



UNIVERSITI TEKNOLOGI MARA

EPC690: PROFESSIONAL PRESENTATIONS

Course Name (English)	PROFESSIONAL PRESENTATIONS APPROVED
Course Code	EPC690
MQF Credit	4
Course Description	This is an intensive course that focuses on presentations for professional purposes. It specifically deals with the development of skills to enable students to deliver effective professional presentations at work. The course provides practical hands-on experience in preparing, delivering and critiquing professional presentations.
Transferable Skills	<ul style="list-style-type: none"> -Demonstrate ability to identify and articulate self skills, knowledge and understanding confidently and in a variety of contexts (reflective learner) -Demonstrate ability to communicate clearly and confidently, and listen critically (effective communicator) -Demonstrate analytical skills using technology. (tech-savvy) -Demonstrate enthusiasm, leadership and the ability to positively influence others (confident) -Demonstrate ability to analyse issues/problems from multiple angles and make suggestions (solution provider) - Demonstrate professional skills, knowledge and competencies.(expert in the field)
Teaching Methodologies	Lectures, Blended Learning, Demonstrations, Discussion, Presentation, Workshop
CLO	<p>CLO1 Deliver effective professional presentations in different situations</p> <p>CLO2 Use tools and devices of different media effectively in presentations</p> <p>CLO3 Analyse and critique their own and others' presentations constructively</p>
Pre-Requisite Courses	No course recommendations
Topics	
<p>1. Introduction to the course - Presenting the presentation</p> <p>1.1) Considering the audience</p> <p>1.2) Considering the purpose</p> <p>1.3) Organizing the content</p> <p>1.4) Outlining the presentation</p> <p>1.5) Including visual aids</p> <p>1.6) Using PowerPoint</p> <p>1.7) Focusing on delivery – verbal and non-verbal elements</p> <p>1.8) Reflecting and reviewing performance and effectiveness</p>	
<p>2. Informational presentation: Workplace Portfolio</p> <p>2.1) Speaking to inform</p> <p>2.2) Focusing on the message</p> <p>2.3) Focusing on the audience</p>	
<p>3. Persuasive presentation: Sponsorship Proposal</p> <p>3.1) Soliciting support or funds for a project</p> <p>3.2) Proposing decision alternatives</p> <p>3.3) Selling an idea, service or product (persuasive speech)</p> <p>3.4) Recommending strategies</p>	
<p>4. Informational presentation: Research Report</p> <p>4.1) Dealing with technical material</p> <p>4.2) Answering audience questions</p>	

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Presentation	Oral presentation of a workplace portfolio	30%	CLO2
	Presentation	Oral presentation of a sponsorship proposal	30%	CLO1
	Presentation	Oral presentation of a research report	40%	CLO3

Reading List	Reference Book Resources
	<ul style="list-style-type: none"> • Bradbury, A 2006, <i>Successful presentation skills</i>. Kogan Page. • Dignen, B 2007, <i>Fifty ways to improve your presentation skills in English.</i>, Oxford: Summertown Publishing • Laws, A 2000, <i>Presentations.</i>, Oxford: Summertown Publishing. • Lucas, S.E. 2007, <i>The art of public speaking</i>, McGraw Hill Boston • Zwickel, S.B. & Pfeiffer, W.S. 2005, <i>Pocket guide to technical presentations and professional speaking</i>, Prentice-Hall New York

Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources