

Capital University of Economics and Business

Overseas Chinese College

Course Syllabus

<u>Year and Semester</u>	2026 Fall
<u>Course Name</u>	Innovative Business Presentation Skills in the Digital Age
<u>Course Code</u>	BC203
<u>Course Type</u>	☐ General Education (Required) ☐ General Education (Elective) ☒ Professional Course (Required) ☐ Professional Course (Elective) ☐ Basic Disciplinary Course
<u>Course Credits</u>	2
<u>Course Hours</u>	32
<u>Prerequisites</u>	None
<u>Instructor</u>	Prof. Vera Zhang; Prof. Daisy Xu; Prof. Samantha Lan
<u>Contact Information</u>	Office: C201 Tel: (010)83951083 Email: zhangwei@cueb.edu.cn; daisyxu1231@126.com; lanjun@cueb.edu.cn
<u>Office Hour</u>	TBA
<u>Learning Centre</u>	TBA
<u>Grade/Section</u>	2025 IT
<u>Course Time/Place</u>	8:00-9:30, Thurs
<u>Textbook</u>	The Art of Public Speaking (13th Edition), Stephen E. Lucas, Foreign Language Teaching and Research Press. ISBN: 978-7-5213-1284-3

Reference Book

AI-Powered Presentations, Tian Nan, Mechanical Industry Press (2025).
Business English Speaking: A Practical Guide, Huang Qiufeng & Zeng Miqun, Chongqing University Press (2021).
Digital Persuasion in the Metaverse, Garr Reynolds, Pearson Education (2024).

Course Description

I. Course Description

This course employs presentation as a core tool, embedding the ethos of “Business for Good” and utilizing China’s development in new quality productivity as primary content for cross-cultural communication and demonstration. It aims to equip students with systematic skills in structuring, delivering, and critiquing business presentations, while fostering a critical and dialectical perspective on commercial development.

Student Learning Objectives

After completing this course, students will be able to:

◆ Knowledge :

Summarize the key elements and ethical norms of formal business presentations.

Identify and explain techniques for cross-cultural presenting and persuasive communication.

◆ Capability :

Organize and deliver logical, audience-adapted business presentations on themes related to new quality productivity (e.g., commercial+ cultural tourism, sustainable development).

Provide and integrate constructive feedback for self and peer improvement.

Utilize visual aids and manage non-verbal delivery (eye contact, gesture, vocal variety) effectively.

◆ Mindset :

Balance technical reliance with human-centered storytelling in business contexts.

Evaluate commercial activities from a perspective of goodwill, critical thinking, and social responsibility.

Expected Learning Outcome

Upon successful completion, students will be able to systematically prepare, deliver, and critique business presentations in English. They will demonstrate logical structuring, adept delivery, and adaptive skills for cross-cultural contexts, ultimately guiding their future commercial activities with a philosophy of goodwill (善), critical discourse (辩), and adaptive innovation (变)。

Website Source

<https://www.ted.com>

<https://www.toastmasters.org>

Teaching Methods

The course adopts a student-centered and production-oriented approach, integrating the following methods:

Interactive lectures and case studies.

Hands-on workshops for rehearsal and feedback.

Individual and group presentation simulations (e.g., international negotiation).

Peer review and collaborative learning.

Critical analysis of speech videos and texts.

Grade Criteria

Component	Weight	Description
Class Participation	10%	Students are expected to actively engage in class discussions, ask relevant questions, and express their opinions. Respect for classmates' ideas is essential, and active participation during sessions is a key part of the evaluation

