

DESCRIPTION OF A STUDY COURSE – SYLLABUS

Title of a course	Presentation Skills			
Study programme	Specialist professional graduate study Entrepreneurship			
Status of a course	Obligatory			
Year of study	1	Semester (Winter/Summer)	S	ECTS credits 4
Goals of a course				
Acquire presentation skills for different types of audiences in educational, business, and private settings. To learn techniques for overcoming fear of public speaking. Adopt the rules for successful preparation and presentation of a speech or presentation, that is, the presentation and elaboration of opinions and attitudes in business communication.				
Conditions for enrolling course				
No conditions				
Learning outcomes on a level of a study programme which includes course				
Outcome 10: Apply sales and negotiation strategies and tactics to improve business processes. Outcome 11: Identify deficiencies and propose improvements of team functioning. Outcome 12: Choose the right approach to communicating business content and motivating associates to achieve goals.				
Expected learning outcomes on a level of a course				
<ol style="list-style-type: none"> 1. Distinguish practical situations that are appropriate for the application of particular types of presentations 2. Identify causes and manners of overcoming fear in public speaking 3. Develop appropriate speaking skills for specific types of audience 4. Apply rules in the process of preparing and delivering a presentation or speech 5. Present an opinion and defend a position in business communication with arguments 				
Content of a course				
Basic knowledge in presentation skills and problems. Principles of presentation skills. Presentation of concepts. Presentation of ideas. Presentation of products - services. Personal presentation. Presentation of the company. Why to make a presentation. How to assess the audience. How to organize a presentation successfully. Teamwork and presenter's personal traits. Presentation aids. Course develops skills that are basis of any successful business venture: presentation skills and "selling" of proper ideas, opinions, products, companies.				
Teaching modes	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> auditory exercises <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> distance learning <input type="checkbox"/> field classes		<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratory <input type="checkbox"/> supervisor's work <input type="checkbox"/> other _____	
Grading, evaluation and monitoring of students' work continuously during lectures and exams				
Grading is based upon evaluation course's learning outcomes' adoption. Grading is performed continuously during lectures and/or during exam, in compliance with the provisions of Regulation on the assessment of students.				