



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.**