

Public Management Bachelor Programme

Module	20 – Communication and Presentation Techniques		
Semester	3 rd semester (winter semester)		
Course	Communication / Presentation / Moderation (L/E) DE		
Workload	2 SPW	2 credits	60 workload hours (22.5 attendance hours, 37.5 self-study hours)
Admission prerequisites	–		
Module coordinator	Prof. Dr. Petra Hiller		

1. Learning outcomes

Students will have the skills required to assess, develop and strengthen critical aspects of their communicative behaviour. They will have the competence to meet job-related challenges in a confident and competent manner. Students will master a 20-minute talk and will be able to control their body language and to use rhetoric and advanced presentation tools professionally.

2. Recommended prior knowledge and skills

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3. Contents

- Visual expression and body language
- Non-verbal communication
- Video-based effect analysis
- Self-perception and perception by others
- Giving and receiving professional feedback
- Techniques of visualisation
- Speech coaching
- Professional use of media

4. Modes of teaching and learning, workload

Seminar (22.5 hrs) with presentations, talks (training with a real audience), rhetoric exercises, video feedback; preparation and revision of lectures (37.5 hrs).

5. Types of examination

1. Regular and active participation (preliminary exam, pass/fail)
2. Presentation, talk, speech

6. Literature

BINGEL, Claudia: *Visualisieren*, 2. Auflage, Freiburg 2012; BIRKENBIHL, Vera F.: *Signale des Körpers: Körpersprache verstehen*, 23. Auflage, München 2012; BISCHOFF, Irena: *Körpersprache und Gestik trainieren: Auftreten in beruflichen Situationen. Ein Arbeitshandbuch*, Weinheim 2007; FRANCK, Norbert; STARY, Joachim: *Gekonnt visualisieren: Medien wirksam einsetzen*, Paderborn 2006; SCHILLING, Gert; SCHILDT, Thorsten: *Angewandte Rhetorik und Präsentationstechnik: Der Praxisleitfaden für Vortrag und Präsentation*, Berlin 2012.