

**DESCRIPTION OF THE COLLEGE**

| <b>GENERAL INFORMATION</b>                |                                                         |                |
|-------------------------------------------|---------------------------------------------------------|----------------|
| <b>Course Holder</b>                      | Assoc. Prof. Dr. Sc. Natalia Tutek                      |                |
| <b>Name of the College</b>                | Communication and Presentation Skills                   |                |
| <b>Study program</b>                      | Professional Graduate Study - Business Management - MBA |                |
| <b>Status of the College</b>              | Optional                                                |                |
| <b>Code</b>                               | MBA-KPV-18                                              |                |
| <b>Year</b>                               | Year 2                                                  |                |
| <b>Point value and method of teaching</b> | <b>ECTS Student Workload Coefficient</b>                | <b>4</b>       |
|                                           | <b>Number of hours (P+H+S)</b>                          | <b>28+14+0</b> |

| <b>DESCRIPTION OF THE COLLEGE</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
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| <i>1.1. Objectives of the course</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <ul style="list-style-type: none"> <li>• identify key concepts important for the development of communication and presentation skills as an indispensable part of business processes and relationships</li> <li>• Analyze and interpret the specifics of interpersonal, group and public communication</li> <li>• prepare and perform a presentation</li> <li>• evaluate all elements of a successful presentation (audience, message, story, design and medium of presentation) create recommendations for correction and improvement of the success of your own and other people's presentations</li> </ul> |
| <i>1.2. Requirements for enrolment in the course</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Enrolled in professional graduate study</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <i>1.3. Expected learning outcomes for the course</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Learning outcomes mean the knowledge, skills and competencies that the student has acquired by fulfilling obligations and passing exams in the subject of Communication and Presentation Skills, which means that students are able to:</b>                                                                                                                                                                                                                                                                                                                                                                |

- I1 Evaluate the communication process and different forms of communication
- I2 Interpret the elements of interpersonal communication and evaluate the impact of communication methods on interpersonal relationships
- I3 Explain the importance and specifics of group communication.
- I4 Explain the elements and stages of the communication process in front of the audience and in public.
- I5 Evaluate all elements of the preparatory phase of the presentation: audience, message, story, design and media.
- I6 Critically assess the elements of the presentation.

