

Course title	Business presentation workshop						ECTS code	14.03.5339					
							ECTS credits	5					
							max. students	30					
Name of unit administrating study	ITiHM	Field of study	Economics/MSG**			Field of specialisation	NONE;						
Teaching staff	Jacek Winiarski, Associate Professor												
Number of hours													
Lectures	0	Classes	0	Tutorials	30	Laboratory	0	Seminars	0	Language classes	0		
Forma aktywności						Year&Type of studies*	3 SS1,						
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	5,						
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	blended learning												
Teaching methods	Discussion, questioning, Lectures including multimodal presentations, Individual projects, Collaborating, group activities,												
Prerequisites (required courses and introductory requirements)													
Required courses	None.												
Introductory requirements	Basic writing skills, including grammar and mechanics computer skills, including the ability to create Power Point presentations, communicate via email, and use the internet.												
Assessment method, forms and criteria													
Assessment method	Course completion (graded)												
Assessment criteria	<p>1. Individual presentation in front of the group on the agreed topic.</p> <p>2. Exam is a multiple choice test (20 individual question for ever student). You are given one point for each correct answer. The points are translated into conventional grades using the following algorithm: 51-60% satisfactory (3), 61-70% satisfactory plus (3,5), 71-80% good (4), 82-90% good plus (4+), 91-100% very good (5).</p> <p>The final grade is made up of the following components: 65% presentation on contemporary psychology issues, 30% active participation in debate, 5% exam (optional).</p>												
Course objectives													
During this course, the following topics will be discussed: what is a current presentation and how you can improve your public speaking skills. Strategies for finding, organizing and developing a presentation as well as some techniques for confident presentation and long term improvement will also be presented.													
Learning outcomes													
Knowledge	MSG1_W08	The student has knows and understands and is able to present the basic dilemmas contemporary civilization, including sustainable strategy development and corporate social responsibility											
	MSG1_W09	The student has knowledge about man as an individual creature making communication decisions, operating within social structures and organizational units (in particular enterprises) or conducting individual economic activity											
	E1_W08	The student has knowledge of the processes of changing elements and their forms of communication, enterprises and entire structures of economic organizations, as well as the processes of changes in public institutions, knows what their causes, course, scale, consequences are and what is the impact of external stakeholders on them											
	E1_W10	The student knows and understands the basic concepts and principles of industrial, intellectual and copyright protection and knows how to present these issues to the public											
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_W08	X					X	X	X	X		
MSG1_W09	X					X	X	X	X		
E1_W08	X					X	X	X	X		
E1_W10	X					X	X	X	X		

Skills		
MSG1_U01	The student is able to correctly interpret and explain economic and social phenomena during public appearances, analyze their causes, course and connections between them phenomena using the acquired knowledge in the field of economics, finance and international economic relations;	
E1_U03	The student is able to can analyze and publicly present the causes and course of specific economic and social processes and phenomena, and accurately analyze these phenomena using appropriate economic and social methods and tools	

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_U01	X					X	X	X	X	X	
E1_U03	X					X	X	X	X	X	

Attitudes		
MSG1_K02	The student is able to critically evaluates the level of your knowledge in the field Economics and forms of communication; wants to deepen and update this knowledge throughout his life	
E1_K04	The student is able to is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, takes up the challenges of creative thinking, is resistant to failures, is able to identify threats and assess the risk of their occurrence and publicly present the encountered problems	

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	X	X	X		
E1_K04	X					X	X	X	X		

Course contents
1. Projection

Body language and voice

Voice - pace and projection

Presentation, exercise in pairs, facilitated whole group discussion
2. Posture

Body language and movement

How should we stand?

Gestures and body movement

Personal mannerisms

Individual exercise, facilitator demonstration, facilitated group discussion
3. Pace, projection and posture practice

Individual preparation



Using pace, projection and posture in our presentation
Individual presentation, facilitated group feedback and coaching

4. Preparation - key tips

Setting objectives
Making it interesting
Key messages
Visual aids
Small group exercise, facilitated learning review, presentation tips

5. Performance - Interaction and Control

Interacting with the audience
Maintaining control during the presentation
Dealing with difficult audience behavior
Group discussion, presentation, pairs exercise

6. Final presentation

Preparation
Individual work related presentation
Individual presentation, facilitated group feedback and coaching
Action planning and reflection

Recommended reading lists

Primary literature:

1. Berkun S., *Confessions of a Public Speaker*, O'Reilly Media, 2011
2. Donovan J., *How To Deliver A TED Talk: Secrets Of The World's Most Inspiring Presentations*, CreateSpace Publishing company, 2012

Supplementary literature:

1. Walters L., *Secrets of Successful Speakers: How You Can Motivate, Captivate, and Persuade*, McGraw-Hill, 1993
2. Smoliński P., Kowalik J., Winiarski J., *Diversity of students' unethical behaviors in online learning amid COVID-19 pandemic: an exploratory analysis*, In: Information systems: 18th European, Mediterranean, and Middle Eastern Conference, EMCIS 2021: Themistocleous Marinos, Papadaki Maria (eds.), Lecture Notes in Business Information Processing, 2022, no. 437, Cham, Springer, pp.551-566, ISBN 978-3-030-95946-3. DOI:10.1007/978-3-030-95947-0_39

Contact

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* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies
** MSG - International Economic Relations