



Speech Syllabus no 8

Business Presentations



Examination Syllabus

Level 6 to Associate Diploma

Australian Guild of
Music Education
01/01/2019

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VERSION CONTROL

Reference: 10-0-1 (20160101)				Change
Book	Volume	Edition	Date	
10	0	1	20160101	New document, 2016
10	0	1.1	20170101	Unchanged from previous version
10	0	1.2	20180101	Unchanged from previous version
10	0	1.3	20190101	Unchanged from previous version

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Introduction

Background to this syllabus

- This syllabus is a business stream alternative to Oral Communication levels 6, 7, Proficiency and Associate Public Speaking.
- It is designed to meet the needs of business people who are required to present information professionally to others, both with and without the assistance of electronic presentations.
- It provides comprehensive training in public speaking and the creation and delivery of PowerPoint presentations.

Notes for Teachers

Use of Business Presentations/Oral Communication syllabi

- As this syllabus commences at Level 6, some candidates may need to complete Oral Communication examinations at or below Level 5, prior to attempting Level 6 Business Presentations.
- Candidates have a number of options in the way they choose to progress through the Business Presentations or Oral Communication syllabi.
 - Candidates may elect to complete examination levels from the Business Presentations syllabus only, culminating in the Associate Diploma Business Presentations.
 - Candidates may elect to complete examination levels from the Oral Communication syllabus only, culminating in the Associate Diploma Public Speaking.
 - Candidates may elect to swap between these two syllabi at any point. For example, a candidate might complete Business Presentations Level 6, then Oral Communication Level 7, then Business Presentations Proficiency, then Associate Diploma Public Speaking.

Prerequisites

- The Business Presentations Proficiency can be used as the prerequisite for Associate Diploma Business Presentations or Associate Diploma Public Speaking.
- The Associate Diploma Business Presentations or the Associate Diploma Public Speaking can be used as the prerequisite for the Associate Teacher Public Speaking.

Technology

- In this syllabus, the software referred to is Microsoft PowerPoint 2010. However, candidates may use other similar software.
- It is the candidate's responsibility to check prior to his/her examination that the equipment required is in place and connected. Alternatively, candidates may provide their own equipment.
- Ten minutes will be allowed prior to the examination to set up and test electronic presentations. Once exams are running, candidates may use the examiners' marking time in between items to set up the next presentation.
- It is recommended that candidates do not require internet access for presentations as it may be unavailable or unreliable.
- Appropriate back up procedures should be followed.

Items incorporating Electronic Presentations

- Not all items on the practical examinations are to incorporate electronic presentations. Electronic presentations are to be used only where indicated.
- It is taken as understood that all presentations are to be delivered without audience (ie examiner) interruption. Therefore it is not necessary for candidates to commence each presentation by stating that questions are to be held until after the presentation has been completed.

However, two presentations throughout this syllabus may be interrupted by the examiners: one in the Proficiency examination and one in the Associate examination. For these items, the candidate should mention at the start of the presentation that questions/comments are welcome during the presentation.

- Presentations may contain any desired number of slides, except where limitations are listed.
- Colour printouts of presentations (at one slide per A4 page), and any audience handouts are to be presented to the examiner/s at the commencement of the examination, and left for further study.
- Errors in slides such as spelling, grammar, capitalisation, poor formatting or slide design will be penalised.

Other

- Appropriate business attire/personal presentation is required.
- Talks, speeches and presentations should not be read or delivered as a recital.
- Headline notes / speaker's notes may be used, but must be inconspicuous.
- This syllabus must be used in conjunction with the supporting document 'Speech Syllabi Background Information for Teachers' which contains essential information such as
 - Structure of the Speech Syllabi package
 - Grade set
 - Age of candidates
 - Guidelines for selecting appropriate selections at each examination level
 - Prepared versus Impromptu items
 - Memorisation requirements
 - Reading of books prior to practical examinations
 - Hard copy requirements
 - Guidelines for theory examinations
 - Guidelines for Diploma examinations
 - Suggested reference books.

Level 6

	Time: 45 mins. Pass mark: 70	Marks
1	<p>Talk</p> <ul style="list-style-type: none"> • On one of the following business topics <ul style="list-style-type: none"> ○ Customer service ○ Resume preparation ○ Listening skills ○ Feedback ○ Assertiveness ○ Netiquette. • Time limit: 3 mins. 	15
2	<p>Self-introduction (PowerPoint presentation)</p> <ul style="list-style-type: none"> • Audience: colleagues. • Limit of 6 slides. • Time limit: 3 minutes. <p>• Introduce yourself at a new workplace. Include your career/education to date, and explain what you can offer this organisation.</p> <p>OR</p> <ul style="list-style-type: none"> • Introduce yourself to a new group, such as a new class at school, or to a sporting or activity group you have just joined. 	20
3	<p>Speech</p> <ul style="list-style-type: none"> • On one of the following business topics <ul style="list-style-type: none"> ○ Reception protocol ○ Writing in Plain English ○ Telephone technique – making and answering calls in a business setting, leaving messages on answering machine/voicemail. • Time limit: 3 minutes. 	15

Level 6 examination continues on the next page.

Level 6

continued

4	<p>Discussion of technical work</p> <p>The examiner will ask the candidate questions on one or more of the following areas</p> <ul style="list-style-type: none"> a) The correct method of breathing for public speaking. To include demonstration of one suitable breathing exercise. b) Techniques for reading aloud, such as stance, reading ahead, eye contact. To include demonstrations. c) Facial expression and eye contact. d) Body language and gesture. 	10
5	<p>Product/service review (PowerPoint presentation)</p> <ul style="list-style-type: none"> • Audience: peer group. • Assess a business product or service. • Limit of 6 slides. • Time limit: 3 mins. 	20
6	<p>Own choice presentation (PowerPoint presentation)</p> <ul style="list-style-type: none"> • On a topic of interest to the candidate. • Prior to commencing, state the purpose of the presentation, the occasion and the type of audience. • Time limit: 4 minutes. 	20

Level 7

	Time: 1 hour. Pass mark: 70	Marks
1	<p>Talk</p> <ul style="list-style-type: none"> • On one of the following business topics <ul style="list-style-type: none"> ○ Occupational health and safety ○ Customer complaints ○ Diversity ○ Interview technique (hints for interviewees) ○ Networks (human) ○ Professional development. • Time limit: 3 mins. 	15
2	<p>Presentation describing a business/organisation (PowerPoint presentation)</p> <ul style="list-style-type: none"> • Audience: colleagues. • Limit of 8 slides. • Time limit: 4 minutes. • On a business or organisation in which the candidate has worked, has experienced in some way, and/or has researched. May be Australian, international or global, any size, well known or not, and from any business sector. 	20
3	<p>Entertaining presentation (PowerPoint presentation)</p> <ul style="list-style-type: none"> • Audience: senior citizens. • Time limit: 4 minutes. • On the role of technology in today's workplace. Could cover one or more specific technologies, or be broader in approach. OR • On a topic relating to today's technology. For example: E-business, online shopping, social media, mobile phones, screen addiction. 	20

Level 7 examination continues on the next page.

Level 7

continued

4	<p>Discussion of technical work</p> <p>The examiner will ask questions on one or more of the following areas</p> <ol style="list-style-type: none"> a) Clarity of speech sounds and words. b) Good vocal tone. c) Projection. d) Pitch variation. e) Public speaking skills required for delivering electronic presentations. 	10
5	<p>Speech</p> <ul style="list-style-type: none"> • On a public figure from the business world whom the candidate sees as an inspirational person. • Time limit: 3 minutes. 	15
6	<p>Own choice presentation (PowerPoint presentation)</p> <ul style="list-style-type: none"> • On a topic of interest to the candidate. • Audience: people under 18 years of age. • Prior to commencing, state the purpose of the presentation and the occasion. • Time limit: 4 minutes. 	20

Proficiency (Level 8)

	Time: 1 hour 15 minutes. Pass mark: 70	Marks
1	<p>Speech</p> <ul style="list-style-type: none"> • Link two of the following business topics <ul style="list-style-type: none"> ○ Goal setting ○ Continuous improvement ○ Teamwork ○ Problem solving and decision making ○ Negotiation ○ Consensus. • Time limit: 4 mins. 	15
2	<p>Present instructions/procedures (PowerPoint presentation)</p> <ul style="list-style-type: none"> • Audience: work colleagues. • Time limit: 4 minutes. • Present information of an instructional/procedural nature. 	15
3	<p>Creative speaking</p> <ul style="list-style-type: none"> • Impromptu. • The examiner will show the candidate something relating to a well-known business/organisation. <ul style="list-style-type: none"> ○ For example, the Commonwealth Bank logo, a Coca-Cola bottle, or a piece of advertising (hard copy or electronic). • The candidate is to present his/her thoughts on the item, including opinions on its effectiveness in promoting that brand. • Preparation time: 1 minute. • Time limit: 2 minutes. • The examiner will give a warning at 1½ minutes. 	15
4	<p>Breathing method for public speaking (PowerPoint presentation)</p> <ul style="list-style-type: none"> • Audience: Speech students aged 14-16 years. • The correct method of breathing for public speaking. • Time limit: 4 minutes. 	15

Proficiency (Level 8) examination continues on the next page.

