

MGT-469

Intercultural presentation skills

Everett Jane

Cursus	Sem.	Type
Energy Management and Sustainability	MA1, MA3	Opt.
Management, Technology and Entrepreneurship minor	H	Opt.
Managmt, tech et entr.	MA1, MA3	Opt.

Language of teaching	English
Credits	2
Withdrawal Session	Unauthorized
Semester	Winter
Exam	Fall
	During the semester
Workload	60h
Weeks	14
Hours	2 weekly
Courses	1 weekly
Exercises	1 weekly
Number of positions	60

It is not allowed to withdraw from this subject after the registration deadline.

Summary

In this course students learn how to make an effective presentation, including how to make an appropriate introduction, organize information, assess and connect with diverse audiences, create effective visual support materials, close a presentation and survive and conquer a question and answer session.

Content

What is a presentation and why do we make them?
 Elements of an effective presentation
 Goals for different types of presentations
 Expectations of culturally diverse audiences and strategies for meeting them
 Practice preparing and delivering the different parts of a presentation
 Creating and delivering a "pitch"
 Lots of work on delivery (voice, posture, gestures, non-verbal elements)
 Giving presentations with video feedback (x 3)
 Giving a presentation as part of a group

Keywords

Presentation skills, English, intercultural, interactive, video feedback

Learning Prerequisites**Important concepts to start the course**

At least an intermediate level of English

- Define the basic elements of a complete and effective presentation

Learning Outcomes

By the end of the course, the student must be able to:

- Define the basic elements of a complete and effective presentation
- Demonstrate the ability to create and deliver each element of an effective presentation
- Explore using the voice to its best effect

- Investigate the differences in communication style between various cultural groups
- Perform presentations with different goals and for different audiences
- Detect one's strengths and weaknesses as a presenter
- Optimize one's strengths in delivery (voice, posture, gestures, non-verbals)

Transversal skills

- Give feedback (critique) in an appropriate fashion.
- Communicate effectively, being understood, including across different languages and cultures.
- Take feedback (critique) and respond in an appropriate manner.
- Continue to work through difficulties or initial failure to find optimal solutions.
- Assess one's own level of skill acquisition, and plan their on-going learning goals.

Teaching methods

Lecture, interactive exercises, delivering presentations and parts of presentations, video feedback

Expected student activities

Speaking, presenting in front of a group, presenting as part of a group, preparing outside of class, giving and receiving feedback

Assessment methods

Continuous assessment combining:

25% Class participation

30% Mid-term: individual presentation

40% Final presentation in groups

5% Final reflection paper

Supervision

Office hours	Yes
Assistants	Yes

Resources

Bibliography

Hernandez, R.A. (2013) Presenting Across Cultures. Self-published by Ruben A. Hernandez

Jay, R. & Jay A. (2003) Effective Presentation: How To Create & Deliver A Winning Presentation. Financial Times Publishing.

Maxey, C. & O'Conner, K.E., (2006). Present Like a Pro: The Field Guide to Mastering the Art of Business, Professional, and Public Speaking. New York: St. Martin's Press.

Steele, W. R. , (2009). Presentation Skills 201: How to Take it to the Next Level as a Confident, Engaging Presenter. Outskirts Press Inc. <http://outskirtspress.com>

Urech, E., (2004). Speaking Globally, Second Edition: Effective Presentations Across International and Cultural Boundaries. Rollinsford, NH: Book Network International Inc.

Ressources en bibliothèque

- [Presenting Across Cultures / Hernandez](#)
- [Effective Presentation / Jay](#)
- [Present Like a Pro / Maxey](#)
- [Presentation Skills 201 / Steele](#)
- [Speaking Globally / Urech](#)

Moodle Link

- <http://moodle.epfl.ch/course/view.php?id=3321>