

## SELF PROGRAM 2025/2026

### Powerful Presentations

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#### Course information:

**Number of credits:** 6 credits

**Contact hours:** 30 hours

**Hours taught per week:** 2,5 hours

**Teaching period:** Fall 2025

#### Course description:

This course aims to build on the international diversity of students at SELF to better understand multicultural exchanges in the business world.

Communication theory will be analysed and presentation skills will be developed through regular group/individual presentation practice.

This course looks at the various aspects of preparing and delivering successful presentations and involves students in experimenting with the various techniques and critique of presentation styles used in Dragons' Den, Sharks Tank and Ted Talks. Through the analysis of the difficulties faced by non-native English speakers students learn to adapt their presentation style and language use to different audiences.

A final written examination is organized covering a selection of the matters taught in class and marked to provide an overall average with the mark for the individual and group presentations.

## Course breakdown:

Week 1 : Basic communication theory + Rhetorical analysis  
Week 2 : The Start + the Finish  
Week 3 : Visual aids - Death by ppt  
Week 4 : Jump start + Finish with a Bang  
Week 5 : Fear of Public Speaking  
Week 6 : Powerful techniques + Signposting  
Week 7 : Presenting to non-native English speakers  
Week 8 : Non-verbal communication  
Week 9 : Dealing with Questions  
Week 10 : Zoom and on-line presentations  
Week 11 : Presenting with Style  
Week 12 : Course debrief + exam

## Prerequisites:

None (suitable for native and non-native English speakers).

## Assessment:

Oral presentation and written examination

## Attendance:

In order to participate, students must be present. Nevertheless, a maximum of 2 (two) unexcused absences will be allowed otherwise no mark will be given.  
An unexcused absence at a test (final test or continuous assessment) means no credits for the course.

## Bibliography:

“Presentations in English, Find Your Voice as a Presenter”, Erica J. Williams (Macmillan 2008)  
“Talk Like TED: The 9 Public Speaking Secrets of the World’s Top Minds”, Carmine Gallo (St. Martin's Press 2014)  
“Slide:ology: The Art and Science of Creating Great Presentations”, Nancy Duarte (O’Reilly 2009)