**Kuwait University**

**College of Business Administration**

**English Language Unit**

Course Syllabus

146 Advanced Presentation

Dalal Beidoun

# Lecture Time and Location

**English 146**:Sun Mon Tues Wed Thu.

**Time:**

# Contact Information

**Location**: English Department – 2nd Floor – Office #

**Email**:

**Office**:

**Office Hours**: Mon Wed, 11:00 PM – 12:00 PM or by email appointment

# Course Description

E146 CBA (9988146) is an advanced English-speaking presentation course. The objective is to develop the skills to research, prepare and conduct successful presentations via Microsoft PowerPoint. Guided instructions and extensive practical exercises will help students in understanding and formulating a variety of different forms of presentations, which will equip them better for their future. All presentations require students to utilize the matrix, and conduct given information in a comprehensive and an articulate manner, where the audience is kept engaged and informed throughout.

# Please note that you are placed into 146 by the successful completion of English 126.

# E146 meets for 1 hour a day, 5 days a week, for a total of 15 hours of classroom instruction per week.

# Course Learning Objectives (CLOs)

**CLO1**. Gather and report information for preparing presentations.

**CLO2**. Organizing and preparing visual aids (on PowerPoint) and note cards.

**CLO3**. Choose a topic, limit the topic, prepare an introduction and conclusion.

**CLO4**. Develop thesis, analyze the audience, and make the presentation relevant to the audience.

**CLO5**. Research a topic, research articles, cite information, take notes, and identify sources of information.

**CLO6**. Conquer anxiety and improve techniques of delivery.

**CLO7**. Dealing with nervousness, posture, movement, facial expressions, gestures, eye contact, vitality,

spontaneity, sense of humor, voice control and comprehensibility.

**CLO8**. Maintain audience’s attention.

**CLO9**. Capability of improvising in the moment.

**CLO10**. Prepare for oral presentations in formal and informal settings.

**CLO11**. Teaching the audience through a series of tasks.

**CLO12**. Prepare, organize, and present a persuasive speech.

**CLO13**. Distinguish between informative and persuasive presentations.

**CLO14**. Present a creative and out of the box curriculum vitae.

**CLO15**. Conduct a presentation of ones’ strengths with confidence.

# CLO Mapping to CBA Skill Based Competency Goals[[1]](#footnote-2)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| CLO | Competency Goal | | | |
| Oral Communication | Written Communication | Information Technology | Business Ethics |
| 1 |  |  | R |  |
| 2 |  |  | A |  |
| 3 |  | A |  |  |
| 4 |  | R |  |  |
| 5 |  |  | R |  |
| 6 | I |  |  |  |
| 7 | I |  |  |  |
| 8 | I |  |  |  |
| 9 | I |  |  |  |
| 10 | R |  |  |  |
| 11 | I |  |  |  |
| 12 | I |  |  |  |
| 13 | I |  |  |  |
| 14 |  | I |  |  |
| 15 | I |  |  |  |
|  |  |  |  |  |

# Type of Emphases:

* **(I)ntroduce:** Students will be introduced to the skill and their grasp of it assessed in the course.
* **(A)pply:** The course will not cover the skill. Students should have a high-level grasp of the skill and are required to apply it in the course.
* **(R)einforce:** Students should have an introductory-level grasp of the skill and the course will improve their mastery to a higher level.

# Required Material

**Textbook**: Lisa, A. & Ford-Brown (2017) DK Guide to Public Speaking. Boston: Pearson. ISBN-13: 978-0-130438089-6

# Course Requirements and Policies

# Attendance: Attending all classes of all English 146 is required. You are allowed up to 9 absences, for illness or other emergencies which INCLUDES YOUR FAMILY AND MEDICAL APPOINTMENTS AND EMERGENCIES.

# Absences are excused only for two MAJOR reasons (a death in the family or hospitalization). Any other absence will be counted toward the 9 allowed. 10 absences will result in an “FA” (Administrative Failure). This is not negotiable.

# You will receive the first written warning after 5 absences. The second (written and oral) warning come after 9 absences (4 more after the first warning) which states that you fail English 146 if you miss another class for an unexcused reason.

