

Course form to fill in (2018-2019)

Course title:

Communication tools for super presentations

Staff responsible for the course:

Romain Cadario

Lecturers:

First Name + Name
Romain Cadario

1) COURSE PRESENTATION

Aims:

Draw up a list of competencies and/or skills that the student should have acquired or improved at the end of the course.

You must fill in the field under the format "the student should be able to..." using action verbs such as define, realise, control... *(This description should not take more than ten lines)*

At the end of the course, the student should be able to:

- Better convince your audience using the 4-S of super presentations
- Storytelling: Use powerful structure and stories
- Substance: Make the most of content and data visualization
- Style: Develop good-looking PowerPoint slides
- Spirit: Deliver a convincing oral presentation

Prerequisites:

You must not write courses' codes or names, but identify the preliminary skills as the knowledge or the know-how needed to efficiently follow this course.

Write it out in terms of knowledge and methodologies required to follow this course (this would help students from direct entry to position themselves). *(This description should not take more than five lines)*

Students are not required to have taken preliminary courses in marketing.

Course contents:

Here, an abstract of the course can be given or the different chapters of the course can be simply written down.

(The description should not take more than ten lines)

Question: How to better convince your audience using written or oral presentations?

Answer: The 4S of Super Presentations
Storytelling: Use powerful structure and stories
Substance: Make the most of content and data visualization
Style: Develop good-looking PowerPoint slides
Spirit: Deliver a convincing oral presentation

Key features:

- Practice-oriented course: Students will be asked to put the tools into practice in several oral and written presentations.

- Multiple business settings: The course will focus on different settings such as success story, investment pitch, new product launch, decision-making, etc

2) WORKING LOAD

Here, you should allocate the effective working load of the course, including an estimation of the personal work required from the student.

TABLE 1

Course's types	Number of hours	Notes
<u>Effective presence</u>		
- <i>Magistral Course</i>		
- <i>Interactive Course</i>	16	
- <i>Tutorials</i>		
- <i>Coaching</i>		
- <i>PBL Course</i>		
<u>Training from a distance</u>		
- <i>Video-conferences</i>		
- <i>Webinars</i>		
<u>Self-learning</u>		
- <i>Books 'readings</i>		
- <i>E-learning</i>		
- <i>Research</i>		
<u>Outdoors-training</u>		
- <i>In firms</i>		
- <i>Internship</i>		
<u>Personal work</u>		
- <i>Group Projects</i>		
- <i>Individual Projects</i>		
- <i>Personal work</i>	6	
Total working time for the student	22	

3) EDUCATIONAL METHODS

Tick here the different educational methods used:

- Coaching
- Case Study
- E-Learning and/or Self-learning
- Interactive courses
- Presentations
- Projects

- Research
- Seminars
- Tutorials
- Visits

4) ASSESSMENT

Sum up briefly the course assessment's mechanism (*two or three lines*)

This will introduce the assessment's table that you have to complete below (table n°2).

The assessment is based on five criteria :

- Active participation in class (taking into account attendance and punctuality),
- Group presentations
- Individual assignment
- Individual project

List the assessment for each modality.

TABLE 2

Modality	Type of control	Length (h)	Number	Weighting (%)
<u>Continuous assessment</u>	Continuous assessment			
	Mid-term exam			
	Participation			10
	Oral presentation			
	MCQ			
<u>Final exam</u>	Oral final exam			
	Written final exam			
<u>Others</u>	Case study			40
	Group Project			50
	Individual Project			
	Written assignment			
	Exercises			
Total				100%

5) RECOMMENDED READING

Name of books (*indicate only three or four must-read references*) / Name of reviews:

Reference book (appellation reserved for books selected by the School and necessarily bought by all the students):

Class books :

Reviews :

Internet Resources:

Please indicate here if you use the school intranet site to put on-line documents and/or if you advise the visit of web sites to students.

Name of the Website	URL