GAUTENG PROVINCE
EDUCATION
REPUBLIC OF SOUTH AFRICA

BUSINESS STUDIES

GRADE 11

PAPER 2

TERM 3

CHAPTER 16

PRESENTATION OF BUSINESS INFORMATION

REVISED NOTES

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TABLE OF CONTENTS

TOPICS	PAGES
Exam guidelines for presentation of business information	2
Terms and definitions	2
The importance of presenting business information.	3
Difference between verbal and non-verbal presentation	3
Types of visual aids	3-4
Guidelines on how to prepare transparencies/ slides, posters, and handouts	5-6
Factors that the presenter must consider when designing a presentation	5-6
Reasons why business presentations must be in a written format	6
Types of written information	6-7

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Steps in report writing.	7
Guidelines on how to critically analyse a business report and recommendations for improvement.	7
Factors that must be considered when composing a flyer	8-9
Handling feedback in a non-aggressive and professional manner after a presentation	10

This chapter consists of 7 pages.

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CONTENT DETAILS FOR TEACHING, LEARNING AND ASSESSMENT PURPOSES

Learners must be able to:

- Outline/Explain the importance of presenting business information.
- Differentiate/Distinguish between verbal and non-verbal presentations and give practical examples of each.
- Outline/Mention/Explain/Discuss types of visual aids e.g. tables/graphs/diagrams/posters/handouts etc.
- Identify the above-mentioned visual aids from given scenarios/case studies/statements.
- Explain/Discuss how the presenter must prepare the following visual aids:
    - Transparencies/slides
    - Posters
    - Handouts
- Discuss/Explain/Recommend factors that the presenter must consider when designing a presentation e.g.:
    - Know your audience
    - Use simple language
    - Include visual aids, etc.
- Justify the reasons why business presentations must be in a written format.
- Outline/Mention/Explain types of written information, e.g. business reports, business plans, information, analyses etc.
- Outline/Mention/Explain/Recommend steps in report writing.
- Critically analyse a business report and recommend areas for improvement.
- Outline/Mention/Explain factors that must be considered when composing a flyer.
- Explain how to respond to questions about work and presentations/handle feedback after a presentation in a non-aggressive and professional manner

TERMS AND DEFINITIONS

TERM	DEFINITION
Verbal presentation	the use of speech by a presenter to convey a message to stakeholders/audiences.
Visual aids	An illustration such as film, slides or model designed to supplement verbal and non-verbal communication.
Feedback	Information about reactions to the performance of a task or a product is used as a basis for improvement.
Transparency	A plastic sheet is placed on an overhead projector from where the information is displayed on a wall or a screen larger than the transparency.
Audience	The people who watch or listen
Flipchart	a large pad of paper, bound so that each page can be turned over at the top to reveal the next page, used on a stand.
Hand-outs	Printed information is provided to the audience to accompany a presentation
Graphs	diagrams that show the relationship between two or more sets of numbers.
Tables	a set of facts and figures arranged in columns and rows.

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Diagrams	illustration of information using visualisation techniques.
Flyer	a thin sheet of paper on which businesses advertise their products or services.
Transparencies/slides	a visual presentation of data/audio/video on a screen.
Analytical reports	Reports that provide data and conclusions, with the inclusion of recommendations.
Informative reports	Reports that present data without analysis or recommendations.
Verbal presentation	Oral presentations delivered to an audience
Non-verbal presentation	Mostly done by means of printed material.

1 The importance of presenting business information

- The business information needs to be presented to be made available to employees/stakeholders.
- Business information enables management to:
  - provide stakeholders with the information to make strategic, tactical and operational decisions.
  - ensures success, transparency and smooth running of the business.
  - assist management in making decisions.
  - provide information on financial statements/investigations/disputes/new policies etc.
  - persuade management to implement a strategy.
  - identify trends in the market and anticipate challenges
  - devise strategies to deal with the challenges
- Business information provides management with information/data regarding important markets.
- Enables businesses to share their financial performance with internal and external stakeholders.
- Attracts and retains investors and improves the image of the business.
- Employees are informed about the business operations and the required performance.
- Increases sales and profitability.