# 

# Punctuality: You must log on to the online class on time and before the class starts. Coming late is recorded with your attendance, and if you are late three times for class that will be counted as one absence. Allow no distractions when you are online. You are to be focused and attentive when the teacher is speaking, if you need to be excused at any point, send a message to do so. The content of the class will not be repeated, but any questions about the content can be asked.

# Grading

The scores in this course will be the weighted average of the following items:

|  |  |
| --- | --- |
| Weight | Description |
| 10% | Attendance and Participation |
| 20% | Informative Presentation |
| 10% | Impromptu Presentation |
| 25% | Persuasive Presentation (Midterm) |
| 10% | Demonstrative Presentation |
| 25% | CV Presentation (Final) |
| 100% | TOTAL |

# Grade Distribution

|  |  |
| --- | --- |
| Grade | Range |
| A | ≥ 95 |
| A- | ≥ 90 and < 95 |
| B+ | ≥ 87 and < 90 |
| B | ≥ 83 and < 87 |
| B- | ≥ 80 and < 83 |
| C+ | ≥ 77 and < 80 |
| C | ≥ 73 and < 77 |
| C- | ≥ 70 and < 73 |
| D+ | ≥ 65 and < 70 |
| D | ≥ 60 and < 65 |
| F | < 60 |

# Course Outline

|  |  |  |
| --- | --- | --- |
| Title | Topics | Weeks |
| Introduction to 146 Presentations | What is expected by 146 • Intro to the matrix · Tips to presenting · PowerPoint challenges · Self-Presentation | Week 1 |
| Intro to Informative & Self Presentation | Gathering & reporting information · Presenting it through P.P. · Explain informative practice · Self-Presentation | Week 2 |
| Informative Presentation + Conferences + Informative Presentation | Informative practice on article · Group conferences on matrix and outline of informative presentation · Group Informative Presentation | Week 3 -4 |
| Intro to Impromptu + the practices + Impromptu Presentations | Conquering nervousness and anxiety · Conducting organized prompt thoughts · Building confidence | Week 5-6 |
| Intro to Persuasive Presentations + the practice + Conferences | Building a debatable topic that is taken further into research · Using an app to practice debate concept · Group conferences | Week 7-8 |
| Persuasive presentation + Intro to Demonstrative & the practice | The persuasive group presentation · Intro to demonstrating how things work step by step · The demonstrative practice | Week 9-10 |
| Intro to CV Presentation | A deeper more challenging out of the box Curriculum Vitae | Week 11 |
| CV Final | An individual presentation covering the most challenging interview questions. | Week 12 |

# Important Dates

|  |  |
| --- | --- |
| Date | Event |
| 23/4/2021 | Last day to drop a course |
| 23/5/2021 | Midterm exam |
| 1/7/2021 | Last day of classes |
| 20/6/2021 | Final Exam |

# CBA Competency Goals

1. **Analytical Competency:** A CBA graduate will be able to use analytical skills to solve business problems and make a well-supported business decision.

**Student Learning Objectives:**

* 1. Use appropriate analytical techniques to solve a given business problem.
  2. Critically evaluate multiple solutions to a business problem.
  3. Make well-supported business decisions.

1. **Communication Competency:** A CBA graduate will be able to communicate effectively in a wide variety of business settings.

**Student Learning Objectives:**

* 1. Deliver clear, concise, and audience-centered presentations.
  2. Write clear, concise, and audience-centered business documents.

1. **Information Technology Competency:** A CBA graduate will be able to utilize Information Technology for the completion of business tasks.

**Student Learning Objectives:**

* 1. Use data-processing tools to analyze or solve business problems.

1. **Ethical Competency:** A CBA graduate will be able to recognize ethical issues present in business environment, analyze the tradeoffs between different ethical perspectives, and make a well-supported ethical decision.

**Student Learning Objectives:**

* 1. Identify the ethical dimensions of a business decision.
  2. Recognize and analyze the tradeoffs created by application of competing ethical perspectives.
  3. Formulate and defend a well-supported recommendation for the resolution of an ethical issue.

1. **General Business Knowledge:** A CBA graduate will be able to demonstrate a basic understanding of the main business disciplines’ concepts and theories.

**Student Learning Objectives:**

* 1. Acquire a fundamental understanding of knowledge from the main business disciplines (e.g. finance, accounting, marketing, and management information systems, among others).

1. CBA Competency Goals can be found at the end of this document [↑](#footnote-ref-2)