

EFFECTIVE PUBLIC SPEAKING

Course code	<i>MNG224</i>
Compulsory in the programmes	<i>N/A</i>
Level of studies	<i>Bachelor</i>
Number of credits	<i>6 ECTS (48 contact hours + 2 consultation hours, 2 hours of examination, 110 individual work hours)</i>
Course coordinator (title and name)	<i>Tomas Stasiukevičius</i>
Prerequisites	<i>None</i>
Language of instruction	<i>English</i>

THE AIM OF THE COURSE:

Public speaking is a skill, an art, and a technique essential for effective communication both internally and externally. This course focuses on enhancing public speaking abilities, enabling students to convey key messages effectively within and beyond their organizations. Through numerous practical activities, students will be pushed out of their comfort zones, building their confidence and refining their communication techniques. Participants will also learn to adapt their speaking styles to diverse audiences, handle challenging questions with poise, and use non-verbal cues effectively to reinforce their messages.

MAPPING OF COURSE LEVEL LEARNING OUTCOMES (OBJECTIVES) WITH DEGREE LEVEL LEARNING OBJECTIVES (See Annex), ASSESMENT AND TEACHING METHODS

Course level learning outcomes (objectives)	Degree level learning objectives (Number of LO)	Assessment methods	Teaching methods
CLO1. Analyze and implement effective speech preparation strategies through context, theme, knowledge, and purpose identification.	BLO1.1.	Midterm exam.	Lectures, seminars, self-study
CLO2. Craft and deliver compelling speeches for different purposes, such as informing, persuading, and entertaining	BLO1.1.	Midterm speech, Final speech	Lectures, seminars, public speech practice self-study
CLO3. Conduct thorough audience analysis and adapt content accordingly	BLO1.2.	Midterm speech, Final speech	Lectures, seminars, self-study
CLO4. Overcome speech anxiety and build self-confidence in public speaking situations	BLO4.1. BLO4.2.	Midterm exam, Midterm speech, Final speech	Lectures, seminars, public speech practice self-study
CLO5. Utilize visual aids and presentation technology effectively	BLO3.1.	Final speech	Lectures, seminars, public speech practice self-study
CLO6. Master storytelling techniques for impactful public speaking	BLO2.1. BLO4.1.	Final speech	Lectures, seminars, public speech practice

	BLO4.2.		self-study
CLO7. Design and deliver persuasive presentations that influence audience behavior and attitudes	BLO4.1. BLO4.2.	Final speech	Lectures, seminars, public speech practice self-study

ACADEMIC HONESTY AND INTEGRITY

The ISM University of Management and Economics Code of Ethics, including cheating and plagiarism are fully applicable and will be strictly enforced in the course. Academic dishonesty, and cheating can and will lead to a report to the ISM Committee of Ethics. With regard to remote learning, ISM remind students that they are expected to adhere and maintain the same academic honesty and integrity that they would in a classroom setting.

USE OF GENERATIVE ARTIFICIAL INTELLIGENCE

All course participants must comply with the ISM University of Management and Economics Artificial Intelligence Policy published on the e-learning platform. Generative AI may support students' learning and preparation, but it may not replace their own thinking, communication skills or performance. Students remain responsible for all content they present.

Midterm exam (20%)

The midterm exam is individual work. The use of generative AI or other automated assistance during the examination is **not permitted**. AI may be used for exam preparation, for example to clarify public speaking concepts, generate practice questions or support self-testing.

Midterm speech (20%)

AI may be used to support speech preparation, including brainstorming topics and examples, exploring audience perspectives, testing alternative structures, and receiving feedback on clarity or delivery. However, the speech content, arguments and storytelling must be developed and delivered by the student. AI must not be used to generate a complete speech or script for submission or delivery.

Final speech (40%)

AI may be used as a preparation and feedback tool to explore persuasive approaches, analyse the target audience, develop ideas, test the 4MAT structure, improve visual aids, rehearse potential audience reactions or questions, and receive feedback on draft ideas.

The final persuasive speech must demonstrate the student's own ability to structure arguments, use storytelling and persuasive techniques, interact with the audience and deliver the message confidently. AI must not generate the complete speech or replace the student's own persuasive reasoning and communication.

Class participation and peer feedback (20%)

Students are expected to contribute their own ideas and evaluations during class discussions, exercises and peer review. AI may be used for preparation or clarification of concepts but should not be used to generate contributions during class activities unless explicitly permitted by the instructor. Peer feedback must reflect the student's own observation and evaluation of their peers' performance.