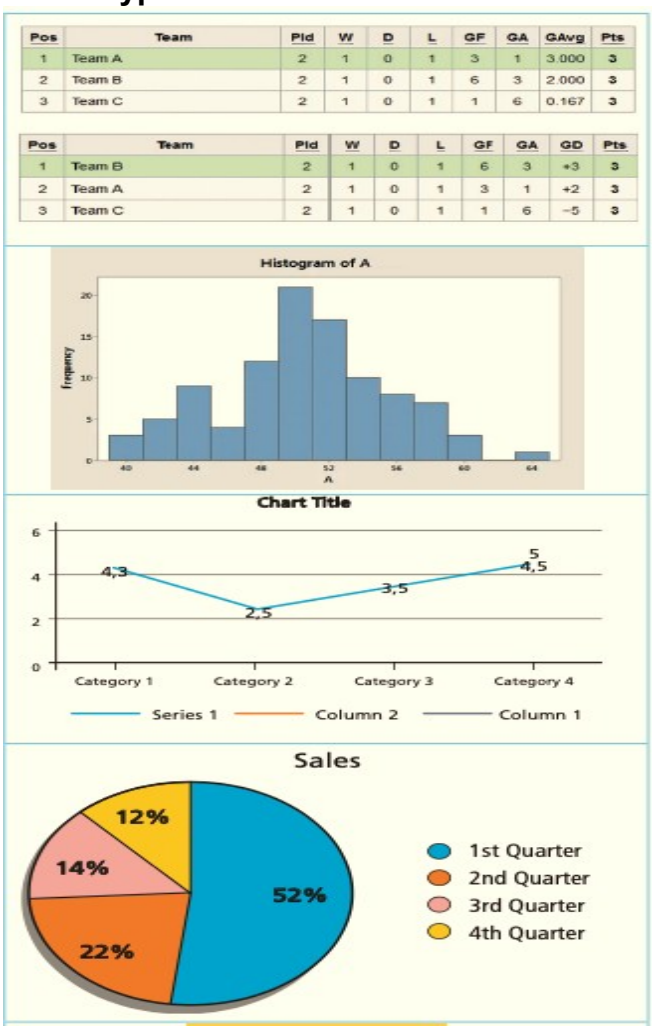
2 Differences between verbal and non-verbal presentation

VERBAL PRESENTATION	NON-VERBAL PRESENTATION
Exchange information using oral presentation/spoken	Communicate by means of printed media
Information can be heard	Communication can be read.
Information cannot be stored	Information can be stored
A verbal presentation refers to the use of speech by the presenter to convey a message to stakeholders.	A non-verbal presentation refers to the use of written words to convey a message to stakeholders

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Examples: video conferencing, workshops, seminars, conferences, public speaking question and answer, recorded presentation etc.	Examples: written reports, handouts, charts, slides etc.

3 Types of visual aids



Pos	Team	Pld	W	D	L	GF	GA	GAvg	Pts
1	Team A	2	1	0	1	3	1	3.000	3
2	Team B	2	1	0	1	6	3	2.000	3
3	Team C	2	1	0	1	1	6	0.167	3

Pos	Team	Pld	W	D	L	GF	GA	GD	Pts
1	Team B	2	1	0	1	6	3	+3	3
2	Team A	2	1	0	1	3	1	+2	3
3	Team C	2	1	0	1	1	6	−5	3



Tables

- A set of facts/figures systematically displayed, especially in columns.
- They are usually used to compare or contrast different things or ideas.

Graphs

- These are visual illustrations to provide information in a clear and concise way.
- Two-dimensional drawing showing a relationship between two sets of variables by means of a line/curve/bars
- These can be inclusive of types of graphs such as line graphs/bar graphs/pie graphs etc.
- Information in the graphs requires interpretation and comparisons must be made to see the relationship between different sets of data.
- It gives an indication of how trends have changed over some time.

