

SYLLABI
For
Value Added Course
Certificate Course in Public Speaking

Offered by
Department of Management Sciences
Bachelors of Business Administration
(Session: 2023-24)



TECNIA INSTITUTE OF ADVANCED STUDIES
GRADE "A" INSTITUTE

Approved by AICTE, Ministry of Education Govt. of India, Affiliated to GGSIP University
Recognized Under Sec. 2(f) of UGC Act 1956

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DEPARTMENT OF MANAGEMENT SCIENCES
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Certificate Course in
Public Speaking

Objectives: The course seeks to develop the speech and personality of learners in order to convert them into confident, committed and effective speakers.

Learning Outcomes:

- Understand the fundamentals of public speaking
- Discover about meaningful research on a variety of topics.
- Understand about the audience and design speeches to reflect analysis
- Understand and explain the communication process

Course Contents:

Unit I

Introduction to Public Speaking, Public Speaking: Meaning and Significance, Objectives of Public Speaking, Benefits of Public Speaking, Types of Public Speaking: Media, Corporate and Political, Models of Communication, Elements of the Communication Process, Types of Speeches and Speaking Occasions, Speaking Competencies, Community, Collaboration, and Leadership, Plan and prepare speeches that inform, persuade, or fulfill the needs of a special occasion.

(7Hours)

Unit II

Use presentation aids to enhance speeches, Outline speeches in a logical and thorough fashion, Art of Public Speaking: Language, Etiquettes and Communication Skills., Role of Speaker, Effective listening, Hearing Versus Listening, The Value of Listening, Barriers to Effective Listening, Strategies to Enhance Listening, Listening and Feedback, Encouraging Effective Listening, Elements of an Excellent Demonstration Speech, Organizational Styles, Methods of Delivery, Verbal and Non- Verbal Aspects of Delivery, Language and Style.

(8 Hours)

Unit III

Speech Delivery, Types of Speeches, Techniques of Public Speaking: Audience Applause Technique, Practice with a mini-audience, Practice in front of camera, Soft Sale Storytelling Strategy, Researching Your Speech Topic, Audience Analysis, Style and Delivery, Speech to Inform, Presentation Aids, Presentation Aids, Types of Visual Aids, Design Principles, Visual Aid Tips, Speech Evaluation.

(7 Hours)



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(8 Hours)

Unit IV

Tools for Public Speaking: Vocal delivery, Body language, Audio Visual aids, Effective Speaking: Presentation, Persuasive Speaking, Understanding Speech Genres, and Celebratory Speaking, Approaches to Audience Analysis, Ethics in Public Speaking, Ethical Speaking, Ethical Listening, Group Presentations, Communication about Group Interaction, Origins of Public Speaking, Classifying Communication Apprehension (CA), Frames of Reference, Cognitive Restructuring, Techniques for Building Confidence.

Note: Latest Provisions to be taught.

Suggested Readings (All latest editions to be referred):

- Dale Carnegie (2017), How to Develop Self-Confidence & Influence People by Public Speaking.
- Mike Acker (2019), Speak with No Fear: Go from a nervous, nauseated, and sweaty speaker to an excited, energized, and passionate presenter.
- Bhupendra Singh Raathore (2021), Public Speaking: Master the Greatest Skill of All Time.
- J. Berg Esenwein (2022), The Art of Public Speaking.

Evaluation Pattern: On the basis of MCQ exam followed by Viva Voce

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