

Course Outline for: BUSN 1260 PowerPoint: Graphic Presentations**A. Course Description:**

1. Number of credits: 3
2. Lecture hours per week: 3
3. Prerequisites: None
4. Corequisites: None
5. MnTC Goals: None

A comprehensive course emphasizing the creation of interactive PowerPoint presentations. Students plan, organize, prepare, and produce professional-quality presentations to meet organizational and business needs. They are introduced to template design, slide layouts, custom animation and transitions, and tools for producing multiple outputs, including publishing to the web. At the completion of this course students take Microsoft Office Specialist (MOS): PowerPoint Exam.

B. Date last reviewed/updated: March 2024**C. Outline of Major Content Areas:**

1. Determine the purpose and outcome of the presentation
2. Analyze the audience needs and expectations
3. Use graphic standards to create a professional presentation
4. Enhance a digital presentation using media and special effects
5. Format and animate objects to create visual interest
6. Use slide transitions to advance slides
7. Integrate PowerPoint with other Microsoft applications
8. Apply skills to presentations in other environments
9. Customize presentations for distribution

D. Course Learning Outcomes:

Upon successful completion of the course, the student will be able to:

1. Analyze the situation to determine the purpose and desired outcome, the audience needs, the environment and technology available
2. Synthesize the information to develop a plan and design, then create an effective presentation based on the defined purpose and desired outcome, audience, situation, and technology available
3. Identify the importance of verbal, visual and multimedia aspects of presentations and assimilate these aspects into presentations
4. Plan and develop a professional presentation using graphic industry standards
5. Deliver a well-prepared presentation in multiple formats, analyzing the audience and environment to choose and create appropriate visuals
6. Prepare and take industry standard certification in PowerPoint.

E. Methods for Assessing Student Learning:

Methods of assessment may include, but are not limited to, the following:

1. Evaluations based on presentations created with PowerPoint. Presentations can be assigned as homework and as exams. The exams would be intended to measure the student's ability to create presentations independently.
2. Homework assignments
3. Computer-based skills assessments

F. Special Information:

None