Attendance	10%	Regular attendance is crucial due to the extensive course material covered in each session. Being late for more than 15 minutes may be counted as an absence, and a high number of unexcused absences can affect the final grade.
Midterm Presentations	30%	This is an individual presentation that serves as the midterm assessment, testing students' initial mastery of speech structure and delivery. Its performance forms a basis for subsequent teaching focused on language and persuasive techniques.
Individual Human-AI interactive negotiation competence Report (Midterm)	10%	This report is part of the midterm evaluation, likely involving an individual speech or analysis related to human-AI interaction scenarios. It assesses the application of presentation skills in simulated, technology-augmented negotiation contexts.
Final Presentation & Portfolio	30%	The final exam is a group presentation where students demonstrate their comprehensive presentation skills. The portfolio likely includes materials showcasing the systematic process of preparing, delivering, and critiquing business presentations throughout the course
Group Human-AI interactive negotiation competence Report (Final)	10%	This is a final assessment component where students likely deliver a report or presentation demonstrating their developed competence in interactive negotiation scenarios involving AI, applying the speech and critical thinking skills honed during the course.

Detailed Grade Computation

	Before Midterm	After Midterm
Attendance	5%	5%
Participation	5%	5%
Individual Human-AI interactive negotiation competence Report	10%	
Group Human-AI interactive negotiation competence Report		10%
Midterm test	30%	
Final exam		30%
Total	50%	50%

Grading Policy

A+ 97-100	A 93-96	A- 90-92	B+ 87-89	B 83-86	B- 80-82
C+ 75-79	C 70-74	C- 67-69	D+ 63-66	D 62-60	F 0- 59

Exam Schedule

Midterm Test: TBA;

Final Exam: TBA

Assessment of Student Performance

☞ Self-Study and Reading ability Practice

Instructor will give out the links of online learning resources for students to learn and practice prior to or after each class; students should be able to show a proactive attitude and ability for self-study and reading. Knowledge and oral English will be elements of homework or presentation score.

☞ Homework

Students should finish their homework by themselves. Copying from others will be treated as cheating and the homework scores will be lowered. Students should hand in all assignments on time. Late assignments will be accepted at the discretion of the instructor (i.e., when the student was ill or had an excused absence). Late assignments without reasonable proof will be reduced in score by 50%.

☞ Attendance

Because the course covers a great deal of material, attending every class session is very important for performing well.

- ♦ Being late for 15 minutes or more is considered an absence.
- ♦ Five hours or above of unexcused absences will result in the lower level of the final grade by one grade band (e.g. from C – to D +). Any excused absence must be discussed directly with the teacher.
- ♦ Absence which is more than 1/3 of the total teaching hours will cause an F (a failing grade) directly.
but students are welcome to continue attending classes.
- ♦ An incomplete grade (I) will be considered in case of medical or family emergencies.

☞ Participation

- ♦ Students should participate in classes actively. Half of participation grade is determined by their presentation in class. They are encouraged to ask questions relevant to the subject and express their own opinions. Every student should respect the ideas, opinions, and questions of their classmates.
- ♦ Students should also use office hours to ask questions or talk with the instructor for good communication and effective learning.
- ♦ Frequent visiting the instructor and chatting in English during office hours is highly recommended.
- ♦ Any misbehavior and non-class related activities in class will result in the lower level of the participation grade, including ringing cell phones.
- ♦ All above behaviors will be solely evaluated by the instructor for scoring.

 Textbook

Students must bring the textbook to class.

Topical Course Outline

Week	Topics	Assignment
1	Unit 1 The Power of Speech ➤ Course introduction; ➤ The themes; ➤ Course features and requirements; ➤ Instruction on Human-AI interactive negotiation competence Report ➤ Mid-term and final exam instruction	Review and preview activities are required according to teacher's guidance; Extended reading Textbook: Chapter 1-2,5
2	Unit 2 Beijing: A Museum City ➤ Select a topic ➤ Clarify general purpose and specific purpose ➤ Write down a specific purpose statement	Review and preview activities are required according to teacher's guidance; Extended reading Textbook: Chapter 3,4
3	Unit 3 A Museum Tour in Beijing ➤ Organize a speech by using "Tian Long Ba Bu" ➤ Introduce the Gold Three structure ➤ Illustrate the specific purpose, central idea and main points of a speech	Review and preview activities are required according to teacher's guidance;
4	Unit 4 Eco-friendly Lifestyle ➤ Illustrate different ways to begin a speech ➤ Begin a speech in a creative way ➤ Design a hook	Extended reading Textbook: Chapter 8 Beginning your speech
5	Unit 5 Sustainability in daily choices ➤ Identify the order of organizing a speech ➤ Select supporting materials ➤ Use connectives in the body part	Extended reading Textbook: Chapter 7 Organizing the

		body of the speech
6	Unit 6 Sustainability on campus ➤ Identify the three main ways to support ideas ➤ Support ideas by using the proper ways	Extended reading Textbook: Chapter6 Supporting your ideas
7	Unit 7 Sustainability in business ➤ Illustrate the importance of ending a speech ➤ Signal the end of a speech	Extended reading Textbook: Chapter 8 Ending the speech Prepare for mid-term individual presentation
8	Workshop-1: Individual speech Individual Human-AI interactive negotiation competence Report (Midterm)	Complete Individual Human-AI interactive negotiation competence Report
9	Unit 8 In China, to the World ➤ Reflect on the language usage and delivery in the midterm individual speech ➤ Practice the non-verbal tips	Extended reading Textbook: Chapter 10, 11 language and delivery Chapter 13 Speaking to inform-1
10	Unit 9 Traditional Chinese Medicine and Healthcare ➤ Distinguish informative speeches from persuasive ones ➤ Identify the orders of organizing an informative speech	Extended reading Textbook: Chapter 13 Speaking to inform-2

11	Unit 10 Sell it to the World ➤ Describe an object ➤ Sell the object in proper way ➤ Illustrate the features of a persuasive speech	Extended reading Textbook: Chapter 13 Speaking to inform
12	Unit 11 Becoming A Global Leader ➤ Distinguish three types of persuasive speeches ➤ Exercise on organizing persuasive speeches ➤ Exercise on questions of fact speeches	Extended reading Textbook: Chapter 14 Speaking to persuade-1
13	Unit 12 Climate Justice Matters ➤ Identify the methods of persuasion ➤ Practice on building credibility ➤ Exercise on questions of value speeches	Extended reading Textbook: Chapter 14 Speaking to persuade-2
14	Unit 13 Establishing A Climate Fund ➤ Exercise on questions of policy speeches ➤ Express persuasive ideas on the topic	Textbook: Chapter 14 Speaking to persuade-3
15	Unit 14 Workshop-2 The Importance of Rehearsal 1. Rehearsal techniques: timing, content familiarity, stress management 2. Self-assessment: identifying areas for improvement 3. Reflect on Unit 8	Prepare for the team presentation Finish the Individual Human-AI interactive negotiation competence Report
16	Public Speaking Final Exam Final exam speech delivery: demonstrating public speaking skills and collaboration	

Note: Some chapters or sections may leave for self-study, this is the students' duty to learn and understand, they may also be included in the quizzes or exams.

A review in Chinese may be held during L.C. and O.H. in the semester.

Teacher's Office Hour

- ♦ The instructor's office hour is shown in the front of the office door.
- ♦ Students are suggested to use the instructor's office hour and learning center to ask questions or talk with the instructor once at least per week for good communication and effective learning, which is recorded in the students' participation.
- ♦ The time can be scheduled by instructors or students, or both.

Cheating and Plagiarism

Cheating is not tolerated. Any student caught cheating on a quiz; test or exam will be given a mark of zero (0) for the particular work. At the beginning of the semester the definition of plagiarism will be carefully explained, when any thoughts or writings of another person are used, they must be clearly identified (usually one uses quotation marks) and the source notes. **If any student is caught cheating on any homework assignment, the highest score the student can earn in that course is a "C".**

Important Dates

***Note:** This syllabus is tentative and may be changed or modified throughout the semester. All students will be notified and a new syllabus will be given.*

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教研室主任：

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系教学主任审核签名：

