**MAKERERE UNIVERSITY BUSINESS SCHOOL**

**COURSE WORK ONE**

**FOR THE BACHELOR OF OFFICE AND INFORMATION MANAGEMENT**

**OF MAKERERE UNIVERSITY**

**ACADEMIC YEAR 2024/2025**

**COURSE NAME: PROFESSIONAL SPEAKING AND PUBLIC RELATIONS (PSPR)**

**COURSE CODE: BUC3228**

**SEMESTER: TWO**

**YEAR OF STUDY: THREE**

**MODE OF ASSESSMENT: GROUP PRESENTATIONS**

**TIME**: **DURING THE LECTURE**

**INSTRUCTIONS**

1. In groups of **3 students**, prepare a Word document and a PowerPoint presentation. The work should be typed in font 12 and double-spaced with justified margins. (a projector will be availed so kindly carry a laptop with your work).
2. The lecturer will assign the questions to each group and all questions carry equal marks.
3. You are expected to have two copies of your work, one to be submitted to the course facilitator by the deadline and the second (the students’ copy) to be used during the presentation.
4. You are expected to have two copies of your work, one to be submitted to the course facilitator by the deadline and the second (the students’ copy) to be used during the presentation.
5. Presentation will take place on March 5, 2025**.** All work handed in past this day shall not be accepted.
6. All group members should be ready to present in class because the selection of who to present shall be at random.
7. Each group should ensure that all members are around during the presentations and that all members are ready to present any part of the questions assigned. **N.B.** **Late coming will not be an acceptable excuse for missing the presentation when your group is called upon to present.**
8. Please note that this assignment will contribute to your final coursework marks. There will not be any consideration for those who will not be available to present.
9. More instructions shall be given at the time of presentations.
10. **Please note that the presentation is only for the Professional Speaking part of the course.**

**QUESTION ONE**

During an important virtual presentation that you are steering through video conferencing software, it has come to your attention that a significant portion of the audience appears to be disengaged. Specifically, several participants are observed diverting their gaze from the screen, engaging in multitasking behaviours, and exhibiting signs of diminishing focus. Given the significance of the audience's engagement, it is imperative to recognize that sustaining their attention is essential for the overall effectiveness of the presentation.

The pressure is on, but you realize that simply talking through your slides will not be enough to engage them. You need to find ways to captivate and maintain their attention for the remainder of the presentation, ensuring that your message is communicated effectively and that participants stay involved.

**Required:**

In this situation, what strategies can you implement during your presentation to keep the online audience engaged, maintain their attention throughout the session, and ensure they stay focused on your message until the end?

**QUESTION TWO**

Your organization has been invited to speak at a large industry conference and is also organizing a smaller internal team meeting within the same month. They have chosen you to represent them at both events as they are important, yet they have very different audiences and settings. The conference will host hundreds of people, including professionals from various fields, while the team meeting will have around 15 people from your department.

**Required**

1. Choose an organization of your choice and give a brief background.
2. Given these two very different speaking engagements, what are the key differences you should consider when preparing for the conference versus the smaller meeting?
3. How can you adjust your presentation style, content, and delivery to effectively engage each audience and ensure your message resonates in both settings?

**QUESTION THREE**

As a leader at a mid-sized technology company, you’ve been asked to present a new product development project plan to a group of key stakeholders. The stakeholders include the Chief Finance Officer (CFO), who is primarily concerned with cost efficiency, and the Chief Strategy Officer (CSO), who is focused on the long-term strategic growth of the company. Both have conflicting priorities:

* **The CFO** is cautious of any large upfront investments and prefers projects that offer quick returns and cost savings.
* **The CSO** is advocating for a larger investment in innovative features, emphasizing long-term competitive advantage and market positioning, which may take time to pay off.

You need to find a way to communicate effectively and align the team, ensuring both groups feel their concerns are addressed while maintaining a unified vision for the company’s future.

**Required**

1. Given your stakeholders’ conflicting priorities, what presentation techniques can you use to navigate these differing perspectives, and highlight areas of common ground.

**QUESTION FOUR**

You have an upcoming presentation to a group of high-level executives from the government, and despite having prepared thoroughly, you start feeling a sense of anxiety as the day of the presentation approaches. You’re familiar with the content, but the pressure to make a strong impression is starting to get to you. As you rehearse, your mind starts to race with thoughts of potential mistakes and worries about the audience’s reactions. Upon reflection, you realize there are a few factors contributing to your nervousness:

**Required:**

1. **Personal Factors**:
	* How can you manage your **fear of public speaking** and overcome **imposter syndrome**? What mindset shifts or techniques can help you believe in your expertise and embrace imperfection?
	* How can you manage **perfectionism** and reframe the way you view mistakes during your presentation?
2. **External Factors**:
	* Considering the **audience expectations**, how can you ensure that your content resonates with the executives and meets their standards, while still staying true to your message?
	* How can you prepare for **technical issues** and reduce their potential impact? What backup plans can you put in place to maintain confidence if something goes wrong?

**QUESTION FIVE**

Makerere University Business School has invited you to represent the students in the inter-university speaking competitions. You’ve been preparing for weeks for this important presentation to a large audience, and the moment has finally arrived. As you step up to the stage, your heart races, and you can feel the pressure mounting as all eyes are on you. Your hands feel clammy, and your thoughts start to race, wondering if you will perform well. The room is full of decision-makers and influential figures, which increases the pressure to impress.

As you stand there, ready to begin, you need to find a way to regain control, calm your nerves, and deliver your message confidently.

**Required**

1. In this high-pressure moment, what techniques can you use to stay calm and maintain confidence as you begin your presentation? How can you apply these methods throughout your presentation to ensure smooth delivery and keep your focus, even if unexpected challenges arise?
2. What strategies can you implement before stepping onto the stage to better prepare yourself for the nerves and pressures of public speaking?

**QUESTION SIX**

You’re delivering a crucial presentation to a group of stakeholders, and you’re well into your talk when suddenly, the projector stops working, and your slides are no longer visible to the audience. The technical issue leaves you without the visual aids that were central to your presentation. Your heart starts racing, and you feel a momentary panic. However, the audience is watching, and you need to stay composed to avoid losing their attention or your credibility.

As you stand there, you realize that panicking will only make the situation worse. You need to think on your feet to continue the presentation smoothly, without your slides, and keep your audience engaged.

**Required:**

1. In this situation, how can you stay calm and maintain your confidence despite the unexpected technical failure?
2. What specific presentation strategies can you use to quickly adapt to the situation, ensure your message still comes across clearly, and keep the audience engaged without losing focus or composure?

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| **GROUP** | **NAME** | **QUESTION** |
| G6 | 1. BIZIMAANA EDWARD
2. MULUNGA BERNARD
3. KIRYOWA JOSEPH
 | Q1 |
| G4 | 1. NABITENGERO KEVIN
2. NANKYA IRENE
3. KYARISIMA JANE FRANSIS
 | Q2 |
| G1 | 1. MUGENYI MARY GLORIIA
2. OSHABE SHIBAH
3. BIRUNGI ISAAYA
 | Q3 |
| G3 | 1. AMUPIRE DORCUS
2. NAMALE NUSULAH
3. BUGONZI SLYVIA SHERINAH
 | Q4 |
| G2 | 1. NAMUYABA CATHERINE
2. NAMUWONGE CATHERINE
3. NYANGI ROCKY
 | Q5 |
| G5 | 1. AKAMPURIRA LILLIAN
2. KAWOOYA RODNEY
3. NAMUTAWE SHATRAH
 | Q6 |

**Allocation of Coursework One Presentation Questions**