



# PIONEERING EDUCATIONAL PERSPECTIVES

Series 2025



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Muhammad Irfan bin Mokhtar

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# Preface

Pioneering Educational Perspectives: Series 2025 is a collection of thought-provoking insights and research contributions exploring contemporary educational trends and practices. This eBook presents a diverse range of perspectives on innovative teaching methodologies, digital learning strategies, and transformative approaches in education. Designed to serve as a resource for educators, researchers, and practitioners, it aims to inspire meaningful discussions and advancements in the field. Through carefully curated chapters, this publication offers fresh ideas and practical solutions to enhance learning experiences in an ever-evolving educational landscape.

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## TIME TO ENGLISH (TTE): PITCHING

Susanna Bithiah Varma<sup>1\*</sup>, Ira Syaqlira Sukimin<sup>2</sup>, Norhafizah Amir<sup>3</sup>, Shahira Adam<sup>4</sup> & Nur Sherina Zainal Abidin<sup>5</sup>

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### ABSTRACT

Time To English (TTE): Pitching is an innovative approach that uses a website to offer a comprehensive learning experience by consolidating all the essential study materials required to excel in the subject. This platform encompasses lecture recordings, notes, exercises, and answer keys, providing a concise resource for both the learner and educator. The availability of all study materials on the website provides the option to download for personal use and ensures easy access. The key feature of this innovation is its convenience and straightforwardness in delivering a complete learning experience through technology. Future enhancements to the website will focus on incorporating more student-centred materials to enhance the learning experience for learners.

**KEYWORDS:** Time To English (TTE), Pitching, Oral presentation, Speech delivery.

### PROBLEM AND OBJECTIVE

An essential skill for future careers at the higher education level and the workforce is the ability to deliver an oral presentation. Pitching revolves around the techniques of salesmanship and is a type of public speaking (Mardiningrum & Ramadhani, 2022). In this course, learners are evaluated on two specific areas: (i) their capability to pitch the product/service, and (ii) their oral presentation skills. The issue that prevents the first area is a poor grasp of what a good pitch constitutes, whereas the issue that hinders the second area is the lack of techniques and self-confidence to present before an audience. Salesmanship and other marketing concepts are being incorporated into university syllabuses to help students master the structure, perceptions and rhetorical strategies as entrepreneurs (Koponen et al., 2024). Hence, a platform functioning as a central hub of teaching materials is necessary for learners to equip themselves. Therefore, Time To English (TTE): Pitching innovation aims to achieve two primary objectives:

1. To provide lecture notes & recordings that help with the skills and techniques of Pitching.
2. To provide exercises and answer keys to ensure full comprehension of oral presentation delivery.

### DESIGN DESCRIPTION

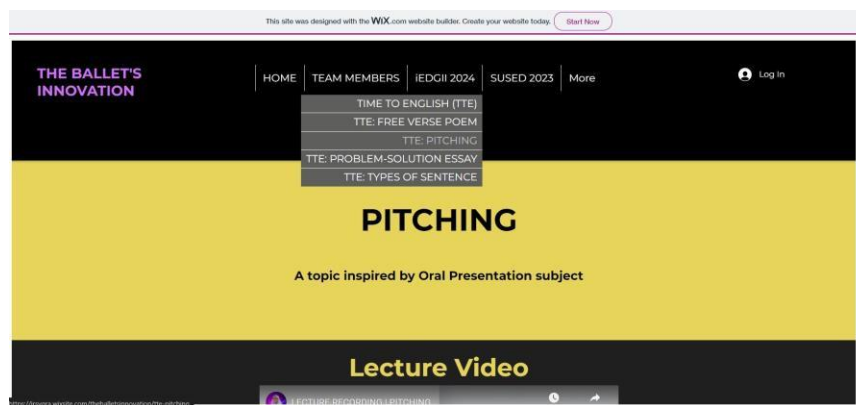
Time To English (TTE): Pitching innovation enhances the teaching and learning process by incorporating digital tools. It offers a free website that includes lecture recordings, lecture notes, exercises, and answer keys focusing on the skill to deliver an effective pitch. The website has a clean and straightforward design, presenting all materials on a single page. More details about the features and functionalities of each material are listed below:

1. **Lecture recording:** The recording is accessible directly on the website for immediate playback. A clear step-by-step lecture is given encapsulating the art of Pitching.

2. **Lecture notes and Exercises:** The notes prepared can be directly accessed and viewed on the website. The recording explains and elaborates the notes in detail to provide a one-to-one experience between the learner and the educator.
3. **Answer key:** The answer key is available for download, to allow learners to work on the exercises before referring to it. For this purpose, it is not directly visible on the website. The intended audience for Time To English (TTE): Pitching innovation are oral presentation learners, particularly undergraduates before completing their degree programme from respective fields. Since this innovation is a free website, students can access it at their convenience from any location and at any time.

## VISUALS

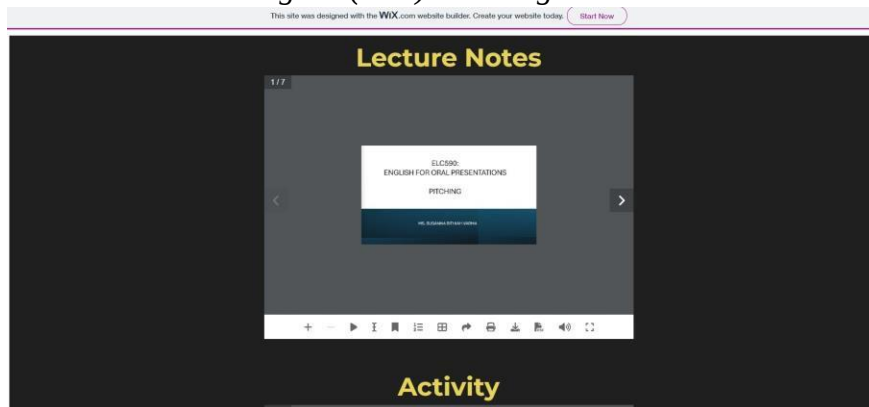
**Figure 1**  
*Time To English (TTE): Pitching - Landing Page*



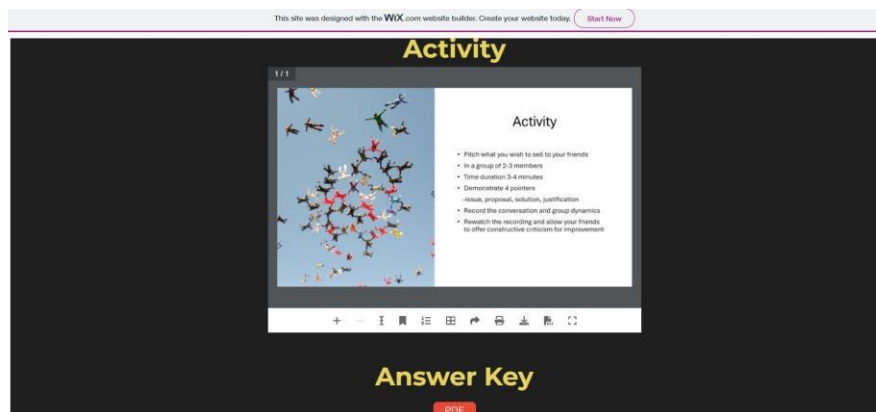
**Figure 2**  
*Time To English (TTE): Pitching - Lecture Video*



**Figure 3**  
*Time To English (TTE): Pitching - Lecture Notes*



**Figure 4**  
*Time To English (TTE): Pitching - Exercise/Activity and Answer Key*



## NOVELTY AND UNIQUENESS

Time To English (TTE): Pitching is an innovative approach that centres around enhancing accessibility by incorporating digital tools. Instead of hosting various website pages for distinct materials, all the materials are consolidated into a single page within the innovation. This means that aspiring oral presentation students seeking resources on pitching can conveniently access them on the website. While this type of innovation is not groundbreaking, it is undeniably the pioneer within its intended audience.

## BENEFITS TO MANKIND

This website presents an innovative product that offers all the necessary learning materials for mastering the techniques of making a good sales pitch. This indirectly makes a valuable contribution to the field of education, especially in the field of oral presentations. It is advantageous not only for students but also for educators.

1. Students will have convenient and free access to a comprehensive range of materials on the website, enabling them to effectively learn the right method to nail a good sales pitch.
2. Educators can utilize this website to impart knowledge and integrate it into their classroom teaching materials, without the need to spend additional time gathering information.

**COMMERCIAL POTENTIAL**

Time to English: Pitching innovation is designed to enhance presentation skills, specifically focusing on delivering a solid sales pitch. This innovation aims to provide learners with the skills, techniques and knowledge for a comprehensive learning experience. By offering lecture recordings, notes, exercises, and answer keys, the website is expected to attract a large domain of learners due to its accessibility. The current version is free of charge, and future upgrades on the website are anticipated.

**CONCLUSION**

In summary, the Time To English (TTE): Pitching innovation enhances the instruction and comprehension of oral presentation, especially pitching, by incorporating digital tools. This innovation is easily accessible and does not require any fees, making it beneficial for both educators and learners. It includes lecture videos, notes, exercises, and answer keys for pitching activity. In the future, the Time To English (TTE): Pitching innovation could expand to include additional materials covering various topics related to learning English for Oral Presentations.

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