

# MODULE DESCRIPTION FORM

## نموذج وصف المادة الدراسية

Module Information			
معلومات المادة الدراسية			
Module Title	<b>Presentation Skills</b>		Module Delivery
Module Type	<b>Support</b>		<input checked="" type="checkbox"/> Theory <input checked="" type="checkbox"/> Lecture <input checked="" type="checkbox"/> Seminar <input type="checkbox"/> Tutorial <input type="checkbox"/> Practical <input type="checkbox"/> Lab
Module Code	<b>ICE116</b>		
ECTS Credits	<b>1</b>		
SWL (hr/sem)	<b>25</b>		
Module Level	1	Semester of Delivery	
Administering Department	Type Dept. Code	College	Type College Code
Module Leader	Name	e-mail	E-mail
Module Leader's Acad. Title	Professor	Module Leader's Qualification	Ph.D.
Module Tutor	Name (if available)	e-mail	E-mail
Peer Reviewer Name	Name	e-mail	E-mail
Scientific Committee Approval Date	01/06/2023	Version Number	1.0

Relation with other Modules			
العلاقة مع المواد الدراسية الأخرى			
Prerequisite module	1. Effective Communication Skills 2. Basic Computer Skills	Semester	
Co-requisites module	1. Media Studies 2. visual communication or graphic design	Semester	

## Module Aims, Learning Outcomes and Indicative Contents

### أهداف المادة الدراسية ونتائج التعلم والمحتويات الإرشادية

<b>Module Objectives</b> أهداف المادة الدراسية	<ol style="list-style-type: none"><li>1. To Develop Effective Communication.</li><li>2. To Enhance Critical Thinking.</li><li>3. To Improve Visual Communication.</li><li>4. To Promote Ethical and Cross-Cultural Communication.</li></ol>
<b>Module Learning Outcomes</b> مخرجات التعلم للمادة الدراسية	<ol style="list-style-type: none"><li>1. Analyze and Adapt to Audience.</li><li>2. Structure Effective Presentations.</li><li>3. Utilize Visual Aids.</li><li>4. Employ Persuasive Techniques.</li><li>5. Deliver Confidently.</li><li>6. Employ Non-Verbal Communication.</li><li>7. Handle Questions and Feedback.</li><li>8. Practice Ethical Communication.</li><li>9. Acknowledge Cultural Sensitivity.</li></ol>
<b>Indicative Contents</b> المحتويات الإرشادية	<p>Here are indicative contents for a Presentation Skills course</p> <p>Module 1: Introduction to Effective Presentations</p> <p>1.1 What is Effective Communication? The importance of effective presentations. Different types of presentations.</p> <p>1.2 Setting Presentation Goals Defining clear objectives for your presentations. Identifying your target audience.</p> <p>Module 2: Analyzing Your Audience</p> <p>2.1 Understanding Your Audience Audience demographics and psychographics. Analyzing audience needs and expectations.</p> <p>2.2 Adapting to Your Audience Tailoring your message to different audience types. Building audience engagement.</p> <p>Module 3: Structuring Your Presentation</p> <p>3.1 The Three-Part Structure Introduction, body, and conclusion. Crafting effective openings and closings.</p> <p>3.2 Organizing Ideas Logically Sequencing and transitions.</p>

Creating a clear and coherent structure.

Module 4: Visual Aids and Design

4.1 Effective Use of Visual Aids  
The role of visual aids in presentations.  
Guidelines for creating impactful slides.

4.2 Visual Design Principles  
Visual hierarchy and contrast.  
Avoiding common design mistakes.

Module 5: Delivery Techniques

5.1 Overcoming Nervousness and Anxiety  
Strategies for managing presentation anxiety.  
Techniques to build confidence.

5.2 Body Language and Non-Verbal Communication  
Using body language effectively.  
Maintaining eye contact and gestures.

Module 6: Using Technology

6.1 Presentation Software  
Tips for using PowerPoint, Keynote, or Google Slides.  
Incorporating multimedia elements.

6.2 Virtual Presentations  
Best practices for virtual presentations and webinars.  
Troubleshooting technical issues.

Module 7: Storytelling in Presentations

7.1 The Power of Storytelling  
Why storytelling is effective in presentations.  
Crafting compelling narratives.

7.2 Incorporating Personal Anecdotes  
Using personal stories to engage your audience.  
Balancing storytelling with data and facts.

Module 8: Handling Questions and Feedback

8.1 Strategies for Managing Q&A  
Preparing for questions.  
Responding to difficult questions.

8.2 Seeking and Using Feedback  
Gathering feedback from peers and mentors.  
Continuous improvement through feedback.

## Learning and Teaching Strategies

استراتيجيات التعلم والتعليم

<b>Strategies</b>	<p>To effectively teach a Presentation Skills course and facilitate student learning, a combination of active learning strategies, practical exercises, and constructive feedback is essential. Here are some learning and teaching strategies to consider for your presentation skills course:</p> <ol style="list-style-type: none"> <li>1. Lecture Sessions</li> <li>2. Interactive Discussions</li> <li>3. Presentation Practice</li> <li>4. Peer Assessments</li> <li>5. Workshops on Specific Skills</li> <li>6. Presentation Software Training</li> </ol>
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<b>Student Workload (SWL)</b>			
الحمل الدراسي للطالب محسوب لـ ١٥ اسبوعا			
<b>Structured SWL (h/sem)</b> الحمل الدراسي المنتظم للطالب خلال الفصل	18	<b>Structured SWL (h/w)</b> الحمل الدراسي المنتظم للطالب أسبوعيا	1
<b>Unstructured SWL (h/sem)</b> الحمل الدراسي غير المنتظم للطالب خلال الفصل	7	<b>Unstructured SWL (h/w)</b> الحمل الدراسي غير المنتظم للطالب أسبوعيا	1
<b>Total SWL (h/sem)</b> الحمل الدراسي الكلي للطالب خلال الفصل	<b>25</b>		

<b>Module Evaluation</b>					
تقييم المادة الدراسية					
		Time/Number	Weight (Marks)	Week Due	Relevant Learning Outcome
<b>Formative assessment</b>	<b>In-Class Presentation Assessments</b>	2	10% (10)	5 and 10	LO #1, #2 and #6, #7
	<b>Quizzes and Written Assessments</b>	2	10% (10)	2 and 12	LO #1, #2 , #3, #4 and #6, #7
	<b>Case Studies and Scenario-Based Assessments</b>	2	10% (10)	Continuous	All
	<b>Final Presentation Showcase</b>	1	10% (10)	13	All
	<b>Midterm Exam</b>	1hr	10% (10)	7	LO #1 - #5

<b>Summative assessment</b>	<b>Final Exam</b>	3hr	50% (50)	16	All
<b>Total assessment</b>			100% (100 Marks)		

### Delivery Plan (Weekly Syllabus)

#### المنهاج الاسبوعي النظري

	Material Covered
<b>Week 1</b>	Introduction to Presentation Skills
<b>Week 2</b>	Understanding Your Audience
<b>Week 3</b>	Structuring Your Presentation
<b>Week 4</b>	Visual Aids and Design
<b>Week 5</b>	Delivery Techniques
<b>Week 6</b>	Using Technology
<b>Week 7</b>	Storytelling in Presentations
<b>Week 8</b>	Handling Questions and Feedback
<b>Week 9</b>	Practice and Peer Feedback
<b>Week 10</b>	Persuasion and Influence
<b>Week 11</b>	Special Presentation Formats
<b>Week 12</b>	Cultural Awareness in Presentations
<b>Week 13</b>	Crisis Communication
<b>Week 14</b>	Ethical Communication
<b>Week 15</b>	Final Presentations and Reflection
<b>Week 16</b>	Preparatory week before the final Exam

### Delivery Plan (Weekly Lab. Syllabus)

#### المنهاج الاسبوعي للمختبر

	Material Covered
<b>Week 1</b>	
<b>Week 2</b>	
<b>Week 3</b>	
<b>Week 4</b>	

Week 5	
Week 6	
Week 7	

Learning and Teaching Resources		
مصادر التعلم والتدريس		
	Text	Available in the Library?
Required Texts	Talk Like TED: The 9 Public-Speaking Secrets of the World's Top Minds" by Carmine Gallo	No
Recommended Texts	Resonate: Present Visual Stories that Transform Audiences" by Nancy Duarte	No
Websites	<a href="http://www.toastmasters.org/">http://www.toastmasters.org/</a>	

Grading Scheme				
مخطط الدرجات				
Group	Grade	التقدير	Marks %	Definition
Success Group (50 - 100)	A - Excellent	امتياز	90 - 100	Outstanding Performance
	B - Very Good	جيد جدا	80 - 89	Above average with some errors
	C - Good	جيد	70 - 79	Sound work with notable errors
	D - Satisfactory	متوسط	60 - 69	Fair but with major shortcomings
	E - Sufficient	مقبول	50 - 59	Work meets minimum criteria
Fail Group (0 – 49)	FX – Fail	راسب (قيد المعالجة)	(45-49)	More work required but credit awarded
	F – Fail	راسب	(0-44)	Considerable amount of work required
<p><b>Note:</b> Marks Decimal places above or below 0.5 will be rounded to the higher or lower full mark (for example a mark of 54.5 will be rounded to 55, whereas a mark of 54.4 will be rounded to 54. The University has a policy NOT to condone "near-pass fails" so the only adjustment to marks awarded by the original marker(s) will be the automatic rounding outlined above.</p>				