Minister of Higher Education
Higher Institute for Engineering
And Modern Technology, El-Marg

Communication & presentation skills

Prepared by

Dr. Ahmed Nasser



COMMUNICATION & PRESENTATION SKILLS

Preface

This book, the result of years of experience and research, is intended to be an aid for anyone wishing to speak in public to fellow students, colleagues or other interested groups. The purpose of this course is to illustrate some of the major principles of communication, to be a good presenter and to use public speaking to gain maximum results for the future growth. This book provides the essential elements and some tips on preparing and organizing a successful oral presentation. The same structure can also be used to some extent in the context of a written text, i.e., dividing the text into three parts - introduction, main body and conclusion. Other useful elements for the written text include expressions to indicate lists, narrative, links and examples. This book is divided into two sections, each one being based on a particular point which is important to think about in preparing for communication and giving an oral presentation.

" Remember anyone can give a good presentation. Don't worry if you are not naturally extrovert"



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Higher Institute for Engineering and Modern Technology, El-Marg

Department of Basic Science

Course Title: Communication & presentation skills
Course Code: HUM 181 / 2 Cr. hrs. = {1 lect + 2 tut +0 lab}
Duration: 14 Weeks
Assessment: Final exam: 60%, quizzes 20 %, year work 20%

Aim:

Course aims to provide the student with the latest knowledge about the concepts, characteristics and types of managerial and interpersonal communications. As well as the concepts and requirement of good listening and presentation and developing the student's abilities and skills of effective communication and good listening. As well as how to use the interpersonal and managerial communication methods and the presentation techniques in performance and dealing with other inside and outside the organization.

Course syllabus:

Concept and nature of communication-communication model-formal and informal communications-interpersonal and managerial communications-body language-written communications (reports and memos)-ten commandment of effective communication-good listening-elements of effective presentation model-preparation of good presentation-carrying out presentation-discussion and dealing with objection-evaluating presentation performance.

Learning Outcomes (LO's)

By the end of this course the student should be able to:

LO1: Define Communication, and explain why effective communication is an important management skill.

LO2: Describe the interpersonal communication process and understand the importance and appropriate use of written and oral communication.

LO3: Understand how to deliver your content without reading a boring script, develop more focused presentations and design slides that create more impact.

LO4: Understand how to present with confidence, build your content and create memorable slides.

LO5: Connect with your audiences to leave a lasting impression and avoid common public speaking mistakes.



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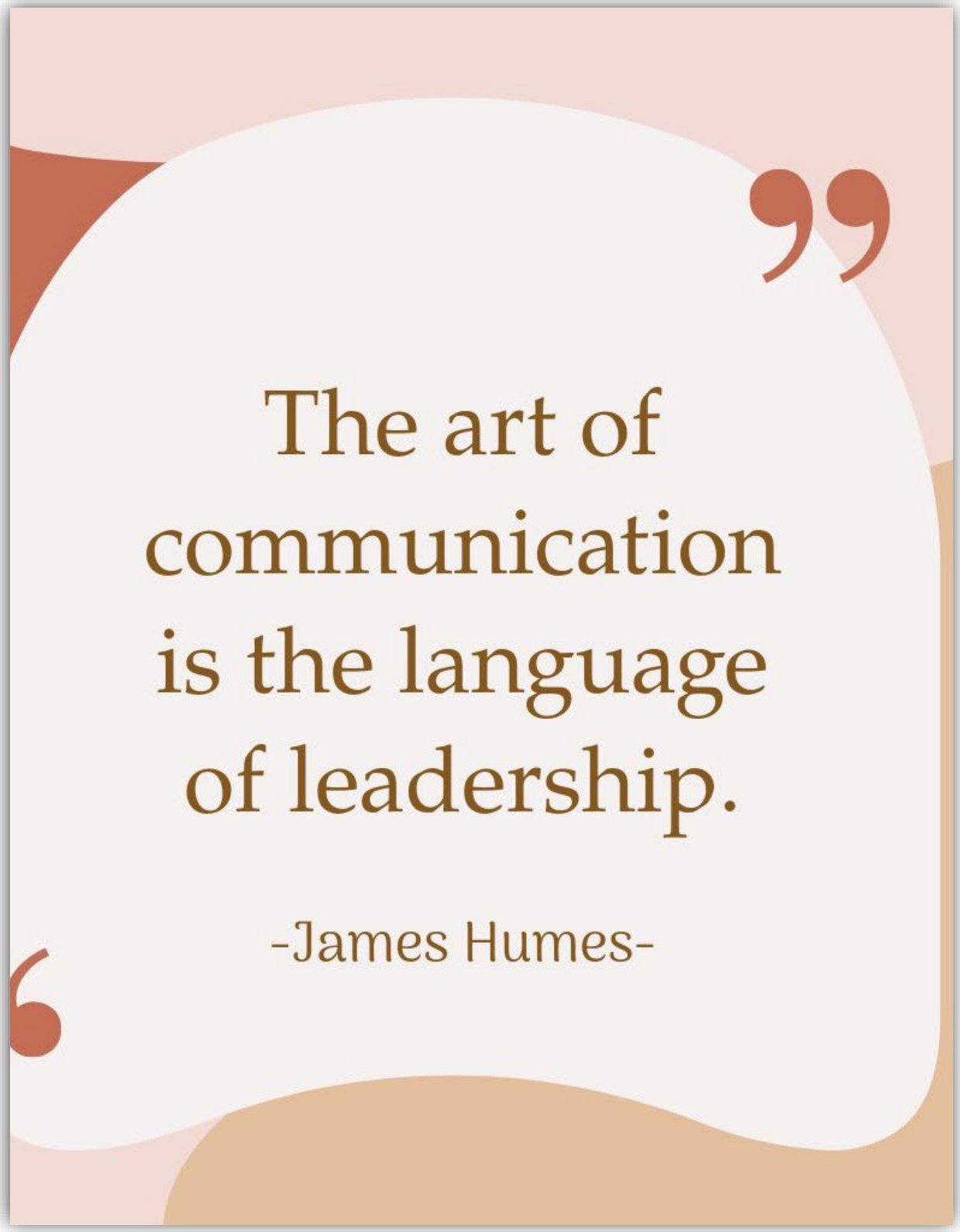
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The art of communication is the language of leadership.
-James Humes-