COURSE OUTLINE

Topic	In-class hours	Readings
Effective speech preparation fundamentals	2	Refer to the reading materials provided below. Additional materials will be
Introduction Speech Workshop	2	

• 2-3 minute informal speech delivery • Real-time preparation techniques		supplied by the lecturer during each class.
Understanding Your Audience: • Audience analysis techniques • Speaker-listener dynamics • Motivation identification	2	
Speech Impact Analysis • Case study evaluation • Success factors in public speaking	2	
4MAT Matrix Methodology (What? Why? How? If?)	4	
Speech Planning Implementation	4	
Advanced Speech Structure: • Audience engagement techniques • Content organization • Time management strategies	4	
Body Language and nonverbal communication	4	
Advanced Delivery Techniques: • Context awareness • Conclusion strategies • Rehearsal methods	2	
Midterm exam	2	
Presenting the midterm speech	2	
Presentation design and visual aids	2	
Presentation best practices and speech preparation	4	
Persuasive speech case analysis	2	
Advanced Storytelling Techniques	4	
CONSULTATIONS	2	
FINAL SPEECH	4	
	Total: 48 hours	

FINAL GRADE COMPOSITION

Type of assignment	% of the final grade
<i>Individual components (100%)</i>	
Midterm exam	20
Midterm speech	20
Final speech	40
Class participation and peer feedback	20
Total:	100

DESCRIPTION AND GRADING CRITERIA OF EACH ASSIGNMENT

Midterm Exam (20%)

The midterm examination (test) evaluates students' understanding of fundamental public speaking concepts covered in the first half of the course.

Midterm Speech (20%)

A 3-minute informal speech delivered individually, focusing on implementing core speaking techniques. Students will:

- Work in small groups for rehearsals and peer feedback
- Apply audience analysis principles
- Demonstrate basic delivery techniques
- Incorporate storytelling elements

Final Speech (40%)

A 5-minute persuasive speech aimed at changing audience behavior or attitudes. The presentation should:

- Demonstrate mastery of advanced speaking techniques
- Incorporate visual aids effectively
- Show clear implementation of 4MAT methodology
- Display confident delivery and audience interaction

Class Participation and Peer Feedback (20%)

Ongoing assessment of student engagement and contribution throughout the course:

- Regular attendance
- Contribution to discussions
- Engagement in peer review sessions
- Application of evaluation criteria

RETAKE POLICY

Students who receive an insufficient cumulative score in the course will be granted a retake opportunity. The retake will consist of a 5-minute final speech that must demonstrate mastery of all core course concepts and speaking techniques covered throughout the semester. The retake speech will:

- Replace 60% of the original grade (covering both midterm and final speeches)
- Be scheduled during the last week of the exam session

- Follow the same grading criteria as the final speech
- The final cumulative grade in this case will be calculated by combining:
 - The retake speech score (60%)
 - Original scores from class participation and peer feedback (20%)
 - Original scores from midterm exam (20%)

Students must contact the instructor at least one week before the retake date to confirm their participation and receive the speech topic.

REQUIRED READINGS

"The Storyteller's Secret" by Carmine Gallo

ADDITIONAL READINGS

"TED Talks: The Official TED Guide to Public Speaking" by Chris J. Anderson
"Never Split the Difference: Negotiating as if Your Life Depended on It" by Chris Voss & Tahl Raz
"Confessions of a Public Speaker" by Scott Berkun
"The Successful Speaker" by Grant Baldwin
"Win Every Argument: The Art of Debating, Persuading, and Public Speaking" by Mehdi Hasan
"The Public Speaking Bible: A Survival Guide for Standing on Stage" by Marcus Alexander

DEGREE LEVEL LEARNING OBJECTIVES

Learning objectives for the Bachelor of Business Management

Programmes:

*International Business and Communication,
Business Management and Marketing,
Finance,
Industrial Technology Management,
Entrepreneurship and Innovation*

Learning Goals	Learning Objectives
Students will be critical thinkers	BLO1.1. Students will be able to understand core concepts and methods in the business disciplines
	BLO1.2. Students will be able to conduct a contextual analysis to identify a problem associated with their discipline, to generate managerial options and propose viable solutions
Students will be socially responsible in their related discipline	BLO2.1. Students will be knowledgeable about ethics and social responsibility
Students will be technology agile	BLO3.1. Students will demonstrate proficiency in common business software packages
	BLO3.2. Students will be able to make decisions using appropriate IT tools
Students will be effective communicators	BLO4.1. Students will be able to communicate reasonably in different settings according to target audience tasks and situations
	BLO4.2. Students will be able to convey their ideas effectively through an oral presentation
	BLO4.3. Students will be able to convey their ideas effectively in a written paper

Learning objectives for the Bachelor of Social Science

Programmes:

*Economics and Data Analytics,
Economics and Politics*

Learning Goals	Learning Objectives
Students will be critical thinkers	ELO1.1. Students will be able to understand core concepts and methods in the key economics disciplines
	ELO1.2. Students will be able to identify underlying assumptions and logical consistency of causal statements
Students will have skills to employ economic thought for the common good	ELO2.1. Students will have a keen sense of ethical criteria for practical problem-solving
Students will be technology agile	ELO3.1. Students will demonstrate proficiency in common business software packages
	ELO3.2. Students will be able to make decisions using appropriate IT tools
Students will be effective communicators	ELO4.1. Students will be able to communicate reasonably in different settings according to target audience tasks and situations
	ELO4.2. Students will be able to convey their ideas effectively through an oral presentation
	ELO4.3. Students will be able to convey their ideas effectively in a written paper