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Diagrams
- A drawing showing the appearance/structure/workings of data in a schematic representation.
- Diagrams and illustrations are used for making verbal descriptions clearer.
- Is a symbolic representation of information using visualisation techniques.
- It is used to illustrate processes/relationships.

Posters
- They are used to advertise something or act as a reminder of something.
- They are effective when they are bold and eye-catching.
- Posters are often a large sheet of paper/ cardboard used to promote certain products or events.
- They are usually pasted on public street poles/walls.

Hand-outs
- Printed information is provided to the audience to accompany a presentation.
- People attending a verbal presentation prefer to handouts at the end of the presentation to remind them of the key points of the presentation.
- Handouts are copies of a presentation where the content of multiple slides is displayed on a single/multiple pages.

Data projector
- A slide projector is used to display images to an audience.
- It is usually used for large audiences.

PowerPoint
- A collection of pages arranged in a sequence that contains text and images for presenting to an audience.
- Video clips can provide variety and capture the attention of the audience.

Interactive Whiteboards/Smartboards
- An interactive display in the format of a whiteboard that reacts to user input either directly or through other devices.
- It is useful to note down the most important points before or during a presentation.
- Useful to capture feedback and new ideas.

Flip charts/Whiteboards
- A large pad of paper, bound so that each page can be turned over at the top to reveal the next page, used on a stand.
- Additional notes that were added during the presentation can be captured on the computer after the presentation.

4 Guidelines on how to prepare transparencies/slides, posters, and handouts
- Start with the text/headings
- Use keywords instead of full sentences
- Use legible font and font size.
- Limit the amount of information on each slide.
- Avoid too much writing and complicated graphs
- Choose images that may help to communicate the message.
- Include graphics.
- Keep slides/images/graphs simple.
- Make sure there are no grammatical/spelling errors.

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- Use bright colours to increase visibility.
- Structure information in a logical sequence.

Guidelines on how to prepare posters

- Make use of headings
- Make sure all relevant information appears on the poster
- Use bright colours to enhance visibility
- Use short phrases instead of full sentences
- Make use of pictures
- Posters must be bold, creative and easy to read
- They must have essential details and summarise
- Get the intended message across strongly.

Guidelines on how to prepare handouts

- Structure information in a logical sequence
- Use a legible font size and font size
- Choose images that may help to communicate the message.
- Make sure there are no grammatical/spelling errors.
- Use bright colours to increase visibility.
- Refrain from using busy borders, different fonts and too many different colours.
- Allow an empty page at the end of the handout to allow the audience to make additional notes during the presentation.
- The handouts must complement the presentation using summarised notes.
- Prepare a cover page with the title and details of the presenter.
- Include an index page with different levels of information.
- The handout must include information like definitions/tables/illustrations.
- Limit the content of the handout to 2 – 4 pages.
- Acknowledges sources that were accessed to compile the handout.
- Ensure that sufficient copies of the handouts are printed for distribution.

5 Factors that the presenter must consider when designing a presentation

- Know your audience.
- Be clear about the purpose of the presentation
- The presentation should include an introduction, body and conclusion.
- State the aims of the presentation in your introduction.
- Outline the most important information that needs to be shared with your audience
- Use visual aids/tables/graphs/charts/diagrams/pictures effectively.
- Familiarise yourself with the content of the presentation to ensure a smooth flow of the presentation
- Be familiar with the background of your audience, so that your presentation speaks to their area of interest.
- Use suitable section titles/headings, sub-headings and bullets.
- Summarise key findings/Conclude by indicating how goals were met.
- Consider external factors, e.g. noisy surroundings, which may influence the presentation.
- Keep to the time limit to prevent boredom.
- Be well prepared/Research the topic in depth
- Allow time for feedback/questions.
- Speak clearly and audibly.
- include simple language in your presentation.
- Keep eye contact with the audience.

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6 Reasons why business presentations must be in a written format

- A presentation in a written format can easily be sent and stored for a later presentation.
- The electronic files can be emailed, distributed in the company or posted on the internet.
- The presentation if in writing can be used by someone else if the original presenter is no
- longer available.
- The written presentation can also be sent to the stakeholders that were unable to attend
- the presentation.
- The content of a written business presentation is adaptable and could easily be amended.
- New/recent information could easily be added to the presentation.
- Written presentations make it easier for the presenter to interact with the audience/
- stakeholders.

7 Types of written information

Business reports

- A business report is done for businesses that have been in operation and key information must be shared with stakeholders.
- Businesses use written reports to provide information on financial statements /investigations/disputes/disciplinary actions etc.
- These may be presented orally to an individual or a group or electronically on a computer screen.
- The following questions need to be asked:
    - Who will use the report?
    - What information must be included in the business report?
    - What would be the best way to present the business information in the report?
- A formal written report issued to business stakeholders consisting of a detailed overview of the status of the organisation.
- Business reports are intended to give stakeholders information about the company's activities and financial reports.

Business plans

- These are written documents describing the nature of the business, the sales and marketing strategy and the financial background.
- They help present the business's goals and objectives to all stakeholders.
- Business plans may be internally or externally focused.
- Externally-focused plans draft goals that are important to outside stakeholders.
- Internally-focused business plans target intermediate goals required to reach the external goals.

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Business Analysis

- This is a method of investigating all aspects of a business to assess its prospects.
- It presents an established business's information and development to all people in the company.

8 Steps in report writing

- Define the purpose of a report and who will be reading it.
- Be aware of who the reader of the report will be.
- Do research to gather data
- Plan the report structure e.g. title, contents page, introduction, body and conclusion
- Prepare a work plan, start early and allow time for brainstorming and preliminary research.
- Display the topic of the report at the top of the page.
- Put together the first draft of the report, print the first draft and read it sometime later.
- Ensure the information presented is useful to the decision-making process
- Organise and rewrite your material
- Prepare visual aids to help convey the information
- Ensure the report is accurate and to the point.
- Balance the quality of information by being specific and straight to the point.
- Anticipate the audience and issues, it could be distributed to people whom it was not intended.
- Write the executive summary.
- Reread the whole report to check for spelling, grammar and layout mistakes.

9 Guidelines on how to critically analyse a business report and recommendations for improvement

Factors to consider when analysing a business report	Recommended Improvement
Does it only contain relevant information?	Remove irrelevant information
Is the aim of the report achieved?	Make necessary adjustments in line with the aim of the report
Are the language and terminology used at the level of the people using the report?	Make use of a language expert to make changes to the report
Determine if the report is useful.	Adjust the report by using a small sample to have access to the report and to make recommendations
Determine the credibility of the report	Improve the report by making use of credible research material
Determine if the diagrams, tables etc used are adding value to the report or just filling pages	Only use diagrams, tables etc if it is offering additional info

10 Factors that must be considered when composing a flyer

- Define the purpose of the flyer/Central message of the flyer

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- Write a title that will attract the reader's attention
- Use graphics to attract attention/ Be creative and use interesting images
- Focus on the benefits of the products/services
- Identify points clearly/Do not use many words
- Main details much in large print
- Keep it simple with white space
- Use text boxes if space allows
- Check your spelling
- Let someone proofread the contents before it goes to print
- Use bright paper and black text if the budget does not allow for colour printing.
- Offer a discount on the product or service.

11 Handling feedback in a non-aggressive and professional manner after a presentation

- Note/write down the questions asked to be able to respond correctly.
- Be polite, confident and courteous/humorous.
- Address questions in an orderly manner.
- Listen to the whole question and then respond.
- Respond honestly and as best as you can
- Encourage questions from the audience.
- Repeat the question so that everyone can understand the basis of your response
- Acknowledge good questions to motivate the audience to ask more questions.
- Rephrase questions if uncertain and if you do not know the answer then admit
- Limit question time so that it does not make you go over your time limit.
- Remain professional, polite and calm
- Pause and consider your answer before responding
- Apologise for the error that you have made
- Always address the questions and not the person/Address questions in an orderly manner
- Be assertive when answering questions and avoid being aggressive
- Do not make a second presentation when answering a question

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