



# KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

ERODE – 638 107

## DEPARTMENT OF BUSINESS ADMINISTRATION

### VALUE ADDED COURSE – SYLLABUS 17VBAAS- ART OF PUBLIC SPEAKING

#### Course Objective(s):

- To increase Confidence and Poise when speaking to audience.
- To increase understanding and integration of the basic Principles, Practices, and Techniques of effective Public Speaking.
- To overcome the fear of Public Speaking in Supportive, helpful Environment.

#### Paper-I- SPEAKING TERMINOLOGY

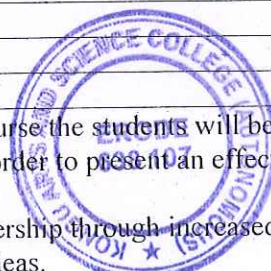
<b>UNIT I</b>	<b>Introduction</b>	4 Hours
Introduction to Art of public speaking- Importance – Fear –Over come the fear of public speaking-Review directions for introductory speech-Group discussion-Prepare for group discussion.		
<b>UNIT II</b>	<b>Selecting Topics</b>	4 Hours
Selecting a topic and purpose-Steps to finding a speech topics-Matching topic with purpose-Related Materials.		
<b>UNIT III</b>	<b>Types of Speech</b>	4 Hours
Types of speech-Humorous speech-Informative-Persuasive speech-Speaking in small groups. Public speaking Anxiety and intensity- Glossophobia-Strategies for managing public speaking Anxiety.		
<b>UNIT IV</b>	<b>Audience Analysis</b>	4 Hours
Audience Analysis-Researching the topics-Supporting materials-connectives-Preparation of outlines-speech delivery-Speech Evaluation-Sample Speech (Activity)		
<b>UNIT V</b>	<b>Style of Speech</b>	4 Hours
Beginning and ending speech-Visual aids of speech-Change the styles of speech-Speaking on special occasions-Transmitting ideas into speech-Rules and regulations of public speaking-Analyzing the performance of public speaking.		
<b>Total Hours</b>		20 Hours

#### Paper-II- SHORT SPEECHES (PRACTICALS)

<b>UNIT I</b>	<b>Introduction</b>	4 Hours
Speech of Introduction		
<b>UNIT II</b>	<b>Topic Selection</b>	4 Hours
Speaking a Specific Topic		
<b>UNIT III</b>	<b>On the Spot Speech</b>	4 Hours
On the Spot objective speaking (Extempore)		
<b>UNIT IV</b>	<b>Speaking on Special Occasions</b>	4 Hours
Speaking on special occasions		
<b>UNIT V</b>	<b>Final Speech</b>	4 Hours
Final Speech and Group discussion		
<b>Total Hours</b>		20 Hours

**Course Outcome:** On Completion of this course the students will be able to

1. Learned public speaking skills in order to present an effective and efficient message.
2. Provide skills for community leadership through increased practice in organization and presentation of ideas.
3. Gained Strategies and skills to manage communication anxiety and apply the knowledge of digital presentation tools to create and present effective presentation.



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