EUROPEAN UNIVERSITY FOR CUSTOMISED EDUCATION

STUDY GUIDE

ENGLISH FOR BUSINESS PRESENTATIONS

Organised by

Polytechnic University of Viseu

1. IDENTIFYING DATA.

· Course Name.	*English for Business* Presentations
· Coordinating University.	Polytechnic University of Viseu
· Partner Universities Involved.	N/A
· Course Field(s).	Languages
· Related Study Programme.	N/A
· ISCED Code.	*01 – Education* *02 – Arts and humanities* *0230 - Language courses*
· SDG.	https://sdgs.un.org/goals *4*
· Study Level.	*B; M*
· EUNICE Key Competencies	• Green – strongly • Orange- moderately • Red – partially • Blank cell - not at all

Problem solving	Strongly
Teamworking	Strongly
Communication	Strongly
Self-management	Strongly
Cognitive flexibility	Strongly
Digital competence	Moderately
Technical competence	Not at all

	Global intercultural competence	Strongly

· Number of ECTS credits allocated.	2
· Mode of Delivery.	Online live – synchronous and asynchronous
· Language of Instruction.	English
· Course Dates.	February 2 – April 30, 2026
· Precise Schedule of the Lectures.	Synchronous (10h) and asynchronous (18h) 5 synchronous sessions (2 hours each) **10th february** - 11h-13h (CET) **24th february** - 11h-13h (CET) **10th march** - 11h-13h (CET) **24th march** - 11h-13h (CET) **14th april** - 11h-13h (CET) Days and times are subject to change according to the university's academic calendar.
· Key Words.	Business Presentations English
· Catchy Phrase.	Speak with Confidence, Present with Impact: Harness the Power of Presentations for Business Success!

· Prerequisites and co-requisites.	EUNICE student; Level B2 in english
· Number of EUNICE students that can attend the Course.	18 (2 per partner university)
· Course inscription procedure(s).	Standard EUNICE procedure

2. CONTACT DETAILS.	
· Department.	School of Technology and Management of Lamego, Polytechnic University of Viseu
· Name of Lecturer.	Isabel Maria Soares Pinto Oliveira

· E-mail.	ioliveira@estgl.ipv.pt
· Other Lecturers.	Anabela Fernandes Guedes (aguedes@estgl.ipv.pt) - School of Technology and Management of Lamego

3. COURSE CONTENT.

In today's global world, increasingly, there is the need to communicate information in English to an international audience. It is important to be able to communicate formally in English, in a way which is clear, well-structured, and persuasive. Making effective presentations in English has become an invaluable skill. The **course English for Business Presentations** purposes is intended for **students** and **professionals** who need to present information in English and wish to do so more effectively and convincingly.

4. LEARNING OUTCOMES.

- o To provide the skills and techniques necessary to prepare and deliver effective business presentations.
- o To plan and deliver a persuasive presentation.
- o To structure participants' own presentations with real examples and tips.
- o To understand how audiences listen and respond to presentations.
- o To follow prompts that help participants reflect, evaluate, and learn from experience.

5. OBJECTIVES.

The English for Business Presentations course is designed to present students to techniques used to create and deliver effective presentations to different types of audiences.

Participants are given the opportunity to explore and practice presentation techniques throughout the course and gain perception into producing effective presentations at each stage of the presentation development process.

Participants are given the opportunity to practice, apply, and develop presentation skills through the completion of hands-on tasks and exercises found throughout each unit.

6. COURSE ORGANISATION.

UNITS	
1.	Lesson 1: General Introduction to Business Presentations
2.	Lesson 2: Planning and Setting Objectives; Knowing Your Audience and Environment; Doing the Research; Time Management Tips; Presentation Preparation Checklist

3.	Lesson 3: Visualizing and Creating Structure; Effective Openings, Closings, and Transitions; Using Presentation Aids Effectively
4.	Lesson 4: Using Language Effectively; Adding Dimension and Personality; Training for Success; Overcoming Fear and Nervousness
5.	Lesson 5: Tips for Effective Delivery; Capturing and Maintaining Listeners' Attention; Managing Questions and Objectives; Conclusion and Wrap-Up

LEARNING RESOURCES AND TOOLS.

All the materials needed for the course will be provided to the student by the trainers (videos, worksheets,…)

Moodle, Zoom, Miro, Padlet, Microsoft teams, etc.

PLANNED LEARNING ACTIVITIES AND TEACHING METHODS.

Presentations
Videos
Seminars
Tutorials

7. ASSESSMENT METHODS, CRITERIA AND PERIOD.

Develop and deliver individual activities related to business presentations throughout the course. Participants will be asked to individually prepare and deliver one final Business Presentation in video format.

OBSERVATIONS.

8. BIBLIOGRAPHY AND TEACHING MATERIALS.

COMFORT, Jeremy (2000). *Effective Presentations* – Oxford Business English Series. Oxford University Press

GRUSSENDORF. M (2007). *English for Presentations* - Oxford Business English Express Series. Oxford University Press

LAWS, Anne (2000). *Presentations*. Summertown Publishing

MACKENZIE, I. (2002). *English for Business Studies Student's book: A Course for Business Studies and Economics Students*. Cambridge University Press.

MASCULL, B. (2002). *Business Vocabulary in* Use. Cambridge University Press

MAUTNER, G., Rainer, F. (2017). Handbook of Business Communication: Linguistic Approaches. De Gruyter Mouton. https://doi.org/10.1515/9781614514862

REDMAN, S. (2005). *English vocabulary in use: pre-intermediate & intermediate*. Cambridge University Press

SEELY, John (2005). *Oxford Guide to Effective Writing and Speaking*. Oxford University Press

SWEENEY, S. (2003). *English for Business Communication*. Cambridge University Press