

## **TEACHING PRESENTATION SKILLS TO BUSINESS ENGLISH STUDENTS: HANDS ON EXPERIENCE OF THE UKRAINIAN ACADEMY OF BANKING**

Andreyko L.V. (Sumy)

Developing presentation skills is important for students on many types of English courses, but it is obviously most relevant to business students. According to Fallows & Steven [1 p. 75]: “Today’s challenging economic situation means that it is no longer sufficient for a new graduate to have knowledge of an academic subject; increasingly it is necessary for students to gain those skills which will enhance their prospects of employment.” Effective presentation skills can give a college graduate a competitive advantage over her or his peers.

It is also vital that business English teachers are not only good presenters themselves but that they can also provide activities that will develop these presentational skills in their students. There is a wide array of helpful textbooks related to the topic, which deal with practical aspects of giving presentations and contextual issues. In the Ukrainian Academy of Banking of the National Bank of Ukraine where teaching presentation skills is incorporated into the curriculum as a separate module, the recommended course books are “Presenting in English: How to Give Successful Presentations” (Powell, 2011), “Presenting” (Lowe, Pile, 2006), “English for Business Communications” (Sweeney 2010), “Dynamic Presentations” (Powell, 2011). These books cover various language and rhetorical techniques for presentations, as well as structure, linking, visual aids, body language, voice control and handling questions. However, most of the teachers tend to choose “Dynamic Presentations” as main source material as it offers a full overview of presentations skills, with numerous examples of real language used in real situations. On more advantage of the course is that it comes with DVD with expert advice and authentic content, aimed at improving competency in key management areas.

The syllabus of “Effective Presentations” module in the Ukrainian Academy of Banking is built around the principles of presentations under these main areas:

- Overall structure

- Language
- Signposting & linking
- Visual aids
- Body language
- Rapport building
- Impact technics
- Pacing
- Q&A session
- Conclusion

One of the emphases of the syllabus is to develop language and practical skills of giving presentations while considering the sociolinguistic aspects of business presentations. It is designed to meet students' needs, employers' expectations and national qualification levels of achievement.

## **REFERENCES**

1. Fallows S., Steven C. Building Employability Skills into the Higher Education Curriculum: A University-wide Initiative. [Электронный ресурс] / S. Fallows, C. Steven. – Режим доступа: <http://www.emeraldinsight.com/doi/full/10.1108/00400910010331620> [2000]
2. Powell M. Presenting in English: How to Give Successful Presentations / M. Powel. – Heine, Cengage Learning EMEA, 2011. – 127p.
3. Lowe S., Pile L. Presenting / S.Lowe, L.Pile. – DELTA Publishing, 2006. – 64p.
4. Powell M. Dynamic Presentations / M. Powel.– Cambridge: Cambridge University Press, 2011. – 96p.
5. Sweeney S. English for Business Communication. Student's Book / S. Sweeney. – Cambridge: Cambridge University Press, 2010. – 175 p.