



## MASTER COURSE OUTLINE

A. BUSO 2689 Multimedia Business Presentations

B. COURSE DESCRIPTION:

This course aims to equip participants with the skills and knowledge needed to create effective, engaging, and persuasive business presentations using a variety of multimedia tools and techniques. This course also includes basic concepts, techniques, design elements, and applications of publishing. Co-requisite: BUSO 1620 or instructor's approval.

Although BUSO 2689 and BUSO 1620 may be taken concurrently, it is recommended that students complete BUSO 1620 prior to taking BUSO 2689.

**(3 Cr – 2 lect, 1 lab)**

C. \*Core Theme: Critical Thinking

D. RIVERLAND INSTITUTIONAL LEARNING OUTCOMES:

This course addresses the following Riverland Institutional Learning Outcome(s):

- ILO 1: critical thinking (*Core Theme Goal 2*)
- ILO 2: awareness of the larger global community (*Core Theme Goal 7 or 8*)
- ILO 3: ethical, engaged citizenship (*Core Theme Goal 9 or Goal 10*)
- ILO 4: communication and collaboration (*Discipline Goal 1 and by any learning outcome(s) involving communication or collaboration*)

E. MAJOR CONTENT AREAS:

- Business Presentations
- Audience Analysis
- Multimedia Tools and Software
- Visual Design Principles
- Storytelling Techniques
- Creating Charts and Graphs
- Interactive Elements
- Group Presentations
- Ethical Considerations in Presentations

F. GOAL TYPES, OBJECTIVES, AND OUTCOMES:

<b><u>GOAL</u></b>	<b><u>OBJECTIVES</u></b> <b>Students will be able to</b>	<b><u>OUTCOMES</u></b> <b>The student will successfully</b>
<b><u>*Critical Thinking</u></b>	imagine and seek out a variety of possible goals, assumptions, interpretations, or perspectives which can give alternative meanings or solutions to given situations or problems.	1. create and present a professional level presentation which includes a customized slide master, slide animation, sound effects, and hyperlinks.
<b><u>CS</u></b>	apply basic presentation graphics skills using presentation software.	1. practice several functions such as opening the software, adding a slide, applying design templates, and inserting graphics and/or text.
<b><u>CS</u></b>	use advanced techniques when manipulating a digital business presentation.	<ol style="list-style-type: none"> <li>1. use a range of multimedia tools and software to create appealing presentations.</li> <li>2. create visually engaging and aesthetically pleasing slides and graphics through the use of Typography, Font, Color Theory, Layout, and Slide Design.</li> <li>3. present data and statistics using multimedia charts and graphs.</li> <li>4. apply animation, sound effects, and automatic slide timing when creating electronic presentations.</li> <li>5. incorporate interactive elements into presentations, such as polls, quizzes, and Q&amp;A sessions.</li> <li>6. discuss the ethical responsibilities of presenters including data integrity and accuracy, avoiding plagiarism and misleading information, and respecting copyright and intellectual property.</li> </ol>
<b><u>CS</u></b>	deliver their unique presentation to their peers.	<ol style="list-style-type: none"> <li>1. prepare a timed presentation and deliver it live or through interactive software.</li> <li>2. use presentation software to communicate ideas clearly and persuasively in a business context.</li> <li>3. use storytelling to make presentations more compelling and memorable.</li> <li>4. collaborate with others in a team to create a group presentation.</li> </ol>
<b><u>CS</u></b>	create basic marketing publications.	<ol style="list-style-type: none"> <li>1. create and modify publishing pieces such as brochures, newsletters, business cards, and letterhead.</li> <li>2. analyze the audience needs and tailor presentations and publications accordingly.</li> </ol>

## G. SPECIAL INFORMATION:

This course may require use of the Internet, the submission of electronically prepared documents and the use of a course management software program. Students who have a disability and need accommodations should contact Accessibility Services at the beginning of the semester. This information will be made available in alternative format, such as Braille, large print, or current media, upon request.

## H. COURSE CODING INFORMATION:

Course Code D/Class Maximum 30; Letter Grade

Revision date: 12/18/12; 03/20/16; 01/21/17; 03/05/24

AASC Approval date: 01/22/13; 04/20/16; 3/21/17; 04/16/24

\*These five MnTC Goals have been identified as Riverland Community College Core Themes. Every course in the Riverland Community College curriculum shall meet outcomes from one of these themes.

\*\*These five MnTC Goals have been identified as Riverland Community College Disciplines. Riverland's MnTC courses also shall meet outcomes from a Discipline Area.

NOTE: The Minnesota Transfer Curriculum "10 Goal Areas of Emphasis" are reflected in the five required discipline areas and five core themes noted in the Riverland Community College program of study guide and/or college catalog.

<b>*Riverland Community College Core Themes</b>	<b>MnTC Goal Number</b>
Critical Thinking (CT)	<b>2</b>
Human Diversity (HD)	<b>7</b>
Global Perspective (GP)	<b>8</b>
Ethical and Civic Responsibility (EC)	<b>9</b>
People and the Environment (PE)	<b>10</b>

<b>**Riverland Community College Discipline Areas</b>	<b>MnTC Goal Number</b>
Communication (CM)	<b>1</b>
Natural Sciences (NS)	<b>3</b>
Mathematics/Logical Reasoning (MA)	<b>4</b>
History and the Social & Behavioral Sciences (SS)	<b>5</b>
Humanities and Fine Arts (HU)	<b>6</b>