Proficiency (Level 8)*continued*

5	<p>Reading / impromptu speaking</p> <ul style="list-style-type: none"> • Impromptu. • Read aloud an article from a business magazine, or the business pages from a newspaper or website. • Deliver a short talk based on the subject matter of the article. • Preparation time: 1 minute. • Time limit: 1½ – 2 minutes. • The examiner will give a warning at 1½ minutes. 	10
6	<p>Sales presentation (PowerPoint presentation)</p> <ul style="list-style-type: none"> • Audience: clients. • The presentation is to allow for questions from the audience (ie examiners) being asked as the presentation is running. • Time limit: 4 minutes (plus approximately one minute involving questions/answers). 	15
7	<p>Own choice presentation (PowerPoint presentation)</p> <ul style="list-style-type: none"> • On a topic of interest to the candidate. • Audience: adults in a social setting. • Prior to commencing, state the purpose of the presentation and the occasion. • Time limit: 5 minutes. 	15

Proficiency (Level 8) Theory examination

Examination duration: 3 hours. Pass mark: 70

Questions will be asked from the following list of public speaking skills

- **The speaker's voice**
 - Relaxation
 - Vocal production
 - Tone
 - Projection
 - Audibility
 - Resonance
 - Volume
 - Breath control
 - Pronunciation
 - Speech clarity
- **Expression**
 - Emphasis
 - Pitch
 - Inflection
 - Modulation
 - Pace
 - Pause
 - Facial expression
 - Body language
 - Gesture
 - Personal mannerisms
- **Style of delivery**
 - Posture
 - Stance
 - Eye contact
 - Cue cards
 - Humour
 - Persuasion
 - Confidence
- **Exercises for practice**
- **Audience**
 - Knowing your audience: eg peers, clients, colleagues, management
 - Age, interests/backgrounds, knowledge level

Proficiency Business Presentations Theory continues on the next page.

Proficiency Business Presentations Theory examination *continued*

Questions will be asked from the following list of PowerPoint skills

- **Preparing the content**
 - Determining the purpose of the presentation – eg inform, persuade, sell, train, entertain
 - Gathering information
 - Preparing the outline
 - Deciding on the structure
 - Arranging the information
- **Technology**
 - Data projector and screen
 - Laptop computer
 - Software
 - Digital pointer
 - Speakers
 - Internet access
 - Back up procedures
 - Setting up and testing equipment
- **Presentation features**
 - Colour, themes
 - Slide layouts
 - Text, slide titles
 - Images, objects, pictures, illustrations
 - Tables, charts, graphs, diagrams
 - Animations, transitions
 - Music, sound
 - Video clips
 - Slide masters
 - Importing data from other applications, eg Excel
- **Associated materials**
 - Handouts
 - Speaker notes
- **Delivery style**
 - When it might be appropriate to allow audience to interrupt the presentation, and how this should be handled.

Associate Business Presentations

	<p>Time: 1 hour 30 minutes. Pass mark: 70 Prerequisite: Proficiency (Business Presentations, Oral Communication, or Speech and Drama) Minimum age: 20 years</p>	Marks
	<p>Notes for Teachers</p> <ul style="list-style-type: none"> • The candidate must illustrate a high degree of competence in all areas. • The examiners will discuss the programme with the candidate throughout the examination. 	
1	<p>Speech / outline of presentation</p> <p>a) Speech on one of the following business topics</p> <ul style="list-style-type: none"> • Planning • Leadership • Mentorship • Performance evaluation • Innovation • Project management. <p>• Time limit: 5 mins.</p> <p>b) Talk</p> <ul style="list-style-type: none"> • Explain how the above speech could be adapted for delivery as a PowerPoint presentation. • Explain the ways in which the speech would have to be changed, and show some of the slides you would use. Discuss design theme etc. • Comment on the pros and cons of each approach. • Limit of 6 slides. • Time limit: 3 mins. 	20

Associate Business Presentations examination continues on the next page.