#### 1.4. The content of the course

| Name of the whole                    | Week | Topic name / Literature                               | Number of hours | Learning Outcomes |
|--------------------------------------|------|-------------------------------------------------------|-----------------|-------------------|
| INTRODUCTION TO COMMUNICATION SKILLS | 1    | INTRODUCTORY LECTURE                                  | 1               | I1                |
|                                      | 1    | COMMUNICATION PROCESS AND SELF-CONCEPT (SELF-CONCEPT) | 1               | I1                |
|                                      | 2    | FORMS OF COMMUNICATION                                | 2               | I1                |
| INTERPERSONAL COMMUNICATION          | 3    | INTERPERSONAL COMMUNICATION                           | 1               | I2                |
|                                      | 3    | INTERPERSONAL RELATIONSHIPS                           | 1               | I2                |
|                                      | 4    | TEAMWORK                                              | 2               | I2                |
| BUSINESS COMMUNICATION               | 5    | BUSINESS COMMUNICATION                                | 2               | I3                |
|                                      | 6    | MAIL COMMUNICATION                                    | 1               | I3                |
|                                      | 6    | COMMUNICATING IN GROUPS                               | 1               | I3                |
| LEADERSHIP AND COMMUNICATION         | 9    | GUIDANCE                                              | 1               | I4                |
|                                      | 9    | COMMUNICATING IN PUBLIC 1                             | 1               | I4                |
|                                      | 10   | COMMUNICATING IN PUBLIC 2                             | 2               | I4                |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |    |                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                  |    |
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| PRESENTATION SKILLS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 11 | PRESENTATION SKILLS                                                                                                                                                                                                                        | 1                                                                                                                                                                                                                                | I5 |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 11 | PREPARATION OF THE PRESENTATION                                                                                                                                                                                                            | 1                                                                                                                                                                                                                                | I5 |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 12 | DESIGN OF PRESENTATION MATERIALS                                                                                                                                                                                                           | 1                                                                                                                                                                                                                                | I5 |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 12 | PUBLIC SPEECH                                                                                                                                                                                                                              | 1                                                                                                                                                                                                                                | I5 |
| GIVING PRESENTATIONS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 13 | GIVING A PRESENTATION                                                                                                                                                                                                                      | 1                                                                                                                                                                                                                                | I6 |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 13 | PRESENTATION ANALYSIS                                                                                                                                                                                                                      | 1                                                                                                                                                                                                                                | I6 |
| 1.5. Types of teaching (put X)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |    | <input checked="" type="checkbox"/> Lectures<br><input type="checkbox"/> Seminars and workshops<br><input checked="" type="checkbox"/> Exercises<br><input type="checkbox"/> Distance education<br><input type="checkbox"/> Field Teaching | <input checked="" type="checkbox"/> Independent tasks<br><input type="checkbox"/> Multimedia & Network<br><input type="checkbox"/> Laboratory<br><input type="checkbox"/> mentoring work<br><input type="checkbox"/> other _____ |    |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |    |                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                  |    |
| 1.6. Obligations of students                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |    |                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                  |    |
| <p>Student obligations are prescribed in detail by the Statute, the Study Regulations and the Instructions on Student Obligations. The key obligations of students are:</p> <p>ATTENDANCE AT CLASSES: students are obliged to attend classes, actively follow lectures and exercises and participate constructively in classes, and in order to acquire the right to take the exam, it is necessary to attend classes in the percentages prescribed by the Study Regulations. For each student, their presence in class is recorded through the Infoeduka digital office system. The minimum commitments are;</p> <ul style="list-style-type: none"><li>• Full-time students must attend at least 70% of the total number of classes to be eligible to sign.</li><li>• Part-time students need to attend at least 50% of the total number of teaching hours to be eligible to sign.</li></ul> <p>EXAM: in order to achieve a positive grade in the subject, it is necessary to achieve at least 54 points in the subject, but also at least 50% of points for each learning outcome. The method of taking the exam is described in more detail in the item Assessment and evaluation of students' work during classes and at the final exam.</p> <p>TEACHING ACTIVITY: Discussion, group work</p> |    |                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                  |    |
| 1.7. Monitoring of student work (add X with the appropriate form of monitoring)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |    |                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                  |    |

|              |   |                                    |   |            |  |                   |   |
|--------------|---|------------------------------------|---|------------|--|-------------------|---|
| Attendance   | x | Teaching activity                  | x | Term paper |  | Experimental work |   |
| Written exam | x | Oral exam                          | x | Essay      |  | Research          |   |
| Design       | x | Continuous assessment of knowledge | x | Paper      |  | Practical work    | x |
| Portfolio    |   |                                    |   |            |  |                   |   |

1.8. Assessment and evaluation of students' work during classes and at the final exam

| Activity                  | ECTS credits | Learning outcomes                                                                         | Student activity                                                              | Valuation method                                                                   | Maximum number of rating points |
|---------------------------|--------------|-------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|------------------------------------------------------------------------------------|---------------------------------|
| <i>Attendance</i>         | <i>2</i>     | <i>1-6</i>                                                                                | <i>Participation in classes - lectures and exercises</i>                      | <i>Attendance records</i>                                                          | <i>4</i>                        |
| <i>Intermediate exams</i> | <i>2</i>     | <i>Intermediate 1 – outcomes 1, 2 and 3<br/>Intermediate exam 2 - outcomes 4, 5 and 6</i> | <i>Participation in the written examination and final presentation</i>        | <i>Intermediate exam 1 – max. 48 points<br/>Intermediate exam 2 max. 48 points</i> | <i>0 - 96</i>                   |
| <i>Final exam*</i>        |              | <i>1-6</i>                                                                                | <i>Participation in a written examination with questions of various types</i> | <i>Checking the correct answers (grading)</i>                                      | <i>0-96*</i>                    |
| <b>Total</b>              | <b>4</b>     | <b>/</b>                                                                                  | <b>/</b>                                                                      | <b>/</b>                                                                           | <b>100</b>                      |

Assessment and evaluation of students' work during classes and at the final exam is carried out on the basis of the Study Regulations of the EFFECTUS University of Applied Sciences.

In order to improve the effective progress of students in teaching, lectures, exercises, continuous testing of knowledge (intermediate exams and teaching activity) and an exam are conducted. In this way, students acquire smaller teaching units and master the subject material more easily.

