



Lisbon School
of Economics
& Management
Universidade de Lisboa



SUP – PUBLIC SPEAKING (PS)

2nd SEMESTER 2025/2026

Target audience: 1st-year students

Course load: 6 sessions (90 minutes each)

General goal: To develop effective oral communication skills based on learning and mastering simple and short presentations.

Skills: Clear structure in speeches and presentations. Verbal, non-verbal and paraverbal communication techniques. Anxiety management and increased confidence in public. Time management. Adapting the message to the target audience.

Program / Syllabus

Week 1 – Intro to Oral Communication

- 1.1 Presentation of the course unit: contents, teaching methodologies and assessment model
- 1.2 Importance of public speaking in academic and professional contexts
- 1.3 Activity: Presentation

Week 2 – Speech Structure

- 2.1 How to organize a simple presentation (introduction, body, conclusion)
- 2.2 Activity: Create a structure for a short presentation

Week 3 – Verbal, Non-Verbal and Paraverbal Communication

- 1.4 Posture, gestures, intonation, rhythm
- 1.5 Practical exercises

Week 4 – Anxiety Management

- 4.1 Techniques to manage anxiety
- 4.2 Improvisation techniques

Week 5 – Storytelling

- 5.1 How to use ideas clearly and create an engaging and impactful narrative
- 5.2 How to start and end a memorable presentation

5.3 Activity: Create a story based on given data and concepts, developing a narrative that captures attention

Week 6 – Final Presentations

6.1 Final pitch

6.2 Feedback

Methodology:

Interactive classes with practical exercises, continuous feedback and preparation for the final presentation.

Assessment

- Active participation in practical activities: 30%
- Final presentation: 70%

Criteria: verbal language, non-verbal language, paraverbal language, structure, time management

NOTE: Attendance is mandatory in 5 out of the 6 classes. Absences must be justified.