
Summer School of Management 2024
Sustainability challenges in modern business
course syllabus

1. Course description

a. Course name

Presentation Skills Workshop & Coaching

b. Lecturer

Cyril Junior Dim

c. Hours

5

d. General description – course content

During the workshop, participants will unlock the power of effective communication and command the stage with confidence. This dynamic program is designed for individuals seeking to enhance their speaking skills, conquer stage fright, and captivate any audience with compelling and persuasive presentations. By the end of this course, participants will emerge as a confident, articulate, and persuasive communicator, ready to engage any audience with impact and influence.

e. Learning outcomes

Knowledge:

1. Student knows the techniques of speechcraft.
2. Student knows the techniques of self-presentation.
3. Student has knowledge about basic psychological processes.

Skills:

1. Student can speak and present his/her opinions convincingly and his/her arguments effectively.
2. Student can use intermediate concepts of rhetoric and non-verbal communication.
3. Student can analyze observed his/her self-presentations and public speaking.

Competences:

1. Student is able to present a his/her opinions on the group forum.
2. Appearing in public, Student behaves ethically, applies the principles of courtesy, and also refers to the common cultural values with the audience.
3. Student understands the attitudes and behavior of others and is able to adapt to them.
4. Student uses the public forum to communicate value.

f. Literature

1. Dale Carnegie - How To Win Friends & Influence People, published by Simon & Schuster, 1936
2. Simon Synek - Start with Why, published by Penguin Publishing Group, 2009
3. Carmine Gallo - Talk Like TED, published by Pan Macmillan, 2017