Associate Business Presentations

continued

2	<p>Business procedures</p> <p>a) Meetings procedure</p> <ul style="list-style-type: none"> • Explain the procedure for agenda preparation, the conduct of formal business meetings and minute taking. • Time limit: 4 minutes. <p>b) Courtesy speech</p> <ul style="list-style-type: none"> • Impromptu. • The examiner will ask the candidate to present one of the following, based on a given scenario, for a formal or informal business meeting <ul style="list-style-type: none"> ○ The introduction of a new member of staff ○ Congratulatory speech ○ Farewell speech. • For example, the candidate could be asked to present a speech at an informal meeting congratulating a colleague on successful sales figures. • Preparation time: 1 minute. • Time limit: 2 minutes. 	10
3	<p>Technical presentation (PowerPoint presentation)</p> <ul style="list-style-type: none"> • Note: Items 3 and 4 are to be business branded presentations for the same real or fictitious business/organisation. Include corporate branding such as logo, slide numbering, header/footer, design theme. • Audience: colleagues and/or management. • Deliver a presentation involving technical information such as statistics, charts, graphs, diagrams, and tables. • Time limit: 4 minutes. 	15
4	<p>Persuasive presentation (PowerPoint presentation)</p> <ul style="list-style-type: none"> • Note: business branded presentation, as for item 3. • Audience: management. • Put forward an idea or proposal. • The presentation is to allow for questions from the audience (ie examiners) being asked as the presentation is running. • Time limit: 4 minutes (plus approximately one minute involving questions/answers). 	15

Associate Business Presentations examination continues on the next page.

Associate Business Presentations

continued

5	<p>Impromptu talk</p> <ul style="list-style-type: none"> • The examiner will give the candidate a scenario for a presentation topic. The candidate is to deliver a talk outlining a suggested mode of presentation, including the appropriate types of visual aids (such aids are not limited to PowerPoint). <ul style="list-style-type: none"> ○ For example: a presentation on healthy eating to a group of retirees. • Preparation time: 2 minutes. • Time limit: 3 minutes. 	10
6	<p>Training presentation (PowerPoint presentation)</p> <ul style="list-style-type: none"> • Audience: Senior secondary and/or tertiary students. • Train students on how to make PowerPoint presentations. Include PowerPoint theory, do's and don'ts, examples of good and bad use of PowerPoint. Aim to be entertaining. • Time limit: 4 minutes. 	15
7	<p>Own Choice presentation (PowerPoint presentation)</p> <ul style="list-style-type: none"> • On a topic of interest to the candidate, relating to business or current affairs. • Prior to commencing, state the purpose of the presentation, the occasion and the type of audience. • Time limit: 5 minutes. 	15

Associate Business Presentations Theory examination

Examination duration: 3 hours. Pass mark: 70

Prerequisite: Proficiency (Business Presentations, Oral Communication, or Speech and Drama)

Minimum age: 20 years

Questions will be asked from the following list of public speaking skills

- **The speaker's voice**
 - Vocal production
 - Tone
 - Audibility
 - Projection
 - Volume
 - Resonance
 - Breath control
 - Speech clarity
 - Formation of speech sounds
 - Pronunciation
 - Common speech faults
- **The style of delivery**
 - Serious
 - Humorous
 - Informative
 - Persuasive
 - Didactic
 - Expression in delivery
 - Phrasing
 - Pause and timing
 - Posture
 - Gesture
 - Grooming
 - Facial expression
 - Eye contact
 - Body language
 - Mannerisms and distractions
- **Preparation and delivery of a speech**
 - The purpose
 - The argument
 - Quotations
 - Choosing a topic

Associate Business Presentations Theory continues on the next page.

Associate Business Presentations Theory examination *continued*

- The place of humour
- Vocabulary, language, clichés
- The occasion of the speech
- **Meetings procedures**
 - Agenda preparation
 - Meetings procedure
 - Duties of a chairperson
 - Minute taking
- Audience contact
- Confidence
- Impromptu speaking
- Telephone use

Questions will be asked from the following list of PowerPoint skills

- **Speech vs presentation**
 - Differences between speeches and presentations
 - Adapting a speech for delivery as an electronic presentation and vice versa
- **Technical information**
 - Incorporating statistics, charts, graphs, diagrams, tables
- **Business requirements**
 - Company logo/image
 - Header/footer
 - Slide numbering
 - Slide design
 - Use of templates
- **Presentation design**
 - Balance of presentation elements
 - Consistency
 - Simplicity
 - Typeface, size and style
 - Design faults such as colours, transitions/animations, sound
- **Presentation delivery**
 - Incorporating electronic presentations into public speaking
 - Balance between presenter and electronic presentation
- **Other**
 - Rehearsal processes
 - Other visual aids eg whiteboard, flip charts, video