

MGT-469

Intercultural presentation skills

Everett Jane

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

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

Remark

Special schedule. See the MTE website: <https://go.epfl.ch/mte>

Summary

In this course students learn how make an effective presentation, structure and organize information, develop storytelling techniques, empathise with and engage diverse audiences, use visual support materials effectively, and manage challenges and Q&A with confidence and conviction.

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 practical work on delivery (voice, posture, gestures, non-verbal elements)
 Giving presentations with video feedback (x 3)
 Giving a presentation in pairs (with your buddy)

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.
- Create and deliver each element of an effective presentation

- Have gained awareness of his / her strengths and weaknesses as a presenter and learned to play to the strengths and compensate for the weaknesses.
- Know how to use his / her voice to its best effect.
- Understand differences in communication style between various cultural groups and know how to modify their personal style to effectively present to diverse audiences.
- Create affective visual aids, which support the verbal message.
- Have experience preparing and delivering a business pitch.
- Have practiced preparing and delivering an effective presentation as a part of a group.
- Have more confidence when presenting and access techniques to manage emotions and overcome nerves in front of an audience.

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.
- Communicate effectively with professionals from other disciplines.
- Evaluate one's own performance in the team, receive and respond appropriately to feedback.
- Make an oral presentation.

Teaching methods

Classroom lectures, interactive exercises, delivering presentations and parts of presentations, video feedback

Expected student activities

Speaking, presenting on-line in front of a group, presenting in pairs, preparing outside of class, giving and receiving feedback

This course will be run entirely in presence respecting the specified rules on distancing and mask-wearing. Students will be expected to participate fully in discussions, feedback sessions and in the delivery of presentations.

Out-of-class-hours you will be expected to work effectively with your assigned buddy to practise and feedback to each other on your presentations. The first class will explore the importance of feedback and how to give and take feedback effectively.

Assessment methods

Continuous assessment combining:

25% Feedback to and from buddy and other class members

30% Mid-term: individual presentation

40% Final presentation in groups

5% Final reflection paper

Supervision

Office hours	Yes
Assistants	Yes
Others	Office hours online, by appointment

Resources

Virtual desktop infrastructure (VDI)

No

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.
Fisher, J, Kayes, G, (2016). This is a Voice: 99 exercises to train, project and harness the power of your voice.

Ressources en bibliothèque

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

Moodle Link

- <https://go.epfl.ch/MGT-469>