

2019.HS

Module Name: Rhetoric and Presentation Skills			
Module Code	w.BA.XX.2RPT.XX		
Module Description	Thanks to Internet, we (again) live in an oral world. The spoken word is very significant and to exist in the business world, we must be able to express ourselves vocally. This is practiced through rhetorical exercises. In rhetorical exercises, students should: <ul style="list-style-type: none"> • prepare and present various types of speech • improve their rhetorical presentation by means of targeted training • understand and apply the phases of speech preparation • give a presentation 		
Program and Specialization	<ul style="list-style-type: none"> § Business Administration - Accounting, Controlling, Auditing § Business Administration - Banking and Finance § Business Administration - Banking and Finance (FLEX) § Business Administration - Banking and Finance (PIE) § Business Administration - Economics and Politics § Business Administration - General Management § Business Administration - Risk and Insurance § Business Information Technology § Business Law 		
Legal Framework	Academic Regulations BSc dated 29.01.2009, Appendix to the Academic Regulations for the degree programs in Business Administration, Business Information Technology, and Business Law, first adopted on 12.05.2009		
Module Category	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Module Type: Compulsory Elective</td> <td style="width: 50%;">Program Phase: Main Study Period</td> </tr> </table>	Module Type: Compulsory Elective	Program Phase: Main Study Period
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ECTS	3		
Organizational Unit	W Komm. & Mathem. in W&R Ltg.		
Module Coordinator	Markus Alder (alma)		
Deputy Module Coordinator	André Oeschger (osge)		
Prerequisite Knowledge	-		
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> § Methodological Competence § Social Competence § Self-Competence 		
Contribution to Program Learning Objectives	<ul style="list-style-type: none"> Methodological Competence <ul style="list-style-type: none"> § Problem-Solving & Critical Thinking § Work Methods, Techniques, and Procedures § Creativity & Innovation Social Competence <ul style="list-style-type: none"> § Oral Communication § Intercultural Insight & Ability to Change Perspective Self-Competence <ul style="list-style-type: none"> § Self-Management & Self-Reflection 		
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> § know how to construct, prepare, and deliver a speech. § are aware of the importance of para- and non-verbal communication and can use this knowledge in such a way that they act competently, sympathetically, and authentically. § are able to arouse the interest of their audience and maintain it during their speech. § understand the principles of presentation techniques and can implement these. 		

Module Content	§ Invention, arrangement, style, memory, delivery - the traditional stages in the preparation of a speech § Tips, tricks, and techniques - to ensure a speech is not only engaging but also well-received § The principles of rhetoric - speaking is a cultural performance and should also be understood as such § Impromptu speeches - from 0 to 100 while making a good impression § Speeches for special occasions - there is much to celebrate, so let's talk about it § Opinion and persuasive speeches - presenting an opinion objectively and convincingly, and making a lasting impression § Verbal ornamenta and rhetorical figures - because attractive speech is effective § Use of paraverbal and nonverbal communication in a speech - a speech must be brought to life § Reading and mnemonic techniques - to maintain as much eye contact as possible § Recording of speeches on video and evaluating one's performance to formulate goals for improving one's speech-making skills § Presentation techniques - creating meaningful PowerPoint presentations and knowing other means of visualization		
Links to other modules	-		
Methods of Instruction	§ Lecture § Interactive Instruction § Exercises § Problem-Oriented Teaching	Social Settings Used: § Individual Work § Pair Work § Group Work	
Digital Resources	§ Reader § Teaching Videos		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	-	-	
Small Class	36 h	54 h	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
Total	36 h	54 h	
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
-	-	-	-
Permitted Resources	-		
Others	Assessment	Length (min.)	Weighting
Talk/oral presentation	Grade	10	100,00 %
Classroom Attendance Requirement	A minimum attendance of at least 80% and active participation in class are compulsory.		
Language of Instruction/Examination	German		
Compulsory Reading	-		
Recommended Reading	-		
Comments	-		