The total number of points is distributed through the following activities:

*\*FINAL EXAM – a student who has not met the conditions for passing the exam during the continuous examination (has achieved a total of at least 54 points in the course and met the lower point threshold for the acquisition of each learning outcome, i.e. at least 50% of the points of each learning outcome), may take the learning outcomes of the course at the final exam. At the final exam, it is possible to achieve a maximum of 96 points (100 – activity in class, 4 points = 96 points). A student can receive additional points on the Challenge learning outcome.*

| <b>NAME OF LEARNING OUTCOMES</b> | <b>INTERMEDIATE EXAM/EXAM</b> | <b>CLASS ATTENDANCE</b> | <b>TOTAL</b> |
|----------------------------------|-------------------------------|-------------------------|--------------|
| OUTCOME 1                        | 16                            | 0                       | 16           |
| OUTCOME 2                        | 16                            | 0                       | 16           |
| OUTCOME 3                        | 16                            | 0                       | 16           |
| OUTCOME 4                        | 16                            | 0                       | 16           |
| OUTCOME 5                        | 16                            | 0                       | 16           |
| OUTCOME 6                        | 16                            | 0                       | 16           |
| OUT OF THE BOX                   | 0                             | 4                       | 4            |
| <b>TOTAL</b>                     | <b>96</b>                     | <b>4</b>                | <b>100</b>   |

#### **JUDGING:**

*In order to achieve a positive grade in the course, the student must cumulatively meet two conditions: achieve a total of at least 54 (fifty-four) points in the course and meet the lower point threshold for the adoption of each individual learning outcome, which is 50% of the total points of the learning outcomes.*

*Grades are calculated based on the following distribution of points:*

| <b>NUMBER OF POINTS</b> | <b>RATING</b>    |
|-------------------------|------------------|
| 0,00 – 53,90            | Insufficient (1) |

|                |                |
|----------------|----------------|
| 54,00 – 64,90  | Sufficient (2) |
| 65,00 – 79,90  | Good (3)       |
| 80,00 – 89,90  | Very Good (4)  |
| 90.00 and more | Excellent (5)  |

*The evaluation is carried out in a transparent manner by collecting points. The course is valued with 100.00 points (with the possibility of achieving an additional 8 points on the Challenge learning outcome).*

*CHALLENGE LEARNING OUTCOME - the student has the opportunity to earn an additional maximum of 8 points through the Challenge learning outcome; The student independently chooses one of the activities proposed in the first lesson, and has the opportunity to independently propose an activity by which he wants to increase the number of points and, with the consent of the course holder, achieves them according to the criteria of the subject. Points for the Challenge learning outcome are not distributed according to the learning outcomes, but the number achieved is an additional number of points to the total number of points achieved according to the learning outcomes.*

*Before taking the final written exam, each student must meet the prescribed conditions, which primarily means that they have attended the % of classes determined by the Study Regulations and that they have received an electronically encrypted permission to take the exam.*

#### *1.9. Required literature and number of copies in relation to the number of students currently attending classes in the course*

| <i>Title</i>                                                              | <i>Number of copies</i>                               | <i>Number of students</i> |
|---------------------------------------------------------------------------|-------------------------------------------------------|---------------------------|
| Rouse, M.J. & Rouse, S. (2005): Business Communications, Masmedia, Zagreb | 5* students receive literature in permanent retention | -                         |
| Carnegie, D. (2014): How to Acquire Communication Skills, VBZ, Zagreb     | 5* students receive literature in permanent retention | -                         |

#### *1.10. Supplementary literature*

*Hybels, S. & Weaver II, R.L. (2014): Communicating Effectively, McGraw-Hill Humanities/Social Sciences/Languages; 11 edition*

*1.11. Quality monitoring methods that ensure the acquisition of output knowledge, skills and competences*

- *processing and analysis of exam results,*
- *conducting a survey among students,*
- *evaluation and self-evaluation of teachers,*
- *the results achieved, the level of understanding and knowledge during the project development,*
- *the achieved results and the level of knowledge presented during the preparation and defense of the final thesis (of students who choose the graduate thesis in this subject),*
- *analysis of the reports of the head of the quality center, and*
- *Feedback from students who have already graduated about the usefulness of the content of this course in the performance of the tasks they are engaged in.*