

## Public Management Bachelor Programme

<b>Module</b>	<b>21 – Communication and Presentation</b>		
Semester	3rd semester (winter semester)		
Course	Communication / Presentation / Moderation (L/E) <span style="border: 1px solid black; padding: 0 2px;">DE</span>		
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		

<b>1. Learning outcomes</b>
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.
<b>2. Recommended prior knowledge and skills</b>
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<b>3. Contents</b>
<ul style="list-style-type: none"> <li>• Visual expression and body language</li> <li>• Non-verbal communication</li> <li>• Video-based effect analysis</li> <li>• Self-perception and perception by others</li> <li>• Giving and receiving professional feedback</li> <li>• Techniques of visualisation</li> <li>• Speech coaching</li> <li>• Professional use of media</li> </ul>
<b>4. Modes of teaching and learning, workload</b>
Seminar (22.5 hrs) with presentations, talks (training with a real audience), rhetoric exercises, video feedback; preparation and revision of lectures (37.5 hrs).
<b>5. Types of examination</b>
<ol style="list-style-type: none"> <li>1. Regular and active participation (preliminary exam, pass/fail)</li> <li>2. Presentation, talk, speech</li> </ol>
<b>6. Literature</b>
BINGEL, Claudia: <i>Visualisieren</i> , 2. Auflage, Freiburg 2012; BIRKENBIHL, Vera F.: <i>Signale des Körpers: Körpersprache verstehen</i> , 23. Auflage, München 2012; BISCHOFF, Irena: <i>Körpersprache und Gestik trainieren: Auftreten in beruflichen Situationen. Ein Arbeitshandbuch</i> , Weinheim 2007; FRANCK, Norbert; STARY, Joachim: <i>Gekonnt visualisieren: Medien wirksam einsetzen</i> , Paderborn 2006; SCHILLING, Gert: <i>Angewandte Rhetorik und Präsentationstechnik: Der Praxisleitfaden für Vortrag und Präsentation</i> , Berlin 2006.