

## CIM: Advanced Presentation Techniques in English

UGRA\_001108

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Departments	ELC - English Section
Teaching Languages	English
ECTS	2
Teacher responsible	Venner James Williamson - james.venner@esade.edu

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### Course Goals

This course is designed to enable students to optimize their presentation skills by using a wider range of techniques, and focusing on their strengths and weaknesses as public speakers, in order to build on the first and improve the second:

Key aspects of rhetoric: Ethos, Pathos and Logos  
Frameworks for analysing presentations  
Use of the voice  
The pillars of rhetoric: Inventio, discussio, elocutio, memoria, actio  
Adjusting to your audience

### Previous knowledge

Students should already have had some basic training in Presentation skills.

### Prerequisites

Students need to have passed English 2 or have C1+ on CEFR

### Teaching methodology

Class Activities include the following:

- Giving short presentations and one extensive presentation
- Discussion in class
- Self study and preparation
- Critical viewing of video recordings, films and live performances
- Reading of related texts
- Peer evaluation and discussion
- Presentation journal

### Assessment

Tool	Assessment tool	Category	Weight %
Other	Continuous Assessment	Retake and ordinary round	20.00%
Learning journal	Course Journal	Retake and ordinary round	30.00%
Written and/or oral exams	Final Assessed Task	Retake and ordinary round	50.00%

## PROGRAMS

B13-Exchange Program Bachelor of Business Administration (BBA) (Undergraduates: Business)  
B13 Year 1 (Optative)

B13S-Exchange Program Bachelor of Business Administration (BBA) (Undergraduates: Business)  
B13S Year 1 (Optative)

BBA20-Bachelor of Business Administration (BBA) (Undergraduates: Business)  
BBA20 Year 3 (Optative)  
BBA20 Year 4 (Optative)

BBA23-Bachelor of Business Administration (BBA) (Undergraduates: Business)  
BBA23 Year 4 (Optative)  
BBA23 Year 3 (Optative)

BBE20-Bachelor of Business Administration (BBA) (Undergraduates: Business)  
BBE20 Year 4 (Optative)  
BBE20 Year 3 (Optative)