerPoint, working with aids, samples, products*
10. *Establishing contact with the audience, eye contact, interacting with the audience, asking questions, responding to feedback from the audience, forms of feedback, maintaining the attention of the audience, influencing the audience, persuasion (convincing the audience), attributes of a successful presentation*
11. *The most common mistakes in presenting in the content and formal part of the presentation, analyzing and evaluating the presentation, solving problems during the presentation, solving technical problems, and managing stressful situations*
12. *Vocabulary when presenting – formal and informal style, selection of appropriate phrases and sentences in the introduction, body and conclusion of the presentation, thanking the audience, phrases used when transitioning to individual parts of the presentation, vocabulary when introducing the co-presenter, phrases used when solving problems and stressful situations during the presentation*
13. *Practical presentations, demonstrations of different types and styles, analysis of videos of various presentations, practice of presentations, adherence to time limits, handling stressful situations*

**Recommended literature:**

LINDSELL-ROBERTS. S., (2024). *Storytelling in Presentations*. John Wiley & Sons, Inc, 2024.

LOCKWOOD, R., B., (2023). *Making Academic Presentations What Every University Student Needs to Know*. University of Michigan Press, 2023. ISBN 9780472039623.

FARRINGTON, J., (2023). *The Non-Obvious Guide to Better Presentations: How to Present Like a Pro (Virtually or in Person) (Non-Obvious Guides)*. Ideapress Publishing, 2023. ISBN: 9781646870462.

ACKER, M., (2023). *Speak with Confidence: Overcome Self-Doubt, Communicate Clearly, and Inspire Your Audience*. John Wiley & Sons, Inc., 2023, ISBN. 978-1-394-20100-6.  
DONNOVAN, J., (2013). *How to Deliver a TED Talk: Secrets of the World's Most Inspiring Presentations, Revised and Expanded*. McGraw-Hill LLC, 2013. ISBN 9780071831598

**Language which is necessary to complete the course:** English

**Notes:**

*Distribution of student workload:*

*20% of workload – direct teaching activities (lectures, seminars)*

*40% of workload – independent student work (preparation for seminars, preparation of a seminar paper, work on continuous assessment outputs)*

*40% of workload – self-study and preparation for the final assessment*

*Students with specific needs are provided with an individualized approach based on the recommendation of the faculty coordinator for students with specific needs.*

*In the case of distance learning, teaching and assessment will take place via Microsoft Teams, Moodle (LMS), or other applications and platforms (using official email addresses: @unipo.sk, @smail.unipo.sk).*

**Course evaluation**

Total number of students evaluated:

A	B	C	D	E	FX

**Lecturers:** doc. Mgr. Eva Benková, PhD.

**Date of last change:** 10.06.2026

**Approved by:** Mgr. Lucia Dančišinová, PhD.