

Course title	Successful Business Presentation										ECTS code	14.3.EE.FL.3073
											ECTS credits	3
											max. students	20
Name of unit administrating study	IHZ	Field of study	Economics/MSG**	Field of specialisation	NONE;							
Teaching staff	Monika Grottel, PhD											
Number of hours												
Lectures	15	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności							Year&Type of studies*		3 SS1, 1 SS2, 2 SS2,			
Hours with the participation of the academic teacher (including office hours, exams, others):							Semester:		6, 2, 4,			
Hours without the participation of the academic teacher (student's self-study, homeworks):							Type of course:		optional			
Total number of hours:						0	Language of instruction:		English			
Teaching form	in-class learning											
Teaching methods	Activating methods in training classes, Work in computer laboratories, Individual projects, Collaborating, group activities,											
Prerequisites (required courses and introductory requirements)												
Required courses	<ul style="list-style-type: none"> business communication 											
Introductory requirements	<ul style="list-style-type: none"> computer skills knowledge of business information sources ability to search information on the internet basic knowledge of business communication 											
Assessment method, forms and criteria												
Assessment method	Exam											
Assessment criteria	Each student: 1. Will prepare a presentation (in groups 4-5 people) on a given subject, this constitutes 50% of a final grade, 2. Will be assessed while working in groups during classes, this constitutes 50% of final grade.											
Course objectives												
The aim of the course is: <ul style="list-style-type: none"> preparing students to create and present presentations on a selected business topic in a professional manner and in accordance with the rules of public speech, improving the skills of autopresentation, papers' presentation and active participation in discussions 												
Learning outcomes												
Knowledge	MSG1_W01	A student has knowledge of modern methods and tools to acquire information needed to consistently present business situations and make decisions.										
	MSG1_W08	A student knows the principles of creating multimedia presentations used in business practice and in the development of individual entrepreneurship.										
	MSG1_W13	A student recognizes persuasive occurrences, knows methods of strengthening arguments.										
Verification of learning outcomes - Knowledge												
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project	

MSG1_W01					X	X		X			
MSG2_W08					X	X		X			
MSG1_W13					X	X		X			

Skills	MSG1_U10	A student can use the advanced functions of tools for preparing and conducting presentations. He/she can prepare and present a presentation using multimedia techniques.
	MSG1_U15	A student is able to review the presentation, assess its content, the way of preparation the slides and performance the presentation.
	MSG1_U16	A student is able to transform a multimedia presentation into materials for publication, can plan and conduct a presentation in accordance with a top-down schedule.

Verification of learning outcomes - Skills

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_U10						X		X			
MSG1_U15						X		X			
MSG1_U16						X		X			

Attitudes	MSG1_K02	A student can broaden and improve skills and knowledge on her/his own, possesses proper communication skills and is willing to interact with other students, works in groups and is aware of the importance of ethical behaviour in the learning process.
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Verification of learning outcomes - Attitudes

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_K02						X		X			

Course contents

1. Presentation as a business communication tool: the definition of business communication, the role of communication in business, tools and channels of business communication, barriers to communication in international business - semantic, psychological, physical and environmental.
2. Elements of business presentation: characteristic features and the role of business presentations, recipients of business presentations: potential clients, investors, business partners, channels of communication: business meetings, social media, pages website.
3. Tools and services that help to create stunning and effective presentation.
4. Principles and benefits of oral presentation: principles of preparing and conducting public appearances, oral presentation tools: verbal - language and non-verbal - body language, features of a good speaker.
5. Presentation improvised: 5 Ways to impromptu speech.
6. Preparation for the presentation: audience analysis, goal and theme definition, barrier analysis, theme slogan, presentation planning - yellow Stick-it card method, place and date of presentation.
7. Multimedia presentation: creating the history and background of the presentation, plan of the presentation, rules for slides creating: Guy Kawasaki - the 10/20/30 rule of Power Point presentation.
8. How to control stress during a business presentation?
9. Presentation as a persuasive statement: persuasion, manipulation, ethics, strengthening of arguments - 5 rules of Aristotle, management of audience reaction.
10. Analysis of business presentations: examples from business practice.
11. Student presentations.

Recommended reading lists

1. Business communication: process and product. ed. M.E. Guffey, Mason: South-Western Cengage Learning, 2008
2. Gene Zelazny, Say it with presentations: how to design and deliver successful business presentations, 2nd [rev. & expanded.], New York : McGraw-Hill, 2013
3. Carmine Gallo, The Presentation Secrets of Steve Jobs. How to be insanely great in front of any audience, Columnist, Businessweek.com



4. Patricia Moor, How to avoid Death by PowerPoint, [NZ Business](#). Nov 2011, Vol. 25 Issue 10, p. 48-51. 4p.

Contact

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* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations