UNIT-4: BUSINESS PRESENTATION II

UNIT STRUCTURE

4.1 Learning Objectives
4.2 Introduction
4.3 Writing Executive Summaries
4.4 Making Business Presentations
4.5 Let Us Sum Up
4.6 Further Reading
4.7 Possible Questions

4.1 LEARNING OBJECTIVES

After going through this unit you will be able to –

- analyse the importance of executive summary in business.
- make executive summary for different reports
- prepare a good oral presentation
- prepare written business presentation.

4.2 INTRODUCTION

In the earlier unit we have already learnt how to write different types of reports, project report etc.

In this unit we are going to explain how to write executive summary and make business presentation. Executive summaries provide the essence of the report. And business presentations are basically redefined to present their project work.

You will find this unit very interesting and important to study, because all professionals need to write project reports, executive summaries etc in their job. Most business students will have to do this in some form, so making presentations a part of your lesson will be useful and may lead to some worthwhile productive lessons.