

Syllabus
SIC5102 Presentation Skills
 Dr. Aurelia Engelsberger
 Winter Semester 2023

Level	Master
Credits	1
Student Contact Hours	15
Workload	30
Prerequisites	None
Time	Friday, Oct. 20, 11:30 – 13:30 and 14:00 – 15:30 Saturday, Oct. 21, 8:00 individual preparation and 13:00 – 17:00 Monday, Oct. 23, 13:30 – 19:00
Room	See LSF and MBA Schedule
Start Date	Oct 20, 2023
Lecturer(s)	Name Dr. Aurelia Engelsberger
	Office
	Virtual Office
	Office Hours
	Phone
	Email aurelia@omindconsulting.com

Summary (optional)

- Gaining basic knowledge on how to create an appealing PowerPoint template
- Becoming familiar with practices and tools to improve your PowerPoint skills
- Knowing your audience: Understand the expectations of different stakeholders (industry presentation vs. academic presentation)
- Learning how a convincing slide deck should look like
- Getting an understanding of what positive and negative criteria for a good, simple and straight-forward slide deck are
- Practicing the creation and delivery of a convincing PowerPoint presentation
- Being aware of pitfalls and best practices on how to deliver a presentation
- Learning how to craft and deliver messages that influence
- Improving your presentation techniques to have more impact on your public and make convincing presentations
- Mastering the techniques to get prepared for a key moment (conference, meeting, key customer presentation, a presentation to partners or investors...)
- Gain self-confidence and overcome possible stress linked to public speaking
- Know how to deal with feedback and critical questions

Outline of the Course

This « Presentation Skills » course enables participants to reinforce their skills to create and deliver a clear and appealing PowerPoint presentation.

Students become familiar with tools and practices on how to create an appealing PowerPoint deck and learn how to tailor the presentation to their audience.

Moreover, students discover, and perfect techniques linked to voice, body language, stress management, visualization, and crafting key messages, in order to conquer their audience.

This seminar provides a great balance between theory and practice to foster quick and concrete assimilation of the tools and good practices presented. Simulations are filmed in order to provide immediate feedback on individual performance.

Course Intended Learning Outcomes and their Contribution to Program Intended Learning Outcomes / Program Goals

Program Intended Learning Outcomes	Course Intended Learning Outcomes	Assessment Method
After completion of the program the students will be able...	After completion of the course the students will be able...	Non-Graded Examination
		100%
		Individual
1 Responsible Leadership in Organizational Contexts		
1.1 ... to know and explain important leadership principles.	To create convincing management slides, best-practices, video recording and analysis of presentation style, peer-evaluation of the presentations.	x
1.2 ... to apply leadership concepts to an organizational context or a specific case.		
1.3 ... to critically reflect on leadership concepts in a certain organizational context or in a specific case.		
1.4 ... to act responsibly from a scientific self-understanding and to act professionally.		
2 Creative Problem Solving Skills in a Complex Business Environment		
2.1 ... to identify & classify problems.	To tell a convincing story, to deal with feedback, to analyse, prepare and evaluate presentations.	x
2.2 ... to analyze problems.		
2.3 ... to creatively solve problems.		
2.4 ... to explain problems and their solutions in a comprehensive manner.		
3 Applied research skills		
3.1 ... to know the research and analysis methods important in his/her field of study.	To create presentation templates, to create best-practices, to identify tools to create a convincing slide-deck	x
3.2 ... to appropriately apply the research and analysis methods.		
3.3 ... to obtain innovative results using relevant research methods.		
4 Innovation management and management of digital transformation		
4.1 ... to have fundamental knowledge of operational innovation processes and of processes of digital transformation.		
4.2 ... to assess a company's innovation potential and its needs/opportunities with respect to digital transformation.		

4.3	... to develop complex technological strategies and strategies for managing digital transformation.		
5	Management of the challenges of global sustainability and awareness for social and corporate responsibilities		
5.1	... to have a sound basic knowledge of sustainability issues.		
5.2	... to identify and analyze sustainability issues and their causes.		
5.3	... to develop sustainability strategies.		

Teaching and Learning Approach

Literature and Course Materials

Bessant, A. (2001). Learning to Use PowerPoint: Creating Effective Presentations. Vereinigtes Königreich: Pearson Education.

Knockout Presentations: How to Deliver Your Message With Power, Punch and Pizzazz
By Diane Direster (publisher Chandler House Press)
ISBN-10: 1886284253

Gallo, C. (2014). Talk Like TED: The 9 Public-Speaking Secrets of the World's Top Minds. USA: St. Martin's Publishing Group.

The Power of Visual Storytelling: How to Use Visuals, Videos, and Social Media to Market Your Brand by Ekaterina Walter (publisher McGraw-Hill Education)
ISBN-10: 007182393X

Bradbury, A. J. (2006). Successful Presentation Skills (3rd edition). Vereinigtes Königreich: Kogan Page.

Duarte, Nancy (2012): HBR Guide to Persuasive Presentations, Boston, United States of America: Harvard Business Review Press.

Christfort, Kim / Suzanne Vickberg (2018): Business Chemistry: Practical Magic for Crafting Powerful Work Relationships, New Jersey, United States of America: Wiley.

Assessment

The course is a non-graded course. To pass the course, active participation as well as the delivery of the following assignments are required:

- Individual video presentation
- Creation and submission of slide deck
- A final presentation

Schedule (optional)

How to create an appealing PowerPoint presentation and deliver a clear message

Day 1: Setting the scene: How to create an impactful slide deck (4,5 lecture hours)

- Introduction lecturer & trainees

- Getting to know each other & each other's expectations
- Installation of the fundamentals of creating a strong pitch deck
- Do's and don'ts (color, layout, font, images, text, messages)
- Becoming familiar with practices and tools to improve your PowerPoint skills
- Being aware of pitfalls
- Discussion of examples (OMIND consulting pitch deck)
- Distribution of tasks: Preparing a presentation for tomorrow

Day 2: Presentation skills: How to tell a convincing story (4,5 lecture hours)

- Structural language and key elements of good presentations
- How to master and optimize presentation openers to create a climate of success
- How to use voice and body language
- Tips & tricks on stress management
- Wrap up: How to build solid conclusions
- Sharing of experiences:
- Exercise "The Elevator Pitch": How to present yourself in 30 seconds with maximum impact

Day 3: Getting into it: Presentation & Feedback (7 lecture hours)

- How to give constructive feedback and how to receive feedback (and how to deal with it)
- Filmed presentations: each participant makes presentations that are filmed allowing coaching on individual performance
- Filmed sequences with coaching on individual performance
- Peer-feedback & discussion
- Lessons learned & key takeaways
- Wrap up