



Presentation and Moderation	
Course number	2515 (International Management)
Remarks	Blocked seminar during the lecture period.
Lecturer	Prof. Dr. Wang-Nastansky
ECTS	5
Number of semester hours	4
Type	Elective
Duration	1 Term
Prerequisites	None
Type of exam	Oral examination/presentation
Objectives	Effective presentation and moderation skills are key to students' ability to inform and persuade in an international business environment. In this course, students acquire verbal and non-verbal skills and expand their knowledge in digital tooling environment as well as their soft skill spectrum with the aim of being able to give professional presentations, skilfully moderate and/or mediate meetings/interviews in business and research scenarios (e.g. business presentations, workshops, brainstorming sessions, research-oriented interviews, etc.)
Content	<p>As this module is a part of master thesis project, an important part of the learning content includes the basics of research methodology and guidelines. This will be integrated into the research presentation section.</p> <p>For the skill of presentation, after study, students are able to conduct:</p> <ul style="list-style-type: none"> • Innovative presentation style: Present your messages and materials in an innovative and attractive way • Holistic approach: Organize and view all your presentation contents and media assets as a whole • Infinite electronic canvas: Zoom on an infinite electronic canvas to focus in and unveil all the details • Intelligent structuring: Use prepared "Smart Structures" to easily arrange content with drag-and-drop • Free conversational navigation: Navigate freely and moderate your thoughts in a conversational presentation <p>In the moderation section, under both research and business settings (e.g. research interviews, business workshops, trainings, brainstorming, etc.) students are empowered to conduct:</p> <ul style="list-style-type: none"> • Productive moderation with a variety of moderation tools and methods to generate meaningful outcome; • Interactive moderation workshops, training, meetings, etc. with different techniques; • Non-intrusive moderation sessions lead workshops, training, meetings, etc. without personal, private judgement; • Team-oriented moderation: moderate via a team effort instead of a single person.
Bibliography	<p>Textbook:</p> <p>Seifert, Josef. W: Visualization, Presentation, Moderation: A Practical Guide to Successful Presentation and the Facilitation of Business Processes (English version needed), Second Edition, Pörnbach 2002</p> <p>Kumar, Ranjit: Research Methodology: A Step-by-Step Guide for Beginners.</p>



	<p>Publisher: Sage Publications (UK). Edition: 4th. Print ISBN: 9781446269978, 1446269973; eText ISBN: 9781473904606, 9781446297810, 1446297810</p> <p>Reference Literature:</p> <p>Van Emden, Joan(2016): Presentation skills for students Publisher: Palgrave (UK), London, Edition: 3rd. ISBN: 9781137576491</p> <p>Edmüller, Andreas (2000): Moderation. Publisher: STS-Verl. Planegg. ISBN: 3860272446</p> <p>Bell, Emma (2019): Business research methods. Publisher: Oxford University Press. Edition: 5th, 2019, Oxford ISBN: 9780198809876 , 0198809875</p> <p>Munter, Mary (2009): Guide to managerial communication effective business writing and speaking. Publisher: Pearson, Prentice Hall, Upper Saddle River, NJ. Edition: 8th internat. Ed. ISBN: 9780137130467, 0137130465</p> <p>Dignen, Bob (2007): Fifty ways to improve your presentation skills in English ... without too much effort! Publisher: Langenscheidt (Berlin - München), Edition: 1st. ISBN: 9781902741864, 9783526511908</p>
Forms of instruction	<ul style="list-style-type: none"> • Lecture • Practice • Teamwork/ Simulation game/ Task-based learning • Workshop
Workload	<ul style="list-style-type: none"> • contact time 60h • self-study 90h • workload 150h
Language of instruction	English
Availability	Every summer and winter term