**Presentation**

Each student will act as an expert on one of the five units and present it as if they are teaching a business seminar or giving a professional training session.

* **Structure of the Presentation (10-15 Minutes)**

1. Introduction

* Hook: Start with a real-life business scenario, personal story, or question.
* Briefly introduce the importance of their topic in the business world.

1. Main Content

* Explaining the concept in an engaging way (using real-life examples, case studies, or storytelling).
* Interactive Element: Instead of just talking, you must include at least ONE creative work, such as:
* A visual demonstration (chart, infographic, video clip, live demo).
* A mini role-play (acting out a situation and explaining how to handle it).
* A before & after example (showing a bad communication method and then a better one).

1. Practical Application

* Provide a Business Strategy or Rulebook: What should professionals do in real-life situations?
* Call to Action: End with a takeaway tip, a question for the audience, or a challenge.

**Creative Work Options (You Must Choose One)**

To keep it creative and engaging, you must incorporate one of the following creative works into your presentations:

1. Live Demonstration: Show how something works (e.g., good vs. bad body language for Unit 4).
2. Role-Play or Storytelling: Act out a real or fictional business conversation.
3. Case Study Analysis: Analyze a real business failure or success story related to their topic.
4. Infographic or Chart: Create a visual that summarizes key business communication techniques.
5. Short Video Clip: Record a business conversation and analyze it in your presentation.
6. “Do’s & Don’ts” Guide: A clear, structured list of best practices.

**Example Topics Based on the Units**

* Unit 1 (Networking - Business & Pleasure)
* Unit 2 (Information Exchange)
* Unit 3 (People Skills - Culture Clash & Rapport)
* Unit 4 (Voice & Visuals - Body Language & Tone in Business)
* Unit 5 (Problems on the Phone - Business Calls